A Quarter Century of Fire & Life Safety Education

Presented by the Department of Fire Services
Peter J. Ostroskey, State Fire Marshal
Planned by the Massachusetts Public Fire and Life Safety Education Task Force

Visit www.mass.gov/dfs
Search for DFS Public Education Conference 2019
#MAFSEConf19

September 24 - 25, 2019
Marlborough, MA
This year we celebrate 25 years of public fire and life safety education and the 25th anniversary of the first public fire and life safety education conference. A panel at the first conference asked, “Where do we go from here?” Twenty-five years later we are celebrating all the accomplishments, learning and work that has happened since 1995. Today, 245 fire departments receive S.A.F.E. and Senior SAFE grants. Average annual child fire deaths have dropped 74%, hundreds of thousands of children have been educated in fire safety, thousands of older adults are safer in their homes, and yet there is more to do.

This year’s theme, A Quarter Century of Fire and Life Safety Education – Proven Success, Future Challenges, says it all. Turning 25 means we are wiser, but fire and life safety education must continue to develop, stay current and move forward. This 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. The conference highlights activities that brought us this far, and helps us look forward to all that is needed to keep communities safe from fire.

School Partners
Most school partnership workshops are on September 24. Consider attending Teaching Fire Safety Through History, Parts 1 & 2 (A2); play safe be safe!™ (A4); Sound Off™ (B1); Using Props to Teach Fire Safety (C1); Stop the Bleed® (D2); How to A.C.T. (D4); Turning Summer Camp into Fire Safety Camp (F1); Teaching Fire Safety Through History, Part 3 (F5).

Senior Agency Partners
The majority of senior agency partnership workshops are on September 25. Consider attending: Understand, Approach & Respond: Effective Interventions for Individuals with Alzheimer’s and Dementia (D5); Elder Abuse Information (E1); Strategies for Effective Advocacy (E2); Community Risk Reduction (CRR) and Older Adult Safety Visits (F2).

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: play safe be safe!™ (A4); Getting the Most Out of Your Fire Station Tours (B2); Classroom Management (B5); and Community Risk Reduction (CRR) and Older Adult Safety Visits (F2).

Partnerships
Developing partnerships is essential to Community Risk Reduction efforts. Consider attending: NoFires (A5); How Internships Can Benefit Your Organization (B4); Responding to Emergency Situations: Communicating with Deaf and Hard of Hearing, Blind or Visually Impaired (D3); Elder Abuse (E1); and Turning Summer Camp into Fire Safety Camp (F1).

Using the Tools
These workshops introduce specific tools, props, and curriculums that help teach fire and life safety. Look at: Carbon Monoxide Information for the Public (A1); Sound Off™ (B1); Using the Props (C1); Gaining Rapid and Safe Entry into People’s Homes in an Emergency (E4); and Who has What I Need? Successful Ideas for Implementing your S.A.F.E. and Senior SAFE Programs (F4).

New Topics
These workshops present new information in the field or are new to the annual conference. They include: Empowering Internal Community Risk Reduction (CRR) Champions (A3); Social Media and You (C2); Help! I was just assigned to Pub. Ed! Now what do I do? (C3); Creating Senior Focused Programs through Resource Navigation and Fall and Fire Prevention (C4); Stop The Bleed® (D2); and Using DFS Media Content in your Public Education Campaign (E5).

2019 Fire & Life Safety Educator of the Year Award
The award and citations will be presented after lunch on September 25. Please look for the 2019 Nomination Form in this brochure and nominate those you think are in the forefront of public education.
Registration Form

Name for Certificate

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<th>Title</th>
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<th>Last Name</th>
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Name for Nametag

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<tr>
<th>First Name</th>
<th>Last Name</th>
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Organization

Organization Address

City ___________________________ State ______________ Zip Code __________

Phone (to contact you about this registration) ____________________________

Email Address ____________________________

Name of Community Partner registering with you

If a fire service member registers with a community partner (e.g., a teacher or elder service worker) or vice-versa, there is a $5 per day fee reduction. Two members of the same agency are NOT eligible for the discount.

Workshop Registration

Please register for workshops by writing the number on the line for your first choice and your second choice in the event that the workshop is already full (e.g., 1, 2, 3, 4 or 5).

<table>
<thead>
<tr>
<th>September 24</th>
<th>September 25</th>
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<tbody>
<tr>
<td>Block A 1st</td>
<td>Block D 1st</td>
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<td>Block B 1st</td>
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<td>Block C 1st</td>
<td>Block F 1st</td>
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</tbody>
</table>

Optional dinner: September 24, 6:00 p.m. Yes ☐ No ☐

($30 fee not included in registration fee.) Sponsored by MASafe.

Please register me for:

One Day ........................................................................................................ $100

Two Days ..................................................................................................... $160

Subtract $5 per day if registering with a community partner who must be named above $5 or $10

Optional Evening Dinner - September 24 .............................................. $30

Total Due $ ____________________________

Cancellation Policy

No refunds 0–4 days prior to conference. Refund, minus 25% administrative fee, 5–14 days prior to conference if cancellation is faxed to 978-567-3199. All cancellations must be in writing.

For more information:

Call 978-567-3381 or e-mail Cynthia.Ouellette@mass.gov for more information.

Late Fee

A $10 late registration fee will be charged for any registrations received after September 10.

Payment

Return completed form and check (bank check, personal check or money order payable to Mass. Firefighting Academy Trust Fund) to:

Attention: Cynthia Ouellette
Department of Fire Services
P.O. Box 1025
Stow, MA 01775
978-567-3199 (fax)

A purchase order may be sent to hold your spot, but please note that DFS does not bill. Please use this registration form (which indicates total payment due) as your invoice. Full payment must be received prior to the conference or admission will be denied.

For Office Use Only

Check # ____________________________
Check $ ____________________________
Paid Date ____________________________
Tuesday, September 24

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

Welcome
Jennifer Mieth, Public Information Officer
Department of Fire Services

Conference Goals
Massachusetts Public Fire & Life Safety Education Task Force

NFPA Updates: A Fast and Furious Look at How to Stay Current
Kelly Ransdell
National Fire Protection Association (NFPA)
NFPA Public Education has numerous free, accessible resources for educators that are current and continually updated. These materials are featured in the Public Education section of the NFPA website home page. We will explore the NFPA online materials and current events to make sure you have the latest resources to help your community.

9:45 - 10:00 am Break
10:00 am - 12:00 pm Block A

A1: Carbon Monoxide (CO) Information for the Public
Kelly Ransdell, National Fire Protection Association (NFPA)
CO is an invisible killer that can affect us in our homes, cars, and in our daily lives. But CO can be deadly. Learn about integrating CO education into fire and life safety lessons during all seasons and for all audiences.

A2: Teaching Fire Safety Through History (Parts 1 and 2)
Dep. Chief Tim Kelly,
Princeton and Devens Fire Depts.
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. You may also be interested in part 3 of this workshop (F5).

A3: Empowering Internal Community Risk Reduction (CRR) Champions
Michelle Cherniske and Deanna Harrington,
Arvada Fire Protection District, Arvada, CO
Learn about strategies and success stories integrating internal training and implementation of community risk reduction (CRR) with operations. We will cover internal training methods, CRR, job performance requirements (JPR’s) and a CRR toolbox. Learn about station-based training: what it is, how to facilitate it, and strategies to overcome potential challenges. You will leave the workshop with examples to use in your own departments. If you are looking for more ways to engage members of your department in prevention efforts, then this workshop is for you!

A4: A Walk Through the play safe! be safe!® Preschool Fire Safety Curriculum
Jennifer Mieth, Dept. of Fire Services
play safe! be safe!® is a multimedia fire safety education program for pre-school children. It provides educators and parents with an engaging set of tools to help teach fire safety skills to young children. Attendees will learn how to use the play safe! be safe!® program, and be able to train preschool teachers how to use it. Each attendee will leave with a play safe! be safe!® kit to use in classrooms or with teachers.
**A5: NoFIRES**

Loren Davine, Executive Director, NoFIRES; FF Laurie Rocco, Palmer Fire Dept.

*NoFIRES* is a non-profit organization which offers education and intervention to youth firesetters. *NoFIRES* serves 51 western Massachusetts communities and is committed to providing a consistent, coordinated and appropriate response to those under the age of 18 who set fires or engage in fire-related behavior. Participants will learn how the *NoFIRES* program was developed and the curriculum and lesson plans used to engage this group.

12:00 - 1:00 pm ................................. Lunch

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

**Keynote Address**

**The Future of Fire Safety Education: What the Fire Service Can Do to Prepare Communities for Current Fire Dangers**

Monica Colby, Fire and Life Safety Educator
Rapid City, South Dakota Fire Dept.

Monica Colby has been a Fire and Life Safety Educator since 1998 and currently works with the Rapid City South Dakota Fire Department. She has worked on local, state, regional, and national projects and has held positions including serving as a member of the NFPA Education Section Board of Directors. She also serves on the NFPA 1035 Technical Committee, the IFSTA Validation Committee for the Fire and Life Safety Educator, represents her state with the NFPA Education Network and the NVFC Fire Corps, and serves with the Vision 2020 Advocacy group and Symposium Program Selection team. Monica and her teenage engineer live in a home protected by cooktop heat-limiting technology and fire sprinklers.

Tuesday, September 24

**B1: Sound Off with the Home Fire Safety Patrol**


*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 US. 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.

**B2: Getting the Most Out of Your Fire Station Tours**


Are your fire station tours effective educational opportunities? What are your goals? What messages are you trying to teach? In this workshop you will learn how to conduct station tours that are age appropriate, educational, and will promote your department to the public. Learn the tools of the trade from two experienced public fire and life
safety educators who believe that fire station tours are an excellent opportunity to teach about fire prevention and safety.

B3: Making the Media Work for You
Leslie Gaydos, NECN and NBC10 Boston
This workshop is for everyone who works directly with the media or who would like to learn more about the relationship between the press and public officials. Leslie Gaydos will provide tips for getting a news station to take an interest in your story, and will lay out the process from start to finish. Bring your questions about the news media!

B4: How Internships Can Benefit Your Organization
Chief Michael Cassidy, Holliston Fire Dept.
According to a recent study, graduates who participated in internships were more competitive in the job market than their counterparts who did not. What is the benefit to your organization of an internship program? Come hear about the wide range of programs available to those working in community risk reduction: high school and college/university internships, paid and unpaid internships, and apprenticeships. Learn about mistakes to avoid, and structures and controls to put in place for your program. When an internship program is implemented properly, the hands-on work experience interns receive, and the work completed for your department are mutually beneficial.

B5: Classroom Management
Kristen Pickering, North Attleboro Public Schools; Kerry Hoag, Foxboro Public Schools
Have you wondered how teachers hold the attention of a class of squirmy first graders, or a group of distracted middle schoolers? How can you keep diverse groups of students engaged, quiet, and involved in your lessons? Kristin Pickering and Kerry Hoag, both veteran teachers with 55 years’ experience between them, will share their secrets and tips so that you can develop classroom management techniques for your own toolbox.
Wednesday, September 25

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

The Dangers of Juuling and Vaping
Dr. Lester Hartman, MD, MPH
Westwood-Mansfield Pediatric Associates

The teen smoking rate has fallen to an all-time low. This is a remarkable milestone for public health. But as the end of the youth cigarette smoking epidemic is within our reach, another epidemic has taken hold. A staggering number of teens are now vaping. While the industry argues that e-cigarettes are an effective harm-reduction tool for smokers, their approach undermines the public health message that all tobacco-related products are unhealthy and should be avoided. As EMS services see burns from batteries in vaping devices, they may also be seeing more youths with lung issues associated with vaping. Dr. Hartman will address the dangers of vaping, and how the packaging and marketing of the devices is designed to initiate nicotine use among teens.

C4: Creating Senior-Focused Programs through Resource Navigation and Fall and Fire Prevention
Amber Jones, Arvada Fire Protection District, Arvada, CO

This workshop is for anyone who works, or interacts with, older adults. Attendees will learn how to recognize seniors in need, actions to take and resources to use. We will discuss case studies and program implementation from our own organization and experiences, including a new fall prevention program. Workshop topics include: issues seniors face, fire and fall prevention concerns during home safety visits, partnering with other agencies and hospitals for resources, and long term goals for aging in place.

C5: Massachusetts Grow Facilities — Challenges for the Fire Service
Jennifer Hoyt, Dept. of Fire Services

Since Massachusetts decriminalized some aspects of cannabis use, there has been an influx of cannabis grow and processing facilities across the state. Local authorities encounter a steep learning curve to understand the agricultural processes in growing cannabis and the (sometimes hazardous) ways to extract cannabinoids from the plants. This workshop covers some of the challenges associated with cannabis grow facilities in Massachusetts and the resources available to local authorities to safely address these concerns.

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

4:45 - 6:00 pm ................................. Open Social Hour
Conversation & cash bar

6:00 pm ............................................ Networking Dinner
Reservations required. Pick-up tickets at registration desk.
MASafe donated $4 towards each dinner ticket.

MaSAFE
MASS. ASSOCIATION OF SAFETY AND FIRE EDUCATORS
will learn how to teach these fire and fall prevention behaviors to groups, using music to promote the safety messages.

**D2: Stop The Bleed®**

FF Nick Donohue, Charlton Fire Dept.; Lt. Katie Collins-Kalbaugh, Chicopee Fire Dept.

*Stop the Bleed®* is a national awareness campaign and call-to-action. *Stop the Bleed®* is intended to cultivate grassroots efforts that encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. This course will teach how to respond to a bleeding emergency and how to plan and implement a course in your community.

**D3: Responding to Emergency Situations: Communicating with Deaf and Hard of Hearing, Blind or Visually Impaired**

Zoey RajBhandary, Massachusetts Commission for the Deaf and Hard of Hearing; Jonathan O’Dell, Assistive Technology Training Specialist, Commission for the Blind

This workshop will help you gain a better understanding of Deaf and hard of hearing individuals living 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. We will review alerting devices designed for safety at home and will share proactive steps you can take to help you include Deaf and hard of hearing individuals in your emergency planning.

**D4: How to A.C.T. (Assess, Communicate, Take Action) in All Hazard Incident Management Planning**

Sgt. Dan Perenick, Kristen Woollam, MEd, LMHC, Winchester High School; Capt. Rick Tustin, Winchester Fire Dept.

Using the concept of *Assess – Communicate – Take Action*, participants will explore the principles of all hazard incident management planning. Topics include the four phase planning process of mitigation/prevention, preparedness, response and recovery. We will also review school and workplace emergency procedures including medical events, fire alarm evacuation, non-fire evacuation, shelter in place and responding to a hostile intruder event.

**D5: Understand, Approach and Respond: Effective Interventions for Individuals with Alzheimer’s and Dementia**

Julie McMurray, Alzheimer’s Association, Central MA Region, MA/NH Chapter

This program provides evidence-informed education to fire and EMS first responders on understanding the impact that Alzheimer’s disease and other dementias may have on individuals and communities. The program was developed for first responders and strategies learned will provide an understanding of Alzheimer’s disease and other dementia’s and techniques to optimize the effectiveness of responding during interactions with persons living with dementia and their families. Practical strategies for responding to a variety of circumstances will be explored. Attendees will also learn about dementia-related resources.

12:00 - 1:00 pm ......................................................Lunch

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

**2019 Fire & Life Safety Educator of the Year Award**

*Presentation and remarks:*

Maribel Fournier, Deputy State Fire Marshal

2:00 - 2:15 pm .......................................................Break

2:15 - 3:15 pm ....................................................... Block E
E1: Elder Abuse Information for EMS and Others Working with Older Adults

Taryn Lee-Turgon, Program Director, Greater Springfield Senior Services, Inc.

Abuse can happen to anyone—no matter the person’s age, sex, race, religion, ethnic or cultural background. Each year, hundreds of thousands of adults over the age of 60 are abused, neglected, or financially exploited. This workshop is for any mandated reporter and others who work with adults 60 and over. Attendees will leave with a better understanding of the signs of elder abuse, the reporting process, how an assessment is completed, and the role, and limitations of protective services. We will also cover laws and regulations for adult protective services.

E2: Strategies for Effective Advocacy

Jamie Gaynes, Boston Children’s Hospital, Office of Government Relations

In this workshop, students will learn about the Massachusetts legislative process and ideal opportunities to create change within the system. This workshop is for anyone interested in becoming an advocate or advancing their advocacy skills. From understanding how legislation becomes law, to harnessing the power of impactful stories, participants will gain a deeper understanding of the importance of advocacy. The workshop includes several interactive learning opportunities. Advocacy skills complement and strengthen community risk reduction (CRR) programs. If your department is planning or running CRR programs, this workshop is for you.

E3: Fire and Life Safety Education through Enforcement


Fire prevention officers understand that they don’t work in a vacuum and prevention and education are integral to the safety of a community. But sometimes we assume that because people own businesses and homes that they know about the requirements for fire protection and safety. In this workshop, we focus on how to wear two hats by introducing owners to code requirements through education instead of immediate enforcement. Enforcement is part of the job, but consistent compliance can be accomplished when owners are educated about why code requirements exist.

E4: Gaining Rapid and Safe Entry into People’s Homes in an Emergency

Neal Zipser, Knox Company

This workshop will be interesting for fire prevention and community risk reduction (CRR) specialists and educators that work with the elderly – or the children of elderly. We will review a new product that allows first responders rapid and safe access to homes in emergencies. This product is especially useful for residents who are frequent flyers. The workshop will include an open dialogue about what can be done to manage the needs of customers who frequently call for assistance.

E5: Using DFS Media Content in Your Public Education Programs

Jennifer Mieth, Christina Mitchell, Dept. of Fire Services

DFS has a variety of media content from information sheets to video clips that can be used in public education programs. This session will showcase the content and how to use it. You will learn how to embed content in presentations, how to upload content for local cable use, and how to make the most of these free tools. Bring your laptop to practice what you learn.

3:15 - 3:30 pm ................................................................. Break
3:30 - 4:30 pm ................................................................. Block F
F1: Turning Summer Camp into Fire Safety Camp
Summer provides opportunities for the fire and EMS communities to inspire youth to engage in public safety and service through participation in firefighting summer camps. With school out, students have time to learn about the life of a firefighter. In firefighting summer camp, students can practice leadership skills, have fun, and develop lifelong relationships with community helpers. Learn how Lanesboro, Upton and Westport developed and implemented successful summer camps. Walk away with information about how to create your own camp.

F2: Community Risk Reduction (CRR) and Older Adult Safety Visits
FF Nick Donohue, Charlton Fire Dept.; FF Katie Harrington, Worcester Fire Dept.
This workshop provides educators with tools to effectively implement home safety improvements that keep older adults in their homes safer and longer. Students will learn how to: identify target hazard populations, make contacts, conduct home visits and recommend safety improvements for older adults at home. We will cover targeted neighborhood casing strategies, identifying informal community leaders, locating home hazards, cost effective approaches to safety improvements, and how to conduct follow up.

F3: Swipe Right for the Smoke Alarm
Jake Nunnemacher, Dept. of Fire Services
The smoke alarm has been the dwelling-unit fire protection device of choice since its mainstream introduction in the 1970s. This presentation reviews the basics of smoke alarms from listing to installation. You can share this information with the public to help them choose the most appropriate device to meet code, and to provide the best protection. We will also discuss the future of smoke alarms. This presentation is for public educators with all levels of smoke alarm experience: for some it’s an introduction to smoke alarms, for others it will be a great refresher.

F4: Who has what I need? Successful Ideas for Implementing S.A.F.E. and Senior SAFE Programs
Be prepared to steal ideas from fire departments that have successful S.A.F.E. and Senior SAFE programs. This workshop will give attendees fantastic ideas that can be incorporated into anyone’s public education programs. Lt. Paul Delaney will explain his summer camp program. FF Todd Winner will talk about his Way-Secure program for older adults in Wayland, and FF Harry Mathews will discuss his Stop the Bleed program at Duxbury High School.

F5: Teaching Fire Safety Through History (Part 3)
Dep. Chief Tim Kelly, Princeton and Devens Fire Depts.
Deputy Chief Kelly has presented Teaching Fire Safety Through History, parts 1 and 2 for many years at this conference. Recently he completed additional research, and found more examples to use in the program. He developed part 3 of this workshop series to share information about historical fires that have had a significant impact on the fire service, whether through codes, fire ground tactics, or health and wellness. These fires are ones that professionals should know about in order to better perform their jobs.

4:30 pm .................................................... Certificates Available at registration desk
<table>
<thead>
<tr>
<th>Year</th>
<th>Conference Title</th>
<th>Keynote</th>
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<tbody>
<tr>
<td>1995</td>
<td>First Annual Public Fire and Life Safety Education Conference</td>
<td>McLean Stevenson</td>
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<tr>
<td>1996</td>
<td>Make New Friends and Steal Ideas</td>
<td>Vina Drennan, surviving spouse of Captain John Drennan, FDNY</td>
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<td>1998</td>
<td>An Ounce of Prevention is Worth a Pound of Cure</td>
<td>Chief Richard Gonzales, Denver, CO</td>
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<td>1999</td>
<td>Partnerships for the New Millenium</td>
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<td>2000</td>
<td>Recipes for Success —</td>
<td>Chief Richard Gonzales, Denver, CO</td>
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<td>2001</td>
<td>A Safe Odyssey —</td>
<td>Chief Dennis Compton, Mesa, AZ</td>
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<td>2002</td>
<td>Fire Safety Depot: Connecting our Communities</td>
<td>Mary Marchone</td>
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<td>2003</td>
<td>Seasons of Changes: Life Safety Through the Generations</td>
<td>Mike Weller, Public Education Officer, Hagerstown, MD</td>
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<td>2004</td>
<td>A Decade of Difference —</td>
<td>R. David Paulison, U.S. Fire Administrator</td>
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<td>2005</td>
<td>Chicken Soup for Community Educators</td>
<td>Carolyn Smith-Clark, National Fire Academy Instructor</td>
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<td>2006</td>
<td>Teamwork: The Road to a Championship, Continuing the S.A.F.E. Legacy</td>
<td>John DiPietro, Worcester, MA</td>
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<td>2007</td>
<td>Building Safer Communities —</td>
<td>Sondra Senn, OSFM, SC</td>
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<td>2008</td>
<td>Lights! Camera! Action! —</td>
<td>Bill Delaney, Program Manager-Community Safety Education, Montgomery County, MD</td>
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<td>2009</td>
<td>Fire Safety Safari: Exploring the Jungle</td>
<td>Chief Randy R. Bruegman, Fresno CA</td>
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<td>2010</td>
<td>Fire Safety Education: The Never Ending Story</td>
<td>Bill Harley, storyteller</td>
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<td>2011</td>
<td>Setting Sail for New Horizons —</td>
<td>Gina Russo, Station Nightclub survivor</td>
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<td>2012</td>
<td>Preparing for a Great Adventure —</td>
<td>Princella Lee Bridges, burn survivor representing Faces of Fire Sprinkler Initiative</td>
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<td>2013</td>
<td>Sounds of Success —</td>
<td>Reginald D. Freeman, MS, CFO, FIFireE</td>
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<td>2014</td>
<td>Destination SAFE: Fire and Life Safety Education for All Ages</td>
<td>Leslie Gaydos, NECN Anchor and Reporter</td>
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<td>2015</td>
<td>Here We Grow Again —</td>
<td>Vina Drennan, Fire Safety Advocate</td>
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<td>2016</td>
<td>Keeping Everybody Safe Every Day —</td>
<td>Michael Ricardi, Author &amp; Station Nightclub Survivor</td>
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<td>2017</td>
<td>Bridging the Gap —</td>
<td>Peter Mitchell, Chairman and Chief Creative Officer, SalterMitchell</td>
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<tr>
<td>2018</td>
<td>Managing the Message—</td>
<td>Jim Crawford, Project Manager Vision 20/20</td>
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Conferences presented by the Department of Fire Services and planned by the Massachusetts Public Fire and Life Safety Education Task Force
Nomination Form

2019 Fire & Life Safety Educator of the Year Award

About the Award
Nominations are being accepted for the 2019 Massachusetts Fire and 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 25, 2019 at the 25th Annual Fire and Life Safety Education Conference at the Best Western Royal Plaza Hotel & Conference Center.

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
E-mail: cynthia.ouellette@mass.gov

Nomination Deadline is August 23, 2019.

The Public Fire and Life Safety Educator of the Year is selected by a committee appointed by the State Fire Marshal.
Please explain why the nominee deserves special recognition by writing a short answer to the following questions. (Feel free to use an extra sheet of paper.) Since the reviewers will likely not know your town, your answers will help them to understand the nominee’s program and why your nominee is someone who is worthy of this award. Please try to answer the questions in detail and give examples. We encourage you to attach supporting materials that demonstrate publicity, successful leveraging of community resources, and community support and involvement such as newspaper articles, handouts, letters, lesson plans, or photos. Remember, you know the program, the reviewer does not. Your answers help them to see the program as you do.

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?
Best Western Royal Plaza Hotel & Trade Center
181 Boston Post Road, West (Route 20)
Marlborough, MA 01752
The Best Western Hotel room rate for conference attendees is $149. When calling for your reservation, be sure to identify the Massachusetts Public Fire and Life Safety Education Conference. The number of rooms credited to the conference affects the overall cost.

Reservation Deadline
Make your reservations by August 23, 2019 at 508-460-0700. Reference the Department of Fire Services when you make your reservations. 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 11A to merge onto I-495 north. Take exit 24B to merge onto Route 20 west towards Northboro. Travel one mile west (pass 2 sets of lights) and turn right onto Royal Plaza Drive.

From the West
Take I-90 (Mass Pike) east. Take exit 11A to merge onto I-495 north. Take exit 24B to merge onto Route 20 west towards Northboro. Travel one mile west (pass 2 sets of lights) and turn right onto Royal Plaza Drive.

From Worcester
Take Route 290 east to exit 26A. Take Route 495 south to Exit 24B onto Route 20 west. Travel one mile west (pass 2 sets of lights) and turn right onto Royal Plaza Drive.

Note: The hotel is not visible from Route 20. It is ¾ of a mile down Royal Plaza Drive. Follow Royal Plaza Drive past the Trade Center and continue to the hotel entrance. If you are using a GPS, be sure to include west in the street address.
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.

Please share this brochure with others in your agency and professional networks. Additional copies are available at www.mass.gov/dfs. Search for DFS Public Education Conference 2019.