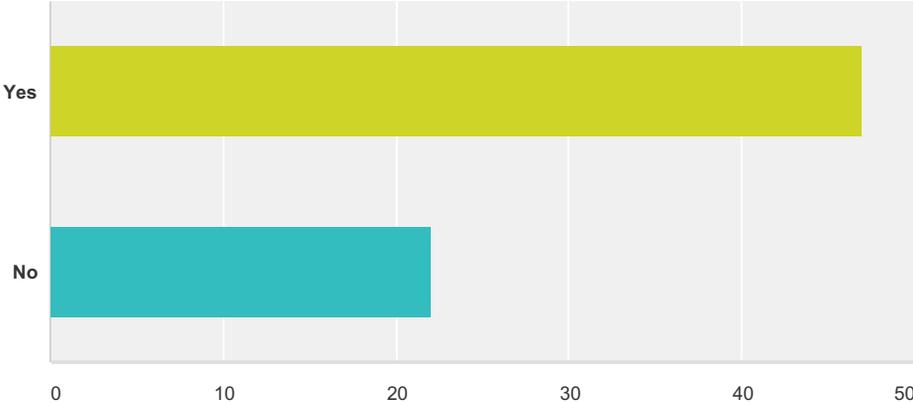


Q1 Did you use Oregon Office of State Fire Marshal, Fire Prevention Month (FPM) items to help promote FPM in your community? If the answer is no, please move to the next page by clicking the "Next" button on the bottom of the page.

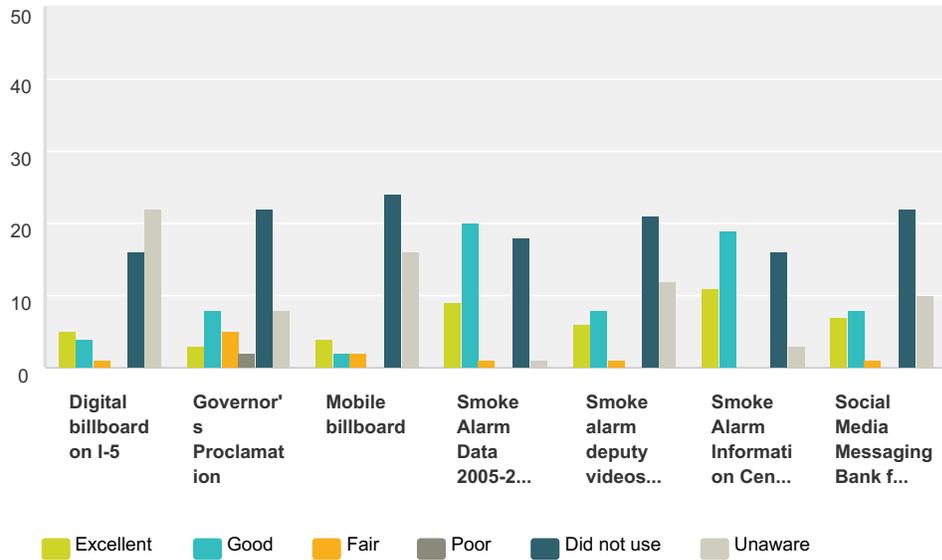
Answered: 69 Skipped: 2



Answer Choices	Responses
Yes	68.12% 47
No	31.88% 22
Total	69

Q2 Please rate the following resources based on their content and effectiveness in delivering fire safety educational messaging.

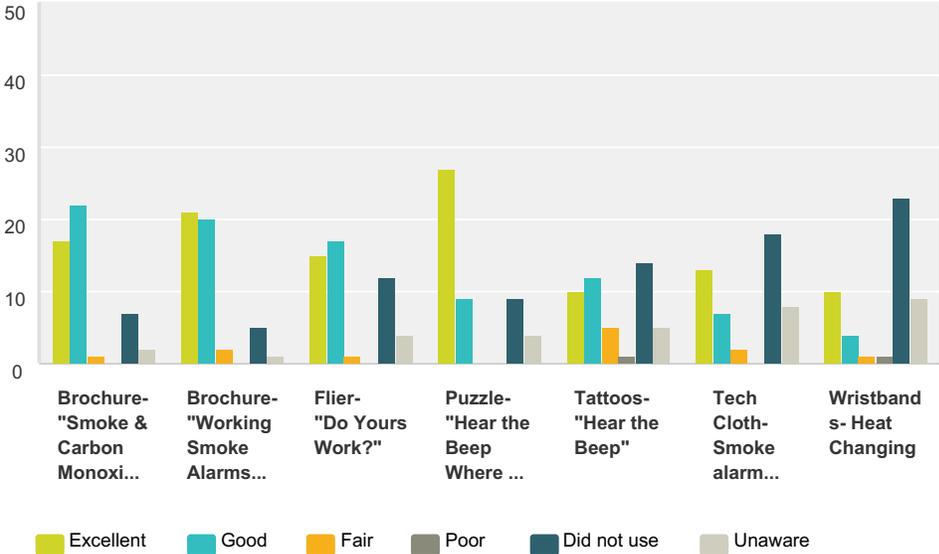
Answered: 50 Skipped: 21



	Excellent	Good	Fair	Poor	Did not use	Unaware	Total	Weighted Average
Digital billboard on I-5	10.42% 5	8.33% 4	2.08% 1	0.00% 0	33.33% 16	45.83% 22	48	4.75
Governor's Proclamation	6.25% 3	16.67% 8	10.42% 5	4.17% 2	45.83% 22	16.67% 8	48	4.17
Mobile billboard	8.33% 4	4.17% 2	4.17% 2	0.00% 0	50.00% 24	33.33% 16	48	4.79
Smoke Alarm Data 2005-2014 sheet	18.37% 9	40.82% 20	2.04% 1	0.00% 0	36.73% 18	2.04% 1	49	3.02
Smoke alarm deputy videos on Facebook	12.50% 6	16.67% 8	2.08% 1	0.00% 0	43.75% 21	25.00% 12	48	4.21
Smoke Alarm Information Center webpage	22.45% 11	38.78% 19	0.00% 0	0.00% 0	32.65% 16	6.12% 3	49	3.00
Social Media Messaging Bank for Facebook and Twitter	14.58% 7	16.67% 8	2.08% 1	0.00% 0	45.83% 22	20.83% 10	48	4.08

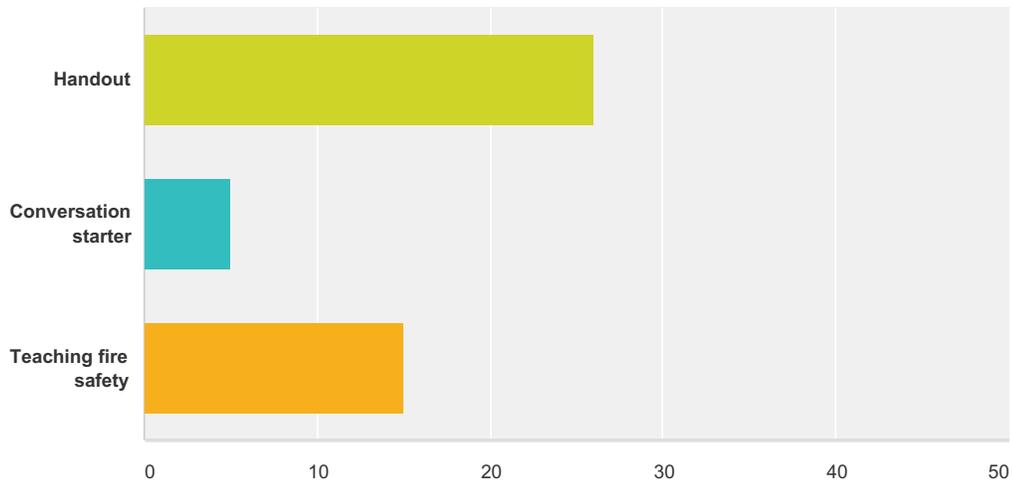
Q3 Please rate the following printed materials based on their content and effectiveness in delivering fire safety educational messaging.

Answered: 50 Skipped: 21



Q4 How did you use the printed materials listed in question #3? Please check all that apply.

Answered: 46 Skipped: 25

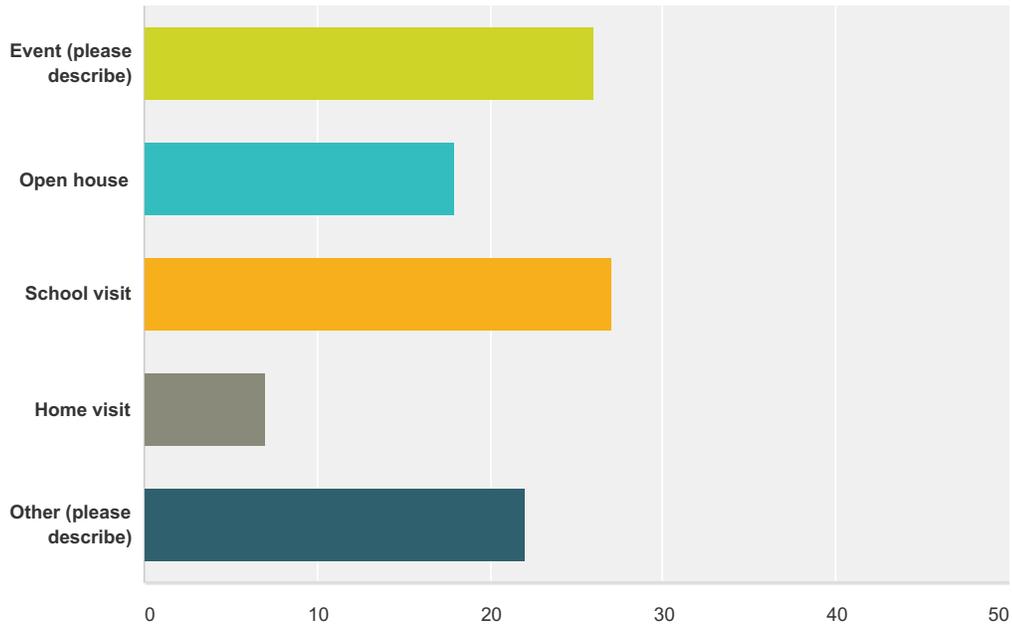


Answer Choices	Responses
Handout	56.52% 26
Conversation starter	10.87% 5
Teaching fire safety	32.61% 15
Total	46

#	Other (please describe)	Date
1	All the above, we had ages raging from 3 yrs old to teenagers, It gave a great variety to pull from, per ages that we had. Great stuff. Hope to have it again next year.	11/13/2015 8:48 AM
2	Facebook	11/12/2015 9:04 AM
3	Did not receive any or use any materials	11/12/2015 8:48 AM
4	All of the above	11/12/2015 8:37 AM
5	Informational brochures and references for HOA and community meetings, annual FD Pancake Breakfast.	11/12/2015 8:13 AM
6	Puzzles and Tattoos were handed out to teachers to give to children after we did a fire prevention presentation for their classroom. The Working Smoke Alarms save Lives brochure and Tech cloth were handed out to adults at our Halloween open house when they participated in the NFPA smoke alarm quiz. The Do Yours Work? we used the graphics and messages off that for our website, facebook and to create ads for our Theatre (Each room/message was a different ad) - that worked out great and was easy to use (we got the individual graphics from the poster from OSFM). The whole flyer was posted on our website and facebook. We also created one with the puzzle graphic. We were unable to get enough of the items for each of our presentations but were able to supplement with pencils and magnets we had in our own inventory.	11/9/2015 11:08 AM

Q5 Where did you use the printed materials listed in question #3? Please check all that apply. If you choose "Event" or used materials somewhere else, please describe your answer in the text box provided.

Answered: 50 Skipped: 21



Answer Choices	Responses
Event (please describe)	52.00% 26
Open house	36.00% 18
School visit	54.00% 27
Home visit	14.00% 7
Other (please describe)	44.00% 22
Total Respondents: 50	

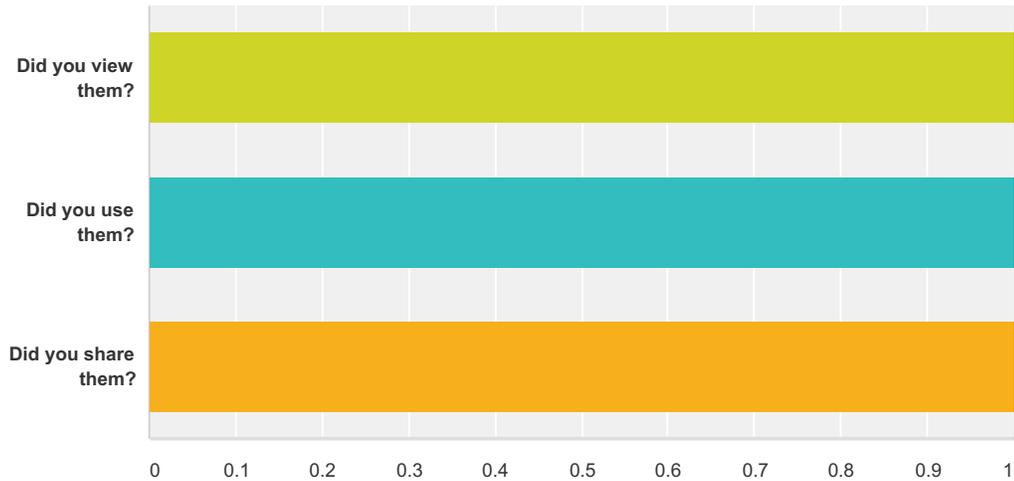
#	Other (please describe)	Date
1	District picnic	11/12/2015 6:37 PM
2	Children's Fair - Oct 31	11/12/2015 5:12 PM
3	Trunk or Treat	11/12/2015 10:06 AM
4	Door to Door	11/12/2015 9:58 AM
5	Station hand out display for visitors	11/12/2015 9:31 AM
6	Facebook	11/12/2015 9:04 AM
7	N/a	11/12/2015 8:48 AM
8	Annual Event- Home Depot Safety Fair	11/12/2015 8:21 AM

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9	See above	11/12/2015 8:13 AM
10	safety fair at fair grounds, Senior safety fair	11/12/2015 8:07 AM
11	Safety fair	11/12/2015 8:04 AM
12	Community farmers market. Week end retail stores.	11/10/2015 8:49 PM
13	NOTE: we struggled a little picking where to have the ads/linnks on our facebook and website going somewhere appropriate: we sent them to NFPA fire prevention week, NFPA smoke alarm quiz (Which was cool), sparky website, etc. Would have been good to send them to a OSFM site that was appropriate or to have OSFM identify those website pages etc ahead of time. Would have liked to know what OSFM media plan was for the month so we could have mirrored it a little closer.	11/9/2015 11:08 AM
14	We had a table at safety night in the city park.	11/9/2015 9:28 AM
15	School visit / tour to the Fire Station during FP	11/9/2015 8:32 AM
16	Annual Community Wide "Spooky Alley" event on Halloween.	11/9/2015 7:22 AM
17	available at check-out counters.	11/8/2015 4:16 PM
18	Hosted 2 information tables at the local high school football game. Had the announcer do fire prevention PSAs throughout the game, as well as quiz questions for prizes. Also had a Halloween event at the fire station where there were games, a haunted maze, and information tables.	11/6/2015 2:56 PM
19	We had several events and use a majority of the info there.	11/6/2015 9:14 AM
20	We use OSFM materials at the annual Preparedness Fair.	11/6/2015 8:56 AM
21	Halloween Parade for our K-6 school.	11/6/2015 8:37 AM
22	We kicked off Fire Prevention Month at a widely attended Saturday Market at our Civic Center.	11/6/2015 8:31 AM

Q6 The OSFM increased its media outreach by adding smoke alarm deputy videos to the 2015 FPM campaign. Please answer the questions below regarding this messaging tool.

Answered: 20 Skipped: 51



	Smoke alarm deputy videos	Total
Did you view them?	100.00% 20	20
Did you use them?	100.00% 8	8
Did you share them?	100.00% 8	8

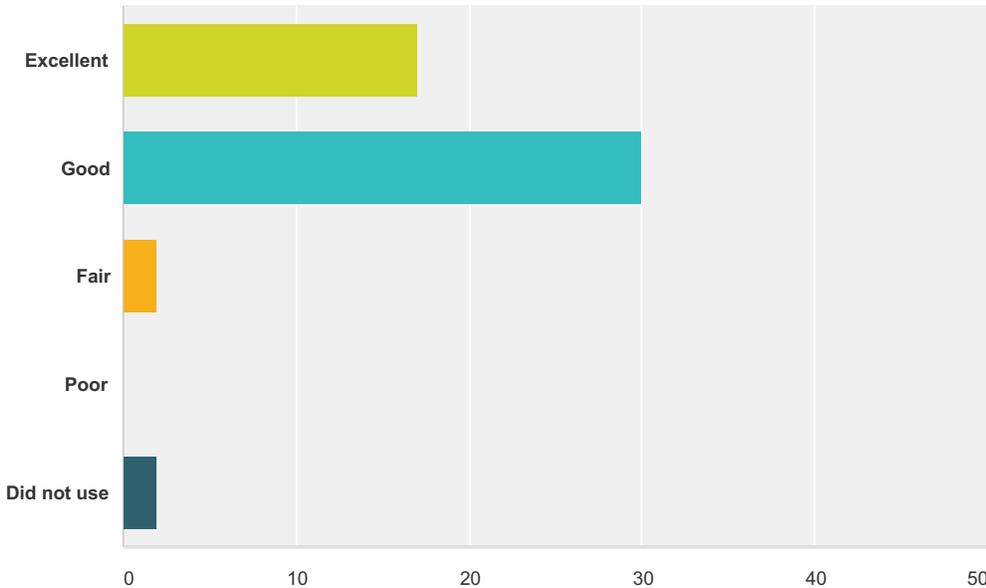
#	Comments	Date
1	Unaware	11/16/2015 8:22 AM
2	Did not use, view, but had information available on our wed site through link.	11/12/2015 8:48 AM
3	Informative videos. Short, sweet and to the point.	11/12/2015 8:37 AM
4	DVD and(or) Computer-viewable file versions would be nice.	11/12/2015 8:33 AM
5	The design and graphics were good but speakers perhaps could have been a little more dynamic. Speaker was basically conveying a message in a monotone voice and perhaps could have been more provoking, fun, different - something that would capture the attention of your audience.	11/12/2015 8:24 AM
6	na	11/12/2015 8:13 AM
7	Weren't aware they were there. OTHER NOTE: We did create a media plan for the Month of October - that included each ad, message, link and where it was going to be posted. We struggled getting them posted on time as planned just do to staff availability and timing but we had a decent plan - once I explained to our team members what a media plan was.....	11/9/2015 11:08 AM
8	Did not know about them	11/9/2015 8:32 AM
9	Did not use them	11/9/2015 7:22 AM
10	Didn't know about the videos	11/9/2015 6:23 AM

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11	no	11/8/2015 4:16 PM
12	Fire Prevention Week Open House	11/6/2015 8:48 AM

Q7 Please rate your overall impression of the FPM materials offered by the OSFM.

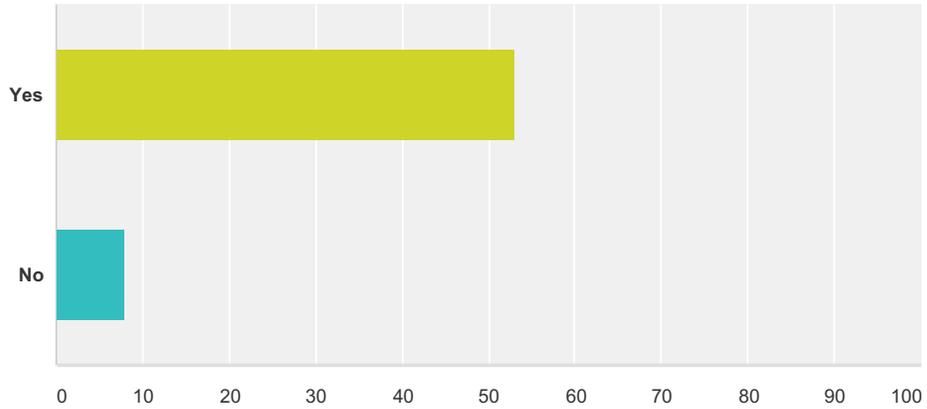
Answered: 51 Skipped: 20



Answer Choices	Responses
Excellent	33.33% 17
Good	58.82% 30
Fair	3.92% 2
Poor	0.00% 0
Did not use	3.92% 2
Total	51

Q8 Were the OSFM resources well advertised? Please feel free to comment in the "Other" field.

Answered: 60 Skipped: 11

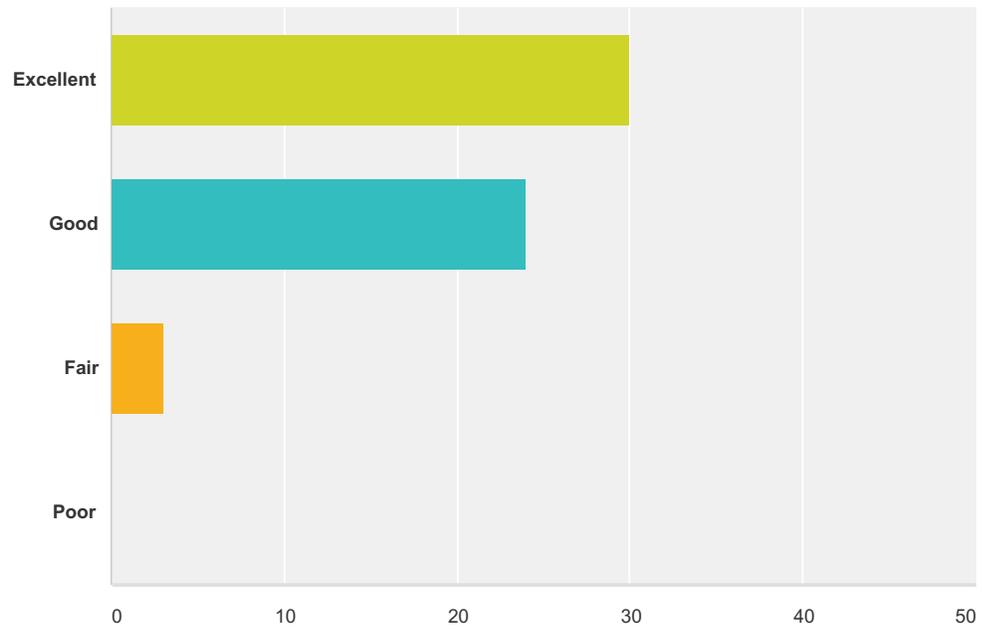


Answer Choices	Responses
Yes	88.33% 53
No	13.33% 8
Total Respondents: 60	

#	Other	Date
1	Wristbands were not available	11/16/2015 10:50 AM
2	Not everyone see e-mail, for some of our rural dept. old fashioned mail would maybe be better.	11/13/2015 8:49 AM
3	There were not any materials used from the OSFM	11/12/2015 11:16 AM
4	Could have been better. Social media like Facebook and Twitter could be used more effectively. Cultivate friends with as many other relevant fire agency and fire safety Facebook accounts as possible. Make better use of the features it provides, like picture albums, animated GIFs and more short video clips like the smoke alarm ones. Much of your print materials should be made into still images and posted to Facebook hash-tagged Picture Albums. You can even add a feedback component for ordering your materials from Facebook. Make more Facebook events to invite and share. Every event, appearance and workshop should have its own Facebook event. Ya have the tools; Use 'em!	11/12/2015 8:46 AM
5	It was well advertised but a lot of the information was unavailable when I tried to order it.	11/12/2015 8:09 AM
6	Some of the items were well advertised - the ordering form and item descriptions locations on website is always hard to find. Other items like what was on or going to be on FACEBOOK - not so much. Sooner we can get info the better - the long fire season this year was a contributing factor. If we are limited on what we can get - is there a process to order and pay for extra material needed and cost early enough to budget for?	11/9/2015 11:13 AM
7	Some were and some were not.	11/9/2015 9:29 AM
8	I received the information on ordering fire prevention material, but Our fire district did not order any materials for FPW.	11/6/2015 10:46 AM
9	Not sure.	11/6/2015 8:56 AM

Q9 Please rate the OSFM material ordering process.

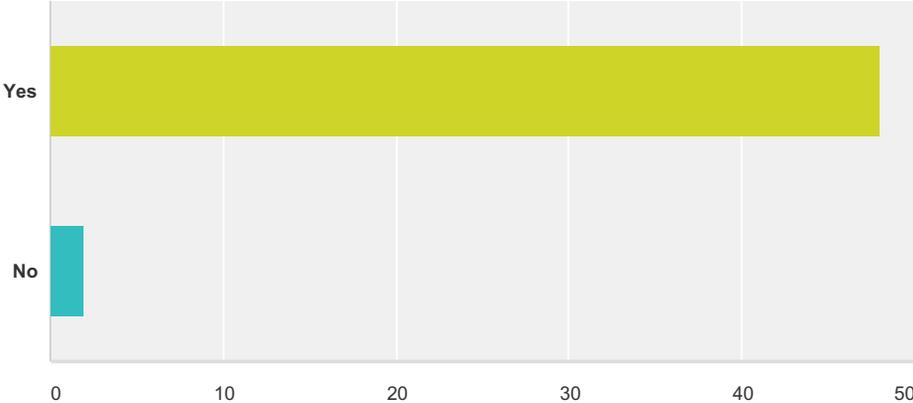
Answered: 57 Skipped: 14



Answer Choices	Responses
Excellent	52.63% 30
Good	42.11% 24
Fair	5.26% 3
Poor	0.00% 0
Total	57

Q10 Did you receive your materials in a timely manner?

Answered: 50 Skipped: 21



Answer Choices	Responses
Yes	96.00% 48
No	4.00% 2
Total	50

Post Fire Prevention Month 2015 Survey

Q11 What additional educational materials would you find useful?

Answered: 23 Skipped: 48

#	Responses	Date
1	N/a	11/16/2015 9:24 PM
2	More of what was available. We saw nearly 400 students ye we only had enough for 200 to get a portion of what we had to offer.	11/16/2015 9:49 AM
3	unkown	11/13/2015 8:50 AM
4	Student material is great for our small schoool	11/12/2015 6:38 PM
5	All were good - - can't really think of anything additional.	11/12/2015 5:16 PM
6	Emergency Preparedness	11/12/2015 11:22 AM
7	fire prevention games seem to be popular	11/12/2015 9:51 AM
8	don't know	11/12/2015 9:38 AM
9	Home Fire Sprinkler Advocacy	11/12/2015 9:06 AM
10	The frisbee's from last year were a huge hit and feel that they would be a good one to bring back.	11/12/2015 8:40 AM
11	I would like to see more for apartment safety. Also one that talks about reporting all fires. We have one for schools but not anyone else. Most people just assume that if they get the fire out, that's it.	11/12/2015 8:24 AM
12	More "fun" items for children. Maybe coloring/activity books. Thank you!	11/12/2015 8:23 AM
13	I am happy with the materials when they are available	11/12/2015 8:10 AM
14	More kids stuff	11/12/2015 8:05 AM
15	A fire safety addressing of properterys .. Help us find you type of thing. Would make great handouts.	11/10/2015 8:53 PM
16	My teachers really like something they can put in the hand of the student to take home with them.	11/9/2015 1:56 PM
17	One place to find everything and approved links to send people for more information. the NFPA smoke alarm quiz was awesome. Sample media plan for agencies and view access to OSFM media plan for the month. On order sheet maybe the age of audience each item intended for would be helpful.	11/9/2015 11:18 AM
18	None	11/9/2015 8:33 AM
19	You have it covered	11/9/2015 7:24 AM
20	possibly more information on CO	11/9/2015 6:25 AM
21	juvenile fire starting, Open burn pile safety	11/6/2015 11:18 AM
22	Seasonal prevention materials are always helpful.	11/6/2015 10:47 AM
23	more materials specifically oriented for kindergarten and first grade students.	11/6/2015 9:16 AM

Post Fire Prevention Month 2015 Survey

Q12 Would you be willing to participate in planning for next year's Fire Prevention Month campaign? If so, please include your name and contact information in the text box below.

Answered: 9 Skipped: 62

#	Responses	Date
1	No, sorry but we are very short-staffed right now.	11/12/2015 5:16 PM
2	yes William Hauer Chief Winchuck RFPD billhauer@yahoo.com 363 Winchuck River Rd Brookings, OR 97415 541 469 7048	11/12/2015 9:38 AM
3	Albert Alcalde alcalde.al@polk1.org 503-838-1510 X306	11/12/2015 8:31 AM
4	Ron Rouse PF&R 503 823 3741 ron.rouse@portlandoregon.gov	11/12/2015 8:27 AM
5	Sorry, not this year, were short staffed.	11/12/2015 8:05 AM
6	As a Volunteer I would like to but time is often very short to be able to. This is why your efforts are so needed.	11/10/2015 8:53 PM
7	Possible, depends on time commitment	11/9/2015 8:33 AM
8	N/A	11/6/2015 10:47 AM
9	Jeff Cranford, jeff.cranford@ci.mcminnville.or.us	11/6/2015 9:16 AM

Post Fire Prevention Month 2015 Survey

Q13 Please provide any additional comments or suggestions below.

Answered: 15 Skipped: 56

#	Responses	Date
1	Amy was a great help in the process as this was my first time interacting with OSFM.	11/16/2015 9:49 AM
2	Love the combination smoke alarm/CO brochure.	11/12/2015 12:29 PM
3	We did not request any materials but we did campaign of installing smoke alarms and received training, 100 smoke alarms and education materials that go with.	11/12/2015 8:50 AM
4	By the time we got our order in their were several items that were out of stock.	11/12/2015 8:40 AM
5	Perhaps deputies teaming up with VIPS or firefighters across the state to convey your psa's?	11/12/2015 8:30 AM
6	Due to our severe personnel limitations, we are restricted in our ability to be active beyond current levels. We have previously done door to door but can no longer support that level of participation.	11/12/2015 8:14 AM
7	Thank for what you do in helping us keep our community safe.	11/10/2015 8:53 PM
8	The very unfortunate reality for my agency is that we do not have enough personnel to pursue a viable prevention/education program beyond what is currently being done. We do provide multiple handouts and a fire prevention/safety/education talk at all local committee, group and HOA meetings.	11/9/2015 4:24 PM
9	Many of our students don't have access to computers, and online games/activities. So although they are a great tool, we don't spend a lot of time on them because they don't apply to about 1/3rd of our students.	11/9/2015 1:56 PM
10	The new printed materials were awesome - just some fine tuning to make access easier on your website. Was there a contest this year - if there was it was confusing.	11/9/2015 11:18 AM
11	We really appreciate your efforts and are supporters of your mission!	11/9/2015 7:24 AM
12	I just want to say thank you! Smaller departments don't have the funding to purchase a lot of fire prevention materials. The materials provided were awesome!	11/9/2015 6:25 AM
13	N/A	11/6/2015 10:47 AM
14	The print material were all good.	11/6/2015 9:16 AM
15	I visit our School every year, talk about fire safety and for the little kids, a ride on the Big Red Truck ! They just love it!	11/6/2015 8:22 AM