

# Public Education Opportunities and Resources for OCTOBER 2019

Office of the Fire Marshal and Emergency Management



## Make Your Plan

The following opportunities and resources can be included in your public fire safety education plans for October to support education efforts in your communities. A public education planning and tracking template is available to plan and track your activities for every month of the year. To download the template, click on the download arrow in the top right corner [here](#). Using this planning and tracking template helps fire departments produce an annual report on public education activities. Click [here](#) to download a sample annual report template.

## What's the risk in October?

- 8% of annual loss fires occur in October
- Average of 39 injuries
- Average of 6 fatalities
- Top ignition sources:
  - Cooking
  - Heating equipment
  - Electrical distribution equipment

\*2008-2017 Ontario avg. fire losses, Office of the Fire Marshal and Emergency Management (injuries and fatalities above are for civilians only)

## October's Fire Safety Concerns

- Heating equipment
- Carbon monoxide
- Cooking

## Educational Opportunities

### Prevention:

### It's Fire Prevention Week: October 6 - 12, 2019

“Not Every Hero Wears a Cape. Plan and Practice Your Escape.™”

- Fire Prevention Week [resources](#) ([French](#)) are available on the OFMEM website, including:
  - An [infographic](#) ([French](#)),
  - A [social media card](#) ([French](#)),

- [Tweets \(French\)](#),
- A [news release template \(French\)](#),
- [Radio PSA scripts \(French\)](#),
- A [home fire escape planning grid \(French\)](#),
- A home fire escape planning video (French) – coming soon,
- Fire Prevention Week kits from the [Fire Marshal's Public Fire Safety Council](#).

## Heating Safety:

- Cut and paste the [heating safety news release \(French\)](#) into a Word document, customize it and send it to local media to raise awareness of heating safety
- Tweet [heating safety tweets \(French\)](#).
- Tweet/post links to the [Heating Fire Safety Info Sheet \(French\)](#).

## Carbon Monoxide Awareness Week is November 1–7, 2019

Fire department resources:

- Resources you can use to support CO Awareness Week initiatives and campaigns are [available to download \(French\)](#). Tweet links to them, or print and distribute them when delivering presentations in your community.
- [More resources are available from TSSA](#).

Tweet/Post links to the following information

- [Carbon monoxide infographic \(French\)](#),
- [What is carbon monoxide? \(French\)](#),
- [How to prevent carbon monoxide \(French\)](#),
- [Carbon monoxide alarm installation requirements \(French\)](#),
- [Carbon monoxide alarm tips \(French\)](#),
- [Carbon monoxide alarm questions and answers \(French\)](#),
- [Carbon monoxide information sheet \(French\)](#).



## Cooking Safety:

- Tweet [cooking safety tweets \(French\)](#) throughout the month.
- Tweet/post links to the [Cooking Fire Safety Info Sheet \(French\)](#).
- Schedule [What's Cooking for Teens! \(French\)](#) presentations in high schools.
- Tweet and post links to [cooking video PSAs \(French\)](#) for Thanksgiving.

## Fall Fire Safety Tips:

- Tweet/post links to [Halloween safety tips \(French\)](#).
- Tweet/post links to TSSA's [Autumn Watch Booklet](#) and [Autumn Cleanup Checklist](#).

## Electrical Safety:

- Tweet [electrical safety tips](#) from the Electrical Safety Authority throughout the month.
- Tweet/post links to the [Electrical Fire Safety Info Sheet \(French\)](#).

## Detection:

### Tweet/Post links to:

- [Smoke Alarm Info Sheet \(French\)](#),
- [Carbon Monoxide Infographic \(French\)](#),
- Smoke alarm social media [cards \(French\)](#) and [videos \(French\)](#),
- [Smoke \(French\)](#) and [CO alarm \(French\)](#) tweets.



### Send print PSAs to local newspapers and publications to raise public awareness of:

- [Smoke alarms \(French\)](#),
- [Smoke alarms in RVs, Trailers and Campers \(French\)](#),
- [CO alarms in RVs, Trailers and Campers \(French\)](#).

## Escape:

### To Stay or Go! High-Rise Fire Safety Information Sheet

- Tweet/post links to [information about high-rise fire safety \(French\)](#)



### Home Fire Escape Planning:

- Tweet/post links to:
  - [Information and tips \(French\)](#),
  - [Home Fire Escape planning information sheet \(French\)](#),
  - [Plan Your Escape Info Card \(French\)](#),
  - [Social media card \(French\)](#),
  - [Tweets \(French\)](#),
  - [Every Second Counts – Plan 2 Ways Out! information sheet \(French\)](#).
- Send a [home fire escape planning print PSA \(French\)](#) to local newspapers

## Stay Connected

We'd love to hear from you! Tell us about your plans for Fire Prevention Week! Send an email to [ofm.pubed@ontario.ca](mailto:ofm.pubed@ontario.ca) and put "FPW Plans" in the subject line.

[Email](#) us if you have questions about public education in your community. Let us know about specific programs that work well in your community or specific public education topics you would like addressed in an upcoming notice.

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