

	PUBLIC EDUCATION	2015REVA
	AUTHORED BY: Public Affairs Officer Scott Pringle	FESSAM# 5C.5 CC
APPROVED BY: Fire Chief, Mark Miller 	EFFECTIVE DATE: 07/28/2015	REVISION DATE: 7/28/2018

Procedure:

General Information

Loveland Fire Rescue Authority (LFRA) is a public safety agency whose purpose is to protect life and property. LFRA recognizes the importance of creating, scheduling, delivering, evaluating and documenting activities related to the dissemination of information relative to fire and life safety education and to the mission, vision and values of the organization.

Public Education and Community Outreach Programs and Activities

LFRA's public education and community outreach programs and activities shall be created and delivered with the intent to enhance public safety through positive improvements in awareness, behaviors and environments. Educational outreach efforts may include both formal (structured) and informal (discussion) programs and activities. These programs and activities may include, but are not limited to, home and business fire and life safety topics such as fire prevention, smoke alarms, carbon monoxide alarms, fire extinguishers, fire escape planning, emergency preparedness, burn prevention, cooking safety, grilling safety, child passenger safety seats, bike safety, pedestrian safety, water safety, fall prevention, personal safety, codes and regulations and information about fire service operations and careers. Public education and community outreach programs and activities may consist of, but are not limited to, station tours, public events, safety fairs, meetings, trainings and visits or presentations made at schools, homes, churches and businesses.

Scheduling

Requests for public education and community outreach programs and activities needing resources from the operations division, including station tours and apparatus visits/demos, should be scheduled as an appointment in the Fire Training and Events calendar in Outlook and should include the battalion chief who is on duty for the day of the request as an invitee. The battalion chief will accept or decline the appointment and assign appropriate resources as deemed appropriate.

Requests for public education and community outreach programs and activities needing resources from the community safety division should be referred to the public affairs officer for scheduling.

Any requests for public education and community outreach programs and activities that may require involvement of the LFRA public education team should be scheduled with approval through the proper chain of command for the requested members of the public education team.

Because emergency responses take priority over other activities, it should be explained when scheduling requests for public education and community outreach activities that LFRA members may be late or become unavailable due to such circumstances.

Delivery

Public education and community outreach programs and activities shall be conducted in a professional manner and LFRA members shall wear appropriate uniforms while conducting these activities. LFRA members shall arrive on time and present a positive image for the organization. In the event that circumstances such as emergency response or other conflicts cause LFRA members to be late or to miss a scheduled public education event, efforts should be made to contact the event representative at the earliest reasonable opportunity to explain, and if possible or appropriate, attempt to reschedule the event.

Evaluation

Whenever possible, evaluation of LFRA's public education programs should be done to determine the value and effectiveness of the activities. Evaluations may be related to reactions, learning, behaviors and/or results. Evaluation may be either formal or informal and may include techniques such as pre- and post-testing, written or verbal surveys, visual evaluation of skills learned or environments changed, long-term evaluation of incident or injury frequency and/or other methods as deemed appropriate.

Documentation

All public education and community outreach activities shall be electronically documented within the Station Log Module of ETI in order to create a permanent and retrievable record of the activity. Documentation shall include general information such as the date, time, duration and location of the activity as well as specific information including the topics covered, LFRA members involved, LFRA apparatus used, materials distributed, the number of participants and other pertinent information, as appropriate. Documentation shall be the responsibility of the ranking officer involved or his/her designee.

Definitions:

ETI: An electronic records management system from Emergency Technologies, Inc., utilized by LFRA to document activities such as the delivery of public education and community outreach efforts.

Fire Training and Events Calendar: A shared electronic calendar within the Outlook program of the Microsoft Office software package which is utilized by LFRA for the scheduling of activities such as the delivery of public education and community outreach efforts.

LFRA: Loveland Fire Rescue Authority

Member: Any employee (including appointees, regular full-time and part-time, contact, temporary and seasonal); volunteer (including reserve firefighters); and/or appointed and elected officials of LFRA.

Public Education and Community Outreach Activities: Any type of contact between LFRA members and residents, business employees or other members of the public in which information is provided relative to the enhancement of fire and life safety awareness, behaviors and environments.

Station Log: The module within ETI which is utilized to document activities, such as the delivery of public education and community outreach efforts.

Revision History:

8/15 Updated for format. No content changes.

References: