

# A Business Approach to Pub Ed





# Why a Business Approach?

- Link activities to risks
- Ensure you are having greatest impact
- Build business case for greater resources



A B C D E F

# Public Education Planning and Tracking Tool

# Identify Fire Risks

Year:

Identify Fire Risks				
	Causes of Fire / Risk	Who's at Risk / Demographic Profile	Where are Fires Occurring / Where's the Risk?	Month When Fires / Risks Occur (if applicable)
Risk 1				
Risk 2				

Public Education Planning Calendar

# NOVEMBER

## 2015



## Potential Risks

Heating Equipment

Carbon Monoxide

Cooking

Winter Storms

## Statistics\*

8% of annual loss fires occur in November

Average of 37 injuries

Average of 7 fatalities

Top ignition sources:

- Cooking
- Heating equipment
- Electrical distribution equipment

Over 80% of  
carbon  
monoxide  
deaths occur  
in homes

\* Ontario fire losses, Office of the Fire Marshal and Emergency Management




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**Fire Safety & Public Education**

▶ Overview

▶ Carbon Monoxide

▶ Fire Prevention Week

▶ Holiday Fire Safety

▶ Public Fire Safety Information

▶ Safety Issues, Product Recalls and Warnings

▶ Sleepover Fire Safety for Children

▶ Resource Guide for Child Welfare Professionals

## Public Education Resources

Looking for the OFM's fire safety information cards, PSAs, fire service reference cards and other public education information and materials? Go to [www.ofmsps.ca/PEP](http://www.ofmsps.ca/PEP). When prompted, enter "PEP" as the user name and "PEP001" as the password. You can right click on the file you want to download and click on "Save Target As" to save the file to your computer. For more information, contact Gina Pontikas at 647-329-1071.



# Annual Report Template

*[insert fire department name]*  
**Public Education Annual Report**

The Fire Protection and Prevention Act, 1997 (FPPA) requires all municipalities in Ontario to establish a public education program which must include public education with respect to fire safety. Public fire and life safety education aims to increase awareness about fire prevention and safety to reduce the loss of life and property within the municipality.

The public education officers, fire prevention officers and firefighters of the *[insert name of your fire department]* bring life-saving messages to the community through many public fire safety education programs and activities.

These programs and activities target fire risks identified through a community risk assessment that considers previous fire losses, building stock, and the demographic profile of the municipality. The *[insert name of fire department]* also partners with a variety of community groups and organizations to provide leadership in public fire safety education within the community.