Unit Objectives:

- Develop on-site fire prevention education material.
- Review online resources and identify where educational materials can be found.

Unit at a Glance:

<table>
<thead>
<tr>
<th>Topics</th>
<th>Method</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources of Materials</td>
<td>Presentation</td>
<td>20 Minutes</td>
</tr>
<tr>
<td>Materials Examples</td>
<td>Presentation</td>
<td>20 Minutes</td>
</tr>
<tr>
<td>Materials Use</td>
<td>Presentation</td>
<td>20 Minutes</td>
</tr>
<tr>
<td>Create Materials</td>
<td>Workshop</td>
<td>1 Hour 30 Minutes</td>
</tr>
<tr>
<td><strong>Total Unit Duration</strong></td>
<td></td>
<td><strong>2 Hours 30 Minutes</strong></td>
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Materials:

For each participant materials are available at: [https://www.nwcg.gov/publications/training-courses/p-310/course-materials](https://www.nwcg.gov/publications/training-courses/p-310/course-materials).

- Unit 11-HO1: Sources of Materials
- Unit 11-SR1: Smokey Bear Do's and Don’ts and FAQ
- Unit 11-SR2: Smokey Bear Use Guidelines
- Unit 11-SR3: GSA Printing Rules
- Fire Prevention Education Team Digital Library, [https://www.nwcg.gov/fpetdl](https://www.nwcg.gov/fpetdl)

Classroom

- Ability to display images and video on large screen.
- White board or easel access for group breakout.
Lesson Objectives

- Develop on-site fire prevention education material.
- Review online resources and identify where fire educational materials can be found.

☐ Review unit objectives.
### Introduction

**Fire Prevention Education Teams (FPETs) will:**
- Need to know how to obtain appropriate materials to be effective.
- Learn what’s available.
- How to develop custom elements.
Lesson Content

- Sources
- Challenges
- Funding
- Borrowing/Sharing
- Ordering
- GPO
- Tools of the Trade
- Material Available

- Sources of fire prevention educational supplies.
- Challenges associated with obtaining fire prevention educational materials.
- Funding considerations.
- Sources of borrowing and sharing.
- Ordering procedures.
<table>
<thead>
<tr>
<th>Lesson Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Development Tools</td>
</tr>
<tr>
<td>• Material Used on Teams</td>
</tr>
<tr>
<td>• Publication Examples</td>
</tr>
<tr>
<td>• Custom Designs</td>
</tr>
<tr>
<td>• Resources Available to Create</td>
</tr>
<tr>
<td>• Available Software</td>
</tr>
<tr>
<td>• Before You Create</td>
</tr>
<tr>
<td>• Demonstrations</td>
</tr>
</tbody>
</table>
Sources of Materials

- Host Agency
- State and County Partners
- Private Print Shops
- Donated materials, media, in-kind contribution
- Local Fire Agencies
- Local Businesses

- List of sources to acquire various materials and supplies:
  - Past FPETs materials at the FPET Digital Library – https://www.nwcg.gov/fpetdl/
  - National Fire Equipment and Supplies System (NFES), NWCG training materials
  - County Extension Services
  - National Association of State Foresters Catalog – https://www.stateforesters.org/
  - Ad Council – https://www.adcouncil.org/find-assets
Considerations Obtaining Materials

- Smokey Bear Use Policy
- Timeframes
- GPO regulations
- Bilingual Materials
- Copyright regulations

Considerations associated with obtaining fire prevention education materials.
The following are some things to consider when purchasing, obtaining or creating materials:

- Use of Smokey. Follow policy. See smokeybear.com for Do’s and Don’ts and FAQ sheet and Smokey Bear Guidelines as a starter.


- Establish timeframes for need and distribution.

- Think ahead and consider weekend and holiday closure.

- Follow GPO regulations.

- Bilingual materials if appropriate or requested.

- Use current, up-to-date, and existing materials when possible and available.

- Public Service Advertising (PSA), Consider translating when needed, use geographic area specific materials.

- Copyright regulations make sure that any use of materials, internet or otherwise, provides authorization for use.
Funding Considerations

- Whose money, is it?
- Where is it coming from?
- Are there limitations?
- Are there in-kind contributions or cooperative funds?

Funding considerations. When considering funding for materials, consider the following:

- Whose money, is it? (agency)
- Where is it coming from (program area) and is it available now? No year funds, obligated?
- How much? (purchasing limits)
- Limitations? (special appropriations)
- Is cooperative money available? (in-kind contributions)
Sources of Borrowing and Sharing
Research other opportunities to obtain prevention materials.

- Local Fire Departments
- International Association of Fire Chiefs
- State Foresters
- Regional Prevention Inventories
Slide 10

<table>
<thead>
<tr>
<th>Ordering Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify Needs</td>
</tr>
<tr>
<td>• Prepare requisitions</td>
</tr>
<tr>
<td>• Get approvals</td>
</tr>
<tr>
<td>• Identify optimum purchasing procedures</td>
</tr>
</tbody>
</table>

**Ordering Procedures.** Know the ordering system and seek help from specialists. Make them a partner.

- Identify needs.
- Prepare requisition.
- Get approval from finance or local purchasing agent.
- Get team leader approval.
- Identify funding through finance or local purchasing agent.
- Network with agencies to identify optimum purchasing procedures.

☑ Discuss that the agency administrator may set limits on how much can be spent in the area of printing materials.
If printing or reproduction needs extend beyond the resources you have on hand (i.e., local copy machine) then you must consult GSA.

- Review Unit 11-SR3-GSA Printing Rules.
Certain items do not require GPO use. A waiver exists but is seldom granted.

- Items necessary to protect public health and safety and prevent resource damage.
- News media releases.

Refer students to the Federal Acquisitions Regulations, https://www.acquisition.gov/browse/index/far for more information.
Material Use

- Existing Materials
- Samples of Materials

☐ Speak with students about what qualities make good materials and what are things to avoid.
☐ Demonstrate and discuss the use of various materials.
Material Use on Team Assignments

- Focus on the target audience.
- Gather intelligence from locals.
- Select appropriate medium.

☐ Demonstrate and discuss the use of various material.

- [https://smokeybear.com/en](https://smokeybear.com/en)
- [https://www.adcouncil.org/find-assets](https://www.adcouncil.org/find-assets)

☐ Materials development tool demonstration.

- Demonstrate the FPET digital library—[https://www.nwcg.gov/fpetdl](https://www.nwcg.gov/fpetdl)
- Past FPETs materials at the FPET digital library.
- The FPET must be innovative in selecting the best way to reach their target audience with a fire prevention message.
- Select the medium that will get the most exposure and reach the most people.
- Gather intelligence from locals in the area. They are your best source of information about what works in their community to deliver messages.
- Be sure to differentiate between your target audiences. Most likely there will be different values for targeting residents versus recreationists using the area the team is serving.
Slide 15

Examples of Materials Use

- Pre-movie PSA
- Billboards
- Electronic Media Boards
- Flyers
- Sport events
<table>
<thead>
<tr>
<th>Samples of Materials Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Bumper stickers</td>
</tr>
<tr>
<td>• Grocery bags</td>
</tr>
<tr>
<td>• Utility bills</td>
</tr>
<tr>
<td>• Placemats</td>
</tr>
<tr>
<td>• UPS</td>
</tr>
<tr>
<td>• Posters</td>
</tr>
<tr>
<td>• Trading cards</td>
</tr>
</tbody>
</table>
Samples of Material Use

- Magnets
- Rest Areas
- Fairs
- Exhibits
- Community meetings
Effective Materials Use Examples

• Cooperators and Partnerships
• Cable/Local television
• Home and garden shows
• Interviews
• Exhibits
• And . . .
Talk Shows
Sports Events
Slide 21

Homeowner Contacts
Slide 23

- Survey the students on additional activities. Document on flip charts.
Slide 24

Before You Create

- Explore the need for materials.
- Review team objectives.
- Review current publications.
- Can you modify an existing publication?
- Where are you going to print?

- Conduct a discussion about programs used to create and modify graphics.
- Speak with students about what qualities make good materials and things to avoid.
Before You Create

- What format does the host agency and printer prefer?
- Select a font that crosses most programs.
- Make sure to get Vector Files from the printer.
- Do you have the appropriate software?
- Will it be posted on the web?

- Where are you going to print your publication?
- Ask Host agency how/what format they prefer.
- When going to a print shop, ask how they want the file format before doing the project.
- Select the software that meets the needs of your printing and sharing of the files. Is it being shared via e-mail?
- Does everyone have the program installed that the publication was created in?
Group Exercise

Group creates sample product(s) for target audience identified in prevention strategy and within budget given in the DOA.

- Classroom exercise: Create a sample product as it relates to your identified target audiences, key messages, budget, social considerations, and fire prevention strategy.

Instructors Notes
- Use of the digital library is encouraged.
Slide 27

Review Objectives

- Develop on-site fire prevention education materials.
- Review online resources and identify where fire educational materials can be found.

☐ Review unit objectives.