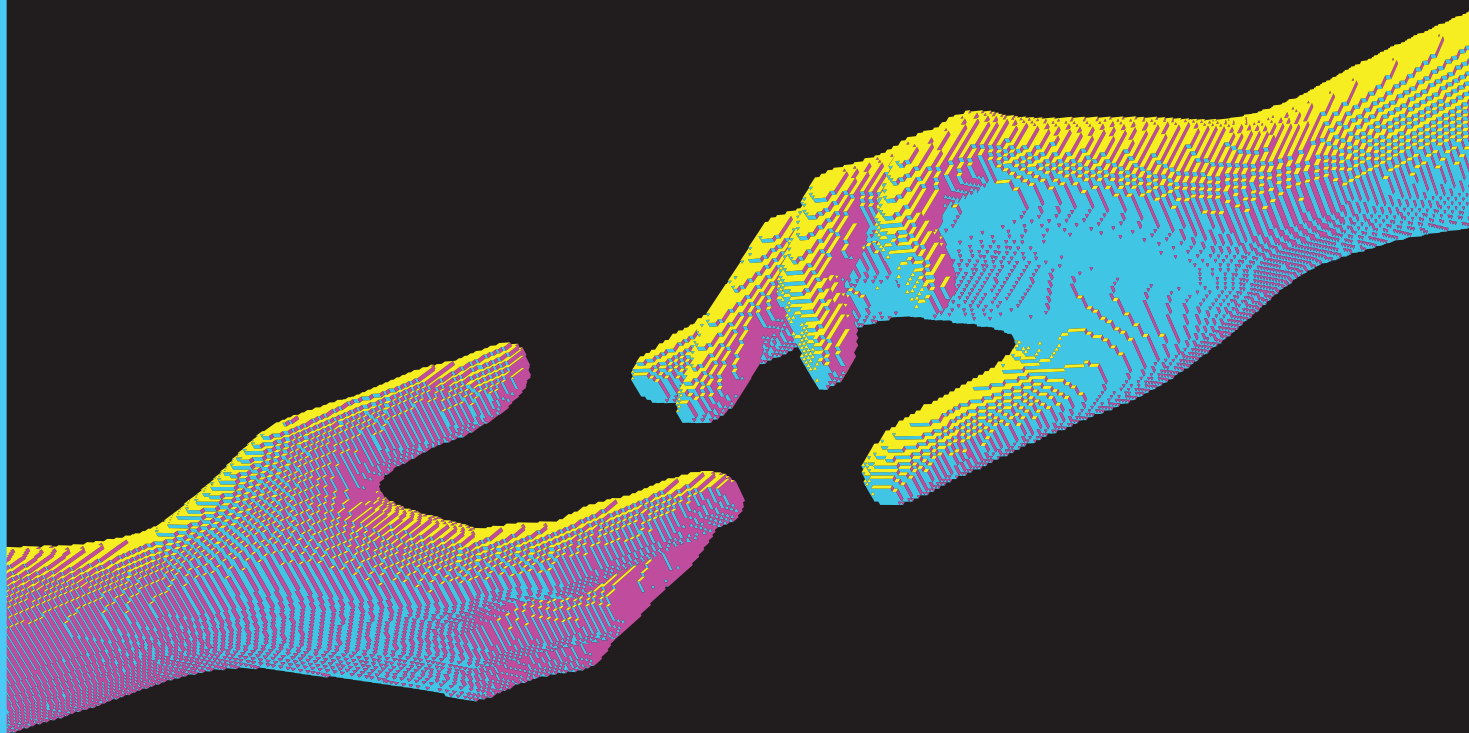


28<sup>th</sup> Annual  
Fire & Life Safety  
Education Conference

September 20 - 21, 2023  
Southbridge Hotel & Conference Center  
Southbridge, Massachusetts

# REACHING FOR SAFETY

One Person at a Time



Presented by the Department of Fire Services  
Jon M. Davine, State Fire Marshal  
Planned by the Massachusetts  
Public Fire & Life Safety Education Task Force

Visit [www.mass.gov/dfs](http://www.mass.gov/dfs)  
Search for *Public Education Conference 2023*  
#MAFLSEConf23

# Program Highlights

Welcome to the 28<sup>th</sup> Public Fire & Life Safety Education Conference! With the COVID-19 crisis finally behind us, more fire educators are back in public venues since before the pandemic. It feels so good to be back in the classrooms and senior centers!

This year's theme, *Reaching for Safety, One Person at a Time*, reminds us that we need to reach everyone to create truly safe communities. How do we reach everyone, one person at a time? We can't do it alone. We are part of a village – and it takes a village to raise a fire safe person. At this year's conference, we embrace the village idea and provide opportunities for you to form partnerships and to learn about existing partnerships focused on fire and life safety education. The workshops also provide you with the tools to teach one person or many people. And each time you reach one person, that person helps to educate others.

The conference includes programs for new fire and life safety educators, workshops to challenge experienced educators, and workshops that teach new ways to promote messages about fire and life safety. Whether you are a veteran or new at the job, a S.A.F.E. educator, teacher, older adult specialist, fire prevention officer, or law enforcement professional, you can build connections to support your efforts to *Reach for Safety, One Person at a Time*.

## School Partners

There are a variety of school partnership workshops on both conference days. Consider attending: Teaching Fire Safety Through History, Parts 1 & 2 (A1); The NoFIRES Program: A Community Response to Youth Set Fires (A4); Fire Safety Sequence: A Fire Safety Program for Third and Fourth Graders (A5); Sound Off™ for Fire Safety (B2); or The Red Cross Home Fire Safety Campaign (B4).

## Senior Agency Partners

Senior agency partners will be interested in *Steps to Safety™*: A Community Approach to Fire & Fall Safety (the former *Remembering When* program) (A2 and D2). This two-part program pairs fire and EMS professionals with community partners to educate about fire and fall prevention. Other workshops include: Fire Safety for Group Homes – A Training Program (C1); Emergency Situations: Communicating with the Deaf and Hard of Hearing Individuals (D1); and Senior SAFE Exchange (E1).



## Core Skills

Whether you are new to fire and life safety education or have been teaching for a while, core workshops keep you up to date on consistent messages and best practices. Consider attending: Fire Safety Sequence: A Fire Safety Program for Third & Fourth Graders (A5); Sound Off™ for Fire Safety (B2); Fire Station Tours: One Age Group at a Time (E4); or The Impact of Hoarding on Fire: A Case Study (F2).



## Partnerships

Developing partnerships is essential to Community Risk Reduction. Consider attending: The NoFIRES Program: A Community Response to Youth Set Fires (A4); Developing Leaders: Keys to Effective Succession Planning (B1); Question, Persuade, Refer (QPR) Suicide Prevention (C4); Emergency Situations: Communicating with the Deaf and Hard of Hearing Individuals (D1); and LGBTQIA+ Awareness for First Responders (E5).



## Using the Tools

These workshops introduce specific tools, props, and curriculums that help teach fire and life safety. Look at: Using the DFS Props (C3); S.A.F.E. Exchange (C5); Fire Safety House Trailer Program (D3); Senior SAFE Exchange (E1); Teaching Fire Safety and Prevention Throughout the Year (F3).



## New Topics

These workshops present new information in the field or are new to the annual conference. They include: Lessons from the Station Nightclub Fire: A Survivor's Impact and What You Can Do for Your Community (B3); Diversity, Equity and Inclusion: What Does It Really Mean? (B5); Fire Safety for Group Homes – A Training Program (C1); Adapting to an Electrified Future in the Fire Service (D4); Fire Service Film-Making: CRR Media and Content Creation on a Budget (D5); Modern Media Tips (E2); and many more.

## 2023 Fire & Life Safety Educator of the Year Award

The award and citations will be presented after lunch on September 21. Please look for the 2023 Nomination Form in this brochure and nominate those you think are in the forefront of public education.

# Registration

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Registration deadline: Wednesday, September 6



## How to Register for the Conference

- Go to [www.mass.gov/dfs](http://www.mass.gov/dfs).
- Search for *Massachusetts Firefighting Academy*.
- Log into the [DFS Learning Management System](#) (LMS).
- If you do not have an account in the LMS, you must create one to register for the conference.
  - Select the link to create a new account.
  - Click on *My Account* (on the red bar at the top of the page).
  - Follow the directions to create your LMS account.

After you create your account and log in, search for the course code for your registration choice (J01 or J01c).

- Select one of these choices to register for the conference:
  - # J01: Applicant to pay (\$210.00)
  - # J01c: Department to pay (\$210.00)

After you finish the LMS registration, you will get an email asking you to fill out a Workshop Registration Form, including specific workshops.

**Please Note:** Your conference registration is **not complete** until you fill out and submit the *Workshop Registration Form*.  
You will receive an email confirmation of your complete registration after you submit the form.  
The confirmation email will be from [noreply@docuware.cloud](mailto:noreply@docuware.cloud).

## For More Information

Call 978-567-3381 or email [Sheryl.Hedlund@mass.gov](mailto:Sheryl.Hedlund@mass.gov) for more information.

## Cancellation Policy

No refunds 0-9 days prior to conference.

Full refund 10 days or more prior to conference.

# Wednesday, September 20

8:30 - 9:00 am ..... Registration & Exhibitors

9:00 - 9:45 am ..... General Session

## Welcome

Maribel Fournier, Deputy State Fire Marshal  
Department of Fire Services

## Conference Goals

Massachusetts Public Fire & Life Safety  
Education Task Force

## Bringing the Excitement Back:

### Substance Use Prevention

Amanda Sandoval, Hillary Dubois Farquharson and  
Gabrielle Sullivan, High Point Treatment Center

High Point Treatment Center's Prevention Services brings a unique perspective to integrating harm reduction and stigmatized topics into the substance use prevention conversation. Presenters will describe how to effectively adapt to changes such as proprieties, political pressures, funding and geographic catchment areas while bringing sustainable change to a diverse region. They will demonstrate how to be adaptive, flexible, and responsive to community needs by elevating the voices of people who are not usually heard. Presenters will share best practices in prevention work including: thinking outside the box, finding your person, rebranding prevention to "just say yes," and the importance of empowering community champions.

9:45 - 10:00 am ..... Break

10:00 am - 12:00 pm .....Block A



## A1: Teaching Fire Safety Through History, Parts 1 & 2

Chief Tim Kelly, Devens Fire Department

*The History of Fire in America* is a program for grades 7-12 that uses history to teach fire safety by reviewing historical fires and the lessons learned from them. Combining parts 1 and 2 allows for an in-depth look at a variety of historical fires and demonstrates that teaching fire safety does not have to be topic specific. Students look at cases where tragic mistakes happened because history was ignored. This approach teaches critical thinking, reasoning skills and fire safety. Bring a thumb

drive to the workshop so you can download a copy of the entire program to use in your community.



## A2: Steps to Safety™ A Community Approach to Fire & Fall Safety (Pt. 1)

Andrea G. Vastis, MPH

National Fire Protection Association (NFPA)

In this interactive two-part workshop, attendees will learn about the *Steps to Safety™ Prevent Fire and Falls at Home* program that pairs fire and EMS professionals with community partners to educate older adults about home fire and fall safety through group presentations, home visits, and the creation of a local resource network. Formerly titled *Remembering When™ A Fire and Fall Prevention Program for Older Adults*, the updated program includes an online professional training curriculum and new digitized and print assets to support learning and behavior change in the older adult population. The approach promotes independence, collaboration, engagement, and empowerment. Rooted in fire and behavioral science and sound educational principles, *STS* provides the framework and tools for fire and EMS professionals and their health and social service partners to impact communities to reduce incidence and injury from home fires and falls. **Please note that you must participate in both days of the workshop.**



## A3: Moving from Public Education to Community Risk Reduction: How and Why

Karen Berard-Reed, Senior Strategist, CRR Lead  
National Fire Protection Association (NFPA)

Massachusetts is a national leader in fire and life safety education. Let's keep the momentum going! The time is right to apply the Community Risk Reduction (CRR) process to your prevention efforts and multiply your positive results. In this session, attendees will explore the transition from fire and life safety education to CRR as a model driving fire department-focused community safety. This session will help professionals build their functional knowledge about CRR including **WHY** CRR is valuable and **HOW** to implement the process. We will cover tactics to boost local capacity for CRR implementation, strategies to get started, and a case study example of how one local department is implementing new CRR initiatives.



**A4: The NoFIRES Program: A Community Response to Youth-Set Fires**

Loren Davine, M.Ed., C.A.G.S.  
Executive Director, NoFIRES, Inc.

Youth firesetting has been identified as the fastest growing fire threat in the United States. In this workshop, participants will learn how the NoFIRES program was established and strategies to provide a consistent, coordinated, and appropriate response to youth who engage in fire-related behavior. The components of the approach include an in-home screening, home safety check, fire safety education, and referrals to services. Participants will learn about youth firesetting and strategies to develop an effective intervention and education program. NoFIRES, Inc. offers education and intervention to youth firesetters in Western Massachusetts. Our mission is to protect our youth, their families and the communities in which they live from the dangerous and sometimes fatal acts of setting fires. NoFIRES also provides training and professional development to educators, clinicians, prosecutors, fire investigators and law enforcement. For more information visit [www.NoFIRES.net](http://www.NoFIRES.net).



**A5: Fire Safety Sequence: A Fire Safety Program for Third & Fourth Graders**

Jillian Moore, Community Risk Reduction Specialist  
Arvada, Colorado Fire Department

In this workshop, we will cover the *Fire Safety Sequence for Third & Fourth Graders*, a comprehensive home fire safety program that aligns with curriculum standards. In the program, students work in teams to put 12 picture cards in a logical sequence. The cards include three steps to take before a home fire and nine steps to take after a kitchen fire starts. After each team creates a sequence, the whole class learns the correct sequence and essential home fire safety actions. The program includes pre- and post-tests, plus a homework assignment that teachers can use to give a grade for the lesson. We will share the interactive and virtual versions of this program.

- 12:00 - 1:00 pm .....Lunch
- 1:00 - 2:00 pm ..... General Session

**Keynote Speaker**

Jim Pauley, President and CEO  
National Fire Protection Association (NFPA)

Jim Pauley is the President and Chief Executive Officer of the NFPA, a global non-profit devoted to eliminating death, injury, and property and economic loss due to fire, electrical and related hazards. He also serves as Chairman of the Board of the NFPA Research Foundation.

Before joining NFPA, Mr. Pauley had a 30-year career in the electrical and energy industry where he most recently served as Senior Vice President, External Affairs and Government Relations for Schneider Electric.

Mr. Pauley has served in past leadership positions including Chairman of the Board for the American National Standards Institute (ANSI).

He holds a bachelor's in Electrical Engineering from the University of Kentucky and was a licensed professional engineer in Kentucky.

**Keynote Address**

**Fire Prevention and Public Education:  
Essential Components of the  
NFPA Fire and Life Safety Ecosystem**  
Jim Pauley, President and CEO  
National Fire Protection Assoc. (NFPA)

- 2:00 - 2:15 pm ..... Break
- 2:15 - 3:15 pm ..... Block B



**B1: Developing Leaders: Keys to Effective Succession Planning**

Chief Michael Cassidy, Holliston Fire Department

When surveyed, many organizations single out leadership development and succession planning as their most glaring organizational weakness. Leadership development isn't mysterious, accidental, or something that can be postponed. Whether it's the leadership of a municipal department, community risk reduction program, business, community group, or non-profit organization, succession planning is a systematic process that nearly every organization can implement. Attendees will learn how they can transform their organization into one that



is highly effective in developing a strong internal pipeline of future leaders. Discussion will include the difference between mentoring and succession planning.



**B2: Sound Off™ for Fire Safety**

**Lt. Katie Harrington, Worcester Fire Department**

*Sound Off™ with the Home Fire Safety Patrol* is a classroom-based curriculum for students in grades 2 and 3. It was developed by the nonprofit Michigan Public Health Institute (MPHI) with a team of national fire safety experts, and field-tested across the United States. MPHI improved the materials based on feedback and expanded the program to 20 communities, documenting a 42% increase in knowledge among participating students.

*Sound Off™* is the only school-based program designed to support home safety visits, with a primary focus on working smoke alarms. The program includes free classroom materials and proven strategies to reach low-income, high-risk families with both working smoke alarms and the knowledge of how to respond when they “chirp” or “sound.” This workshop features best practices for community risk reduction (CRR) strategies and showcases how the Worcester Fire Department customized the program to achieve local CRR goals. The workshop is for both new and experienced educators, especially those interested in creating high-impact CRR outreach programs including targeted home safety visits to install alarms and educate residents.



**B3: Lessons from the Station Nightclub Fire: A Survivor’s Impact and What You Can Do for Your Community**

**Captain Robert Feeney, Onset Fire Department**

The Station Nightclub Fire was a tragedy of immense proportions. Captain Feeney is a survivor of the fire and will discuss what he learned from the experience as a firefighter and a survivor. He will cover laws and codes that have been changed since the fire; how high-risk occupancies that have struggled with getting sprinklered are moving in the right direction; and his ideas about what we can do to prevent history from repeating itself in multiple fatality fires.



**B4: The Red Cross Home Fire Safety Campaign**

**Mary Nathan, American Red Cross**

The *Red Cross Home Fire Safety Campaign* has had great success partnering with fire departments across the state and country. According to the Red Cross, 7 people die in a home fire every day, most impacting children and seniors. The campaign has made lifesaving differences, through achieving their goal of installing 2.5 million free smoke alarms and helping to make 1 million households safer in at-risk communities. Attendees will learn about the campaign, how to initiate the campaign, and what fire department teams can do to keep people safe from fire. You will also learn about exciting new Red Cross fire prevention programs rolling out over the next two years and how to bring them to your community.



**B5: Diversity, Equity and Inclusion: What Does It Really Mean?**

**Chief Tim Kelly, Devens Fire Department**

Everyone has heard diversity, equity, and inclusion (DEI) talked about in the fire house. But what do these words really mean? We will discuss the definitions of each word as they apply to both staffing in the fire house, and to the classrooms where we teach. Schools today are filled with students who come from a variety of backgrounds or identify themselves in ways we may not be familiar with. This workshop will help firefighter educators better understand and prepare for the 21<sup>st</sup> century students who are sitting in front of us.

3:15 - 3:30 pm ..... Break

3:30 - 4:30 pm ..... Block C



**C1: Fire Safety for Group Homes – A Training Program**

**Dave Beaudin, Administrative Compliance Officer  
Department of Fire Services**

In conjunction with the Department of Developmental Services and the Department of Mental Health, DFS developed a training program that teaches firefighters to educate staff in group homes about fire prevention and safety. The program was designed to teach group home staff to: follow steps to assure there are fire safe spaces in and around a group home; how to respond in

an emergency; and best practices for fire prevention. Attendees will learn what the program covers and how to get access to the full training. The training program is available to firefighters who want to implement staff training in group homes in their area.



**C2: The ABCs of S.A.F.E. and Senior SAFE Grants, and PFALSE**

Lt. Christie Clement, Capt. David DeMarco, and Capt. Tom Impey, Department of Fire Services

This workshop explores the inner workings of S.A.F.E. and Senior SAFE grants. Grant coordinators Lt. Christie Clement and Capt. Dave DeMarco will walk you through the process of pre-planning, writing the grant, and post-grant requirements. You'll leave this workshop with the confidence that you can apply for grants and be successful. And yes, paperwork is involved! In addition, Capt. Tom Impey will discuss recent changes in the Public Fire and Life Safety Educator class (PFALSE).



**C3: Using the DFS Props**

Laurie Manning, Palmer Fire Department  
Cindy Ouellette, Ret., Department of Fire Services

The Hazard House and Kitchen Prop are great tools to advance fire safety messages, especially at large venues like public safety days, conferences, and home shows. The props draw people in, which allows public educators the opportunity to drive home safety messages. Attendees will learn how to set up and take down the props, and to use them as effective educational tools that promote fire safety.



**C4: Question, Persuade, Refer (QPR) Suicide Prevention**

Cheryl Lang and Veronica Topp, The Gillian Reny Stepping Strong Center for Trauma Innovation

In 2020, nearly 46,000 people died by suicide in the United States. There were an estimated 1.2 million suicide attempts, and an additional 3.2 million people planned a suicide. The National Fallen Firefighters Foundation estimates that 100 to 200 firefighters die by suicide each year, double the rate of the general population. Suicide is both a leading cause of death and the most preventable cause of death. Join us to learn the warning signs and how to help someone at risk. Your knowledge can save a life. Based on the

*Question, Persuade, Refer (QPR)* model, this evidence-based program teaches participants to *Question* someone who may be suicidal, *Persuade* them to get help, and *Refer* them to the appropriate resources.



**C5: S.A.F.E. Exchange**

Capt. John M. Sjostedt, Plympton Fire Department  
Capt. Brad Kwatcher, Bellingham Fire Department  
FF/Paramedic Billy Lieb, Bridgewater Fire Department

Join us to get new ideas for your S.A.F.E. program from firefighters who are thinking outside the box. FF Lieb will discuss Bridgewater's less traditional approach to fire safety for children. Capt. Kwatcher will discuss Bellingham's bike helmet safety program, and Capt. John Sjostedt will discuss Plympton's *Get Out, Stay Out* and *We Wear What You Wear* programs for grades K-1.

- 4:30 pm..... Certificates  
Available at registration desk
- 4:45 - 6:00 pm ..... Open Social Hour  
Conversation and cash bar
- 6:00 pm..... Networking Dinner  
Reservations required. Pick up tickets at check-in.

**Thursday, September 21**

- 8:30 - 9:00 am ..... Registration & Exhibitors
- 9:00 - 9:45 am ..... General Session

**Reaching for Inclusivity: Diversity, Equity, and Effective Communication in Fire Prevention**

Lt. Matthew Morin, Sunderland Fire Department  
Join us for a compelling presentation by Lt. Morin, a renowned advocate for the understanding of diversity, equity, and inclusion (DEI) in the fire service. Discover the profound importance of embracing DEI, specifically in fire prevention efforts. Morin will shed light on the vital role of effective communication across differences and emphasize the significance of understanding and accepting LGBTQIA+ people in the fire service. This thought-provoking presentation will inspire attendees to cultivate an inclusive environment, leading to a more resilient fire service that serves and safeguards all members of our communities.

9:45 am - 10:00 am ..... Break

10:00 am - 12:00 pm ..... Block D



**D1: Emergency Situations:  
Communicating with the Deaf and  
Hard of Hearing Individuals**

**Jonathan O'Dell and Zoe RajBhandary,  
Massachusetts Commission  
for the Deaf and Hard of Hearing**

This workshop will help you gain a better understanding of how to communicate with Deaf and hard of hearing individuals during emergency situations and when interacting in your community. Demographics, Deaf culture, and the multitude of communication preferences and communication realities that may come up during an emergency will be discussed. Alerting devices designed for safety at home will be introduced as will proactive steps you can take to help you include Deaf and hard of hearing individuals in your emergency planning.



**D2: Steps to Safety™ A Community  
Approach to Fire & Fall Safety (Pt. 2)**

**Andrea G. Vastis, MPH  
National Fire Protection Association (NFPA)**

In this interactive two-part workshop, attendees will learn about the *Steps to Safety™ Prevent Fire and Falls at Home* program that pairs fire and EMS professionals with community partners to educate older adults about home fire and fall safety through group presentations, home visits, and the creation of a local resource network. Formerly titled *Remembering When™ A Fire and Fall Prevention Program for Older Adults*, the updated *Steps to Safety™* (STS) program includes an online professional training curriculum and new digitized and print assets to support learning and behavior change in the older adult population. The approach promotes independence, collaboration, engagement, and empowerment. Rooted in fire and behavioral science and sound educational principles, STS provides the framework and tools for fire and EMS professionals and their health and social service partners to impact their community to reduce incidence and injury from home fires and falls. **Please note that you must participate in both days of the workshop.**



**D3: Fire Safety House Trailer Program**

**Lt. Anthony Leite, Lowell Fire Department  
FF Matthew Fraticelli, Fitchburg Fire Department**

This workshop teaches best practices for using Fire Safety House trailers for fire and life safety education. You will tour a trailer and learn strategies, tips, and lessons from two departments with robust public fire and life safety programs that use the Fire Safety House trailers to educate students of all ages.



**D4: Adapting to an Electrified Future  
in the Fire Service**

**Deputy Chief Dan Murray  
New York City Fire Department**

This workshop covers issues about Lithium-Ion batteries (LIBs) and fire service concerns about battery fires. Chief Murray will cover initial worries about LIBs, steps the fire service may take to increase surveillance of LIB hazards, fire department preparation for handling LIBs, promoting interagency cooperation, creating task forces, fire safety education, and social media. In New York City and all over the nation, residents are using more e-bikes and scooters, which are unregulated. Chief Murray will share how FDNY is handling these issues. He will also share ideas for fire departments to get ahead of this rapidly changing technology.



**D5: Fire Service Filmmaking: CRR Media  
and Content Creation on a Budget**

**Capt. Matthew Troy  
Bethel, Maine Fire Department**

With today's access to public media distribution platforms, anyone can promote their mission with content creation. In this workshop, participants will learn the basics of content creation including: conceptualizing a message, drafting a script, filming, editing, and preparing content for distribution. With iOS and Android devices, affordable accessories, some patience, imagination and practice, any department can create high production value material to reach your audiences. Bring your media tools, and an iPad with the free utility Adobe Premiere Rush.



12:00 - 1:00 pm .....Lunch  
1:00 - 2:00 pm ..... General Session

2023 Fire & Life Safety  
Educator of the Year Award

*Presentation and remarks:*  
Jon M. Davine, State Fire Marshal

2:00 - 2:15 pm ..... Break  
2:15 - 3:15 pm .....Block E



E1: Senior SAFE Exchange

Capt. David DeMarco, Belmont Fire Department  
Capt. Jason Houle, South Hadley Fire District 1  
Captain Ryan Moore, South Hadley Fire District 2  
Lt. Henry Perkins, Boston Fire Department

Are you a new fire and life safety educator? Join this workshop to get ideas for Senior SAFE programs from veteran firefighter educators and first responders. You will learn about: the *File of Life* and its critical role in emergency situations; creating a cooking prop on a slim budget; the Belmont CRR program; how to use the Senior SAFE safety check list for your older adult program; and the residential lock box program in South Hadley.



E2: Modern Media Tips

Leslie Gaydos, NBC10  
Chief Michael Cassidy, Holliston Fire Department

Over time, the news media has adopted a 24-hour news cycle, providing a constant flood of information in the form of TV news broadcasts, online news websites and streaming services. You may be dealing with local reporters, photographers, assignment editors, producers and news directors, who are all expected to do far more with fewer resources. Depending on the nature of the incident or planned event, there may be other facts beyond the basic Who, What, When, Where, Why, and How that you need to be prepared to provide. Establishing working relationships with the media will not only improve their coverage of breaking news, but will also be instrumental in building partnerships that help you share key fire and life safety education messages throughout the year. This workshop will feature the perspective and experiences of both a longtime public information officer and an award-winning journalist.



E3: “Until Help Arrives” –  
Simple Steps that May Save a Life

Jason O’Brien, Norfolk County Dist. Attorney’s Office  
Deputy Chief Justin Myers, Weymouth Fire Dept.

“Until Help Arrives” was created by the Federal Emergency Management Agency (FEMA). The program gives everyone the tools needed to make a difference before first responders arrive at an emergency. The program was tested extensively with students, senior citizens, and civic groups. It has proved to be extremely valuable in equipping participants with new skills and empowering them to act in an emergency. The materials can be easily adapted for almost any audience. Presenters will give an overview of the course material and will explore how you can tailor the material for different audiences. Whether you use the material without modification or tailor it for your audience, this is a great tool for anyone teaching fire and life safety.



E4: Fire Station Tours:  
One Age Group at a Time

Capt. Katie Collins Kalbaugh, Chicopee Fire Dept.  
Lt. Maria Pelchar, Holyoke Fire Department

When we think about fire station tours, we picture second graders listening to a firefighter and getting red hats. This workshop will help you envision other opportunities to use fire station tours as a method to instruct and promote issues about fire prevention and safety. Planning is key, because you will be shifting the paradigm of what being in the fire house means to adults and seniors of various ages. Learn from two experienced fire and life safety educators who are changing the concept of “ye old fire station tours.”



E5: LGBTQIA+ Awareness  
for First Responders

Lt. Matthew Morin, Sunderland Fire Department

First responders (EMS, fire and police, 911 dispatchers) interact with people from all walks of life. Members of the LGBTQIA+ community, specifically trans, or gender non-binary individuals, make up a vulnerable patient population and are often overlooked or misunderstood by first responders and health care providers. This training provides an introduction to LGBTQIA+ terminology, how it relates to our work as first responders, and some best

practices for interacting with the LGBTQIA+ community in the performance of our duties. EMS providers, first responders, and dispatchers will leave this training better prepared to interact with the diverse population we serve.

3:15 - 3:30 pm ..... Break  
3:30 - 4:30 pm ..... Block F



**F1: The Community Opioid Prevention and Education (C.O.P.E.) Program**

**Lt. Anthony Leite, Lowell Fire Department**

Join us to learn about the C.O.P.E Program (Community Opioid Prevention and Education) in Lowell. C.O.P.E. provides information to better educate students on the risks of drug abuse. The Lowell Fire Department's Community Education Division collaborates with other city departments to ensure we combat this danger in a unified way and provide resources for our city. Program information is continuously gathered and updated from: National Institute on Drug Abuse (NIDA), *Drugabuse.gov*, Opiate Rehab Treatment web page, American Society of Addiction Medicine (ASAM), The Harm Reduction Coalition, Centers for Disease Control and Prevention, National Institute on Drug Abuse for Teens, Lowell Fire's EMS coordinator, Trinity/PrideStar and many more. Opioid awareness education topics and discussions are dictated by grade/age level. The C.O.P.E program addresses students in public, private and college level schools.



**F2: The Impact of Hoarding on Fire: A Case Study**

**Chief Tim Kelly, Devens Fire Department**

Learn about the real-life case of a person who suffered from hoarding and the fire they experienced. We will take a detailed look at the fire, the clean-up, and the social services needed. This workshop is an excellent opportunity to examine the partnerships needed to successfully address cases of hoarding.



**F3: Teaching Fire Safety and Prevention Throughout the Year**

**Cindy Ouellette, Ret., Department of Fire Services**

This workshop will give you the tools to extend your fire safety program beyond Fire Prevention Week. Over the

years, DFS has produced campaigns, activities, materials and ideas that are available for your program right now. What can you do in February, or August, or in any month of the year to provide your community with valuable fire safety and prevention information? We've got it and you will get it!



**F4: Trauma Prevention – Helping Children in a Moment of Crisis**

**Amy Ebbeson, LCSW  
Worcester Addresses Childhood Trauma**

Firefighters often encounter children when they are experiencing something traumatic. The way that adults respond to events can make a big difference in how children will recover. This workshop provides an overview of how trauma may manifest in thoughts, feelings, behaviors, and relationships. Understanding this and the importance of the crisis moment will help firefighters form the most effective intervention in order to improve mental health outcomes for everyone involved.



**F5: Implementing Behavioral Health Care as a Function of your CRR Program**

**Deanna Harrington, CFO, MS, Community Risk Reduction Chief, Arvada, Colorado Fire Department**

At the beginning of 2023, the Arvada Fire Department implemented a behavioral health unit pilot program called STAR (Support Team Assisted Response). The STAR team includes a paramedic and a licensed behavioral health clinician who work out of a wheelchair accessible van to serve individuals experiencing mental health crisis, substance misuse, or homelessness. STAR responds to low-risk calls where the team can provide crisis intervention, de-escalation, transportation, and resource navigation. In this workshop we will discuss the reasoning, processes, and implementation of this unique pilot program and how it relates to community risk reduction within the fire service.

4:30 pm .....Certificates  
Available at registration desk

# Public Fire and Life Safety Education Resources

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The Department of Fire Services (DFS) and the Public Education Task Force first collaborated on a conference for fire and life safety educators in Massachusetts in 1995. Every year (except 2020, due to the COVID-19 pandemic), these conferences have provided training, promoted connections, and helped build networks and partnerships. Along the way, fire deaths in Massachusetts have gone down and child fire deaths have particularly been impacted. The conference also now draws fire and life safety educators from many states, both as speakers and participants, creating collaborations that reach across the country.

## Resources for Fire and Life Safety Educators

DFS has many resources for fire and life safety educators. These include grant programs, learning props, information for lesson planning, and much more. Visit [www.mass.gov/dfs](http://www.mass.gov/dfs). Search for *Resources for Fire and Life Safety Educators*. Below are a few of the resources we offer.

## Programs

- **S.A.F.E.** – The Student Awareness of Fire Education Program provides grants to local fire departments to work with classroom teachers to teach fire and life safety to children.
- **Senior SAFE** – The Senior SAFE Program provides grants to local fire departments to support fire and life safety education for seniors. Seniors are at the highest risk of dying in fire in the Commonwealth.
- **High School Burn Awareness Video Contest** – This annual contest challenges 9<sup>th</sup> to 12<sup>th</sup> grade students to create videos that promote burn safety.
- **Fire Prevention Week** – Each October, the National Fire Protection Association (NFPA) sponsors Fire Prevention Week to raise awareness about fire safety and to promote fire safety information. Visit [www.mass.gov/dfs](http://www.mass.gov/dfs) and search for *Fire Prevention Week* for more information and resources.
- **Arson Watch Reward Program Poster Contest** – An annual contest sponsored by the property and casualty insurance companies of MA and RI. Each year, students submit entries based on a fire prevention message.

## Information

- **Fire Station Tours** – How to lead effective, educational fire station tours.
- **DFS Fire Safety Handouts** – Use and share these with the public. Many are available in several languages.

## S.A.F.E. Teaching Tools

**S.A.F.E. Grant Application Tutorial** – a PowerPoint presentation on how to apply to both the S.A.F.E. and Senior SAFE grant, with helpful tips and strategies.

**S.A.F.E. Teaching Tools** – The Curriculum Planning Guidebook, 3<sup>rd</sup>, 6<sup>th</sup>, and 10<sup>th</sup> grade S.A.F.E. Student Evaluations, and S.A.F.E. Teacher Evaluations provide all the materials for teaching and evaluating your S.A.F.E. programs.

## Resources to Borrow

DFS has equipment you can borrow to use in public education offerings. Contact Sheryl Hedlund (978-567-3381) or Vicky Giguere (978-567-3813).

- Hazard House
- Cooking Hazard Prop
- Junior Fire Gear
- Sparky the Fire Dog costume
- Combined Sprinkler Demonstration Trailer/  
Fire Safety House
- Side-By-Side Sprinkler Trailer
- DFS Library For Public Educators
- District Fire Safety Houses – Available from 15 locations in MA – Contact the districts to reserve.

## Public Awareness Campaign Toolkits

DFS has public awareness campaigns to promote fire and life safety. The campaigns have toolkits for local fire departments and fire and life safety educators. The campaigns include:

- Keep Warm, Keep Safe (winter home heating safety)
- Cooking Fire Safety
- Smoke Alarms
- Breathe Easy: Home Oxygen Fire Safety



# Past Public Fire & Life Safety Education Conferences

1995	<b>First Annual Public Fire &amp; Life Safety Education Conference</b> Keynote: <i>McLean Stevenson</i>	2009	<b>Fire Safety Safari: Exploring the Jungle</b> Keynote: Framing Your Message to Make a Difference. <i>Chief Randy R. Bruegman, Fresno CA</i>
1996	<b>Make New Friends and Steal Ideas</b> Keynote: <i>Vina Drennan, surviving spouse of Captain John Drennan, FDNY</i>	2010	<b>Fire Safety Education: The Never Ending Story</b> Keynote: The Power of Story <i>Bill Harley, storyteller</i>
1997	<b>Wizard of Oz: The Brains, Heart and Courage to Be Better Fire Educators</b> Keynote: <i>Vina Drennan, surviving spouse of Captain John Drennan, FDNY</i>	2011	<b>Setting Sail for New Horizons</b> Keynote: From the Ashes <i>Gina Russo, Station Nightclub survivor</i>
1998	<b>An Ounce of Prevention is Worth a Pound of Cure</b> Keynote: <i>Chief Richard Gonzales, Denver, CO</i>	2012	<b>Preparing for a Great Adventure</b> Keynote: NFPA Faces of Fire. <i>Princella Lee Bridges, burn survivor representing Faces of Fire Sprinkler Initiative</i>
1999	<b>Partnerships for the New Millenium</b>	2013	<b>Sounds of Success</b> Keynote: Having a Vision for Implementing a Community Risk Reduction Program. <i>Reginald D. Freeman, MS, CFO, FIFireE</i>
2000	<b>Recipes for Success</b> Keynote: <i>Chief Richard Gonzales, Denver, CO</i>	2014	<b>Destination SAFE: Fire &amp; Life Safety Education for All Ages</b> Keynote: The Forgotten Fire – An Educated Reporter is Our Best Advocate. <i>Leslie Gaydos, NECN Anchor and Reporter</i>
2001	<b>A Safe Odyssey</b> Keynote: <i>Chief Dennis Compton, Mesa, AZ</i>	2015	<b>Here We Grow Again</b> Keynote: Saving Firefighter Lives, One Decision at a Time. <i>Vina Drennan, Fire Safety Advocate</i>
2002	<b>Fire Safety Depot: Connecting our Communities</b> Keynote: <i>Mary Marchone</i>	2016	<b>Keeping Everybody Safe Every Day</b> Keynote: Moving Beyond the Station Nightclub Fire: One Man's Journey. <i>Michael Ricardi, Author &amp; Station Nightclub Survivor</i>
2003	<b>Seasons of Change: Life Safety Through the Generations</b> Keynote: Leading Community Risk Reduction in Challenging Times. <i>Mike Weller, Public Education Officer, Hagerstown, MD Fire Department</i>	2017	<b>Bridging the Gap</b> Keynote: Finding Ways to Make Fire Safety Fun, Easy and Relevant for Adults. <i>Peter Mitchell, Chairman and Chief Creative Officer, SalterMitchell</i>
2004	<b>A Decade of Difference</b> Keynote: The U.S. Fire Administration: Where We Are. Where We Are Going. <i>R. David Paulison, U.S. Fire Administrator</i>	2018	<b>Managing the Message</b> Keynote: The Critical Role of Pub Ed Messaging as Part of the Community Risk Reduction Process. <i>Jim Crawford, Project Manager Vision 20/20</i>
2005	<b>Chicken Soup for Community Educators</b> Keynote: Fire Safety Education: What Matters <i>Carolyn Smith-Clark, National Fire Academy Instructor</i>	2019	<b>A Quarter Century of Fire &amp; Life Safety Education</b> Keynote: Fire Safety Ed.: Preparing Communities for Current Fire Dangers. <i>Monica Colby, Fire &amp; Life Safety Educator</i>
2006	<b>Teamwork: The Road to a Championship, Continuing the S.A.F.E. Legacy</b> Keynote: You Don't Have to Be Perfect to Be Great. <i>John DiPietro, Mng. Partner, Advanced Business Concepts/DiPietro</i>	2021	<b>Taking a Mulligan – Getting Back in the Swing</b> Keynote: Youth Firesetting Prevention and Intervention. <i>Patricia Mieszala, RN, President and Founder, Burn Concerns National Consulting and Educational Services</i>
2007	<b>Building Safer Communities</b> Keynote: Building a Fire Safe Future Brick By Brick: Don't Give Up! <i>Sondra Senn, Administrator, Public Fire Education &amp; Data Management Section, South Carolina OSFM</i>	2022	<b>Adapting to Change</b> Keynote: Modernizing Youth Firesetting Prevention & Intervention. <i>Karla Klas, BSN, RN, CCRP Injury/Violence Prevention &amp; Community Outreach, Univ. of MI Health System</i>
2008	<b>Lights! Camera! Action!</b> Keynote: Positioning Life Safety Education as Part of Your Department's Culture. <i>Bill Delaney, Program Manager-Community Safety Education, Montgomery County, MD</i>		

# Nomination Form

## 2023 Fire & Life Safety Educator of the Year Award



### About the Award

Nominations are being accepted for the 2023 Massachusetts Fire & Life Safety Educator of the Year Award. This award is designed to recognize individuals or teams for their involvement and commitment to make our world safer from fire or other preventable injuries. Although fire and life safety education may be their job, we are looking for people who go above and beyond to make a difference. We seek to honor people who demonstrate qualities such as leadership, teamwork, creativity, vision, and perseverance. The winner's name will be inscribed on a perpetual plaque which hangs at the Department of Fire Services. The winner will be invited to participate in fire prevention activities with the State Fire Marshal, and to represent fire and life safety educators at appropriate events throughout the year. The award and the runner-up citations will be presented on September 21, 2023 at the 28<sup>th</sup> Annual Fire & Life Safety Education Conference at the Southbridge Hotel & Conference Center in Southbridge, MA.

### Who can be nominated

Nominees may be a member of any profession. They may impact the safety of any part, or many parts, of the community — children, older adults, teens, special groups of citizens or the general public.

Name of Nominee(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone Number \_\_\_\_\_

### Who can make nominations

Anyone can make a nomination — peers, chief officers, teachers, principals, or citizens. Do you know someone who has made a difference and deserves to be recognized? Let us know who and why.

Name of Nominator(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone Number \_\_\_\_\_

### Send both pages of this nomination form and supporting documents to:

Mail: Department of Fire Services  
Fire & Life Safety Educator of the Year Award  
P.O. Box 1025 - State Road  
Stow, MA 01775

Fax: 978.567.3199

Email: [Sheryl.Hedlund@mass.gov](mailto:Sheryl.Hedlund@mass.gov)

**Nomination Deadline is August 18, 2023.**

The *Public Fire & Life Safety Educator of the Year* is selected by a committee appointed by the State Fire Marshal.



## 2023 Fire & Life Safety Educator of the Year Award



**Please use another sheet of paper to answer the following:**

1. Why does this nominee deserve special recognition?
2. How successful is the program?  
(Any Young Heroes? Statistics? Behavior changes by the public or inside the organization?)
3. What is innovative or creative about the approach?
4. What partnerships were built?  
(Within or between agencies?)
5. What leadership was shown?
6. What obstacles were surmounted or challenges faced?

# Lodging

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## Southbridge Hotel & Conference Center

14 Mechanic Street  
Southbridge, MA 01550

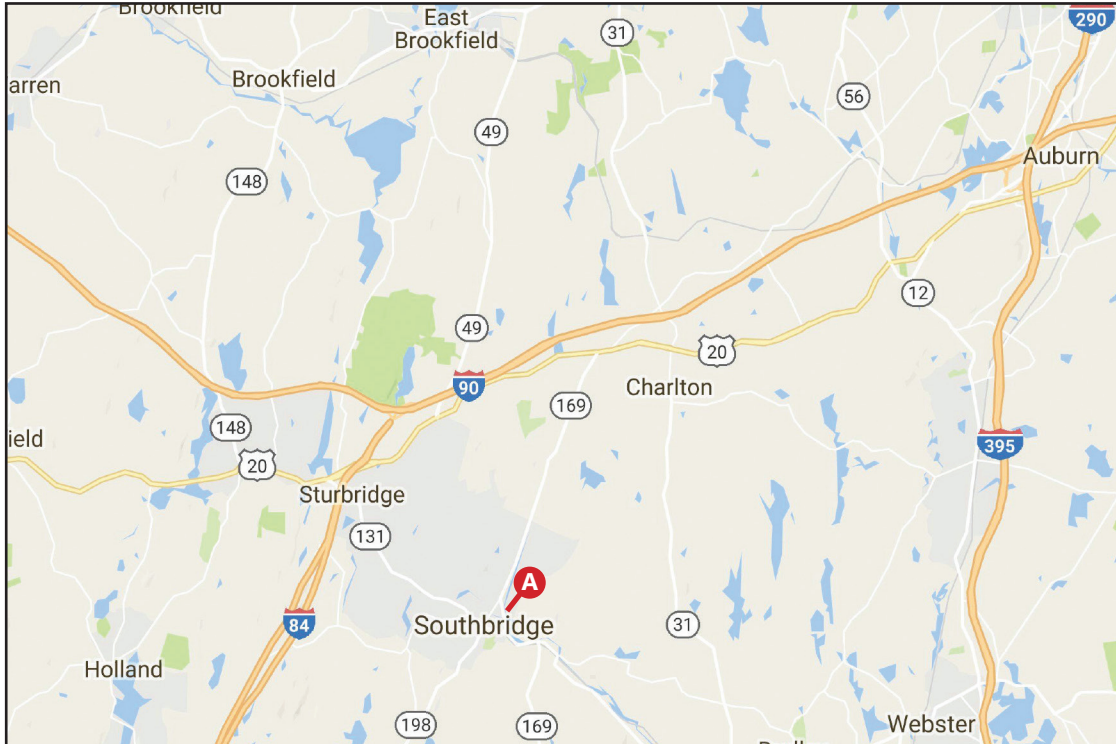
The hotel room rate for conference attendees is \$125 (plus tax). When calling for your reservation, be sure to identify the Massachusetts Fire & Life Safety Education Conference. The number of rooms credited to the conference affects the overall cost.

## Reservation Deadline

Make your reservations by **August 30, 2023**. Call 508-765-8000 or visit [www.southbridgehotel.com](http://www.southbridgehotel.com). DFS is not responsible for hotel accommodations.

## Dress

Business casual attire. Bring a sweater or jacket so you can adjust to different room temperatures.



## Directions

### From the East

Take I-90 (Mass Pike) west. Take exit 9 (Sturbridge). After the toll, merge onto I-84 west. Take the first right, exit 3B, onto Route 20 west. Turn left at the first stoplight onto Route 131. Follow Route 131 about 4 miles going through downtown (Main Street) Southbridge. Follow the rotary halfway around onto Mechanic Street. The entrance to the hotel and conference center is less than 100 yards on your right.

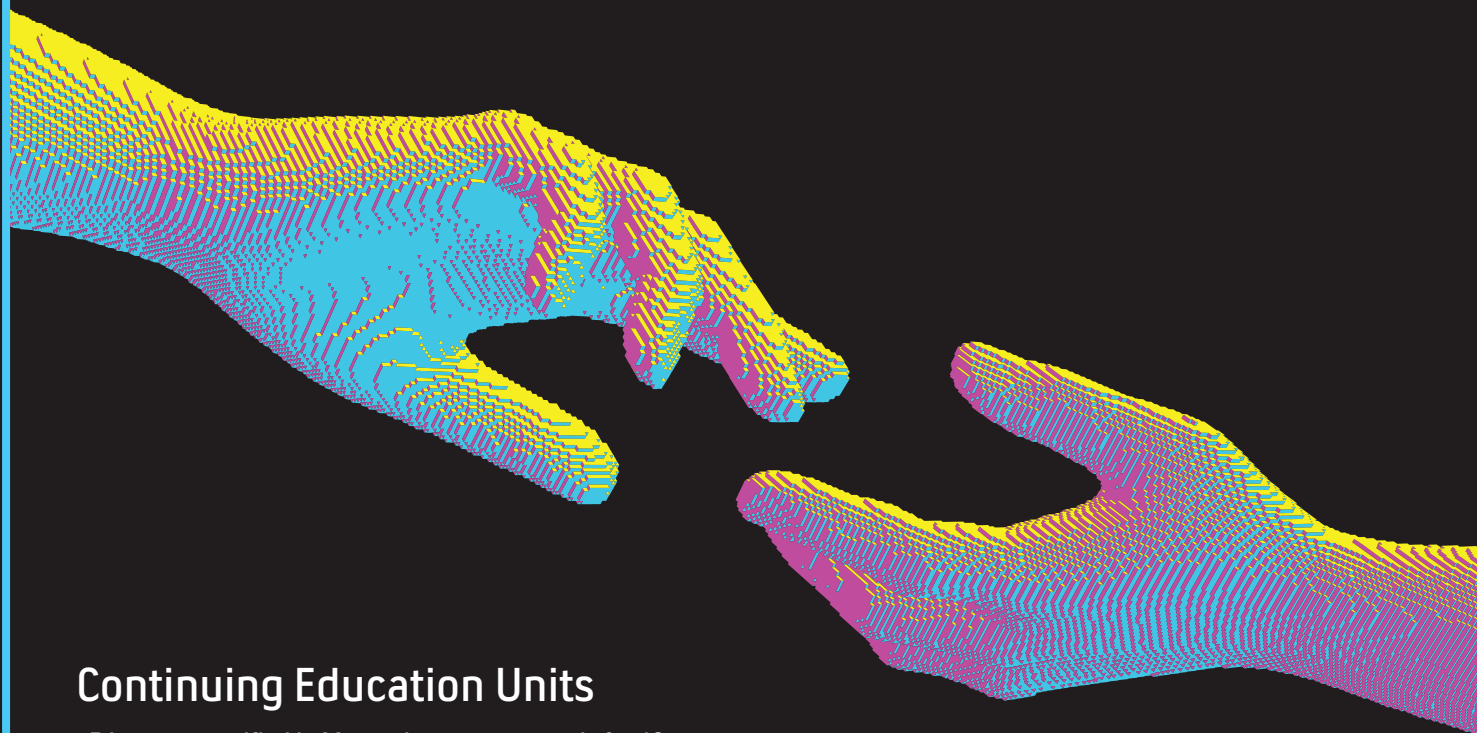
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Please share this brochure with others in  
your agency and professional networks.  
Additional copies are available at [www.mass.gov/dfs](http://www.mass.gov/dfs).  
Search for **DFS Public Education Conference 2023**.

## Who Should Attend

- S.A.F.E. and Senior SAFE Educators
- Classroom Teachers
- Firefighters
- Elder Service Workers
- Health Educators
- Fire Prevention Officers
- Nurses
- EMTs
- School Administrators
- Injury Prevention Professionals
- School Resource Officers



## Continuing Education Units

- Educators certified in Massachusetts may apply for 13 contact hours from the Department of Elementary and Secondary Education with Conference Attendance Certificates.
- OEMS credits have been applied for sessions which meet EMT Continuing Education Standards. Not all topics are eligible for approval.
- Each day of the conference has been approved for 3 hours of Fire Prevention Officer credits and 2 hours for Fire Chiefs.