



## P-310 Unit 11: Fire Prevention Material

### Unit Objectives:

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

### Unit at a Glance:

Topics	Method	Duration
Sources of Materials	Presentation	20 Minutes
Materials Examples	Presentation	20 Minutes
Materials Use	Presentation	20 Minutes
Create Materials	Workshop	1 Hour 30 Minutes
<b>Total Unit Duration</b>		<b>2 Hours 30 Minutes</b>

### Materials:

For each participant materials are available at: <https://www.nwcg.gov/publications/training-courses/p-310/course-materials>.

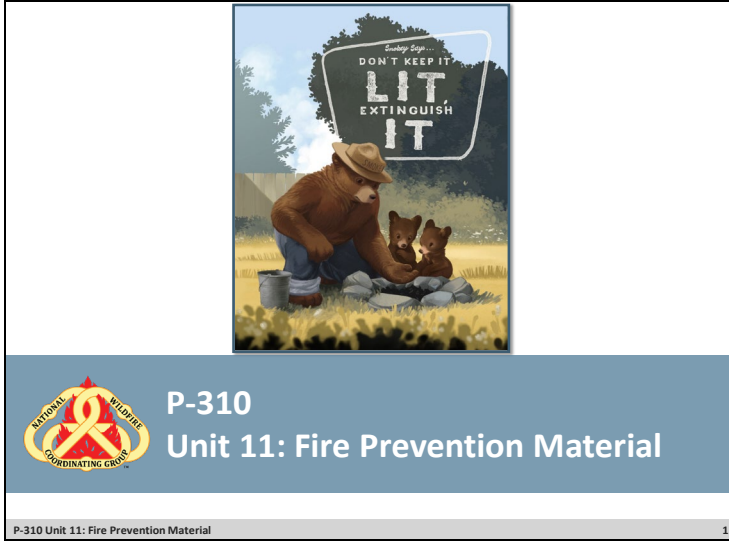
- Unit 11-HO1: Sources of Materials
- Unit 11-SR1: Smokey Bear Do's and Don'ts and FAQ
- Unit 11-SR2: Smokey Bear Use Guidelines
- Unit 11-SR3: GSA Printing Rules
- Fire Prevention Education Team Digital Library, <https://www.nwcg.gov/fpetdl>

### Classroom

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

# Unit 11: Fire Prevention Material

## Slide 1



**P-310**  
**Unit 11: Fire Prevention Material**

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## Slide 2

### Lesson Objectives

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

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- Review unit objectives.

## Slide 3

### 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.

## Slide 4

### Lesson Content

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



The logo for the U.S. Government Printing Office (GPO) is displayed. It features the letters 'GPO' in a large, stylized blue font. Below this, the text 'U.S. GOVERNMENT PRINTING OFFICE' is written in a smaller, blue, sans-serif font, followed by the tagline 'KEEPING AMERICA INFORMED' in an even smaller font. The logo is set against a light blue background with a subtle grid pattern.

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- Sources of fire prevention educational supplies.
- Challenges associated with obtaining fire prevention educational materials.
- Funding considerations.
- Sources of borrowing and sharing.
- Ordering procedures.
- Federal Government Printing Office procedures.

## Slide 5

### Lesson Content

- **Development Tools**
- **Material Used on Teams**
- **Publication Examples**
- **Custom Designs**
- **Resources Available to Create**
- **Available Software**
- **Before You Create**
- **Demonstrations**

# Unit 11: Fire Prevention Material

## Slide 6

### Sources of Materials

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

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- Unit 11-HO1: Sources of Materials.
- Discuss that the slide lists general sources, the handout lists specific sources.

### List of sources to acquire various materials and supplies:

- National Symbols Cache – <https://apps.fs.usda.gov/symbols>
- Past FPETs materials at the FPET Digital Library – <https://www.nwcg.gov/fpetdl/>
- National Fire Equipment and Supplies System (NFES), NWCG training materials
- Approved commercial licensees – <https://www.fs.usda.gov/working-with-us/contracts-commercial-permits/smokeybearlicensing>
- Unicor – fire prevention signs, <https://www.unicor.gov/index.aspx>
- Government Printing Office (GPO) – <https://www.gpo.gov/>
- National Fire Safety Council – <https://nfsc.org/>
- National Fire Protection Association (NFPA) – <https://www.nfpa.org/>
- County Extension Services
- National Association of State Foresters Catalog – <https://www.stateforesters.org/>
- NWCG NFES Catalog–Part 2: Publications, PMS 449-2 – <https://www.nwcg.gov/publications/449-2>
- Ad Council – <https://www.adcouncil.org/find-assets>
- Smokey Bear – <https://smokeybear.com/en> See toolbox and fire prevention for educator's link.

## Slide 7

### Considerations Obtaining Materials

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

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- Unit 11-SR1-Smokey Bear Do's and Don'ts and FAQ, <https://www.fs.usda.gov/sites/default/files/finalsmokeyhandoutsaccessibleforweb.pdf>
- Unit 11-SR2-Smokey Bear Use Guidelines

### **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](http://smokeybear.com) for Do's and Don'ts and FAQ sheet and Smokey Bear Guidelines as a starter.
- Smokey Bear Costume Use, <https://smokeybear.com/en>.
- 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.



## Slide 8

### Funding Considerations

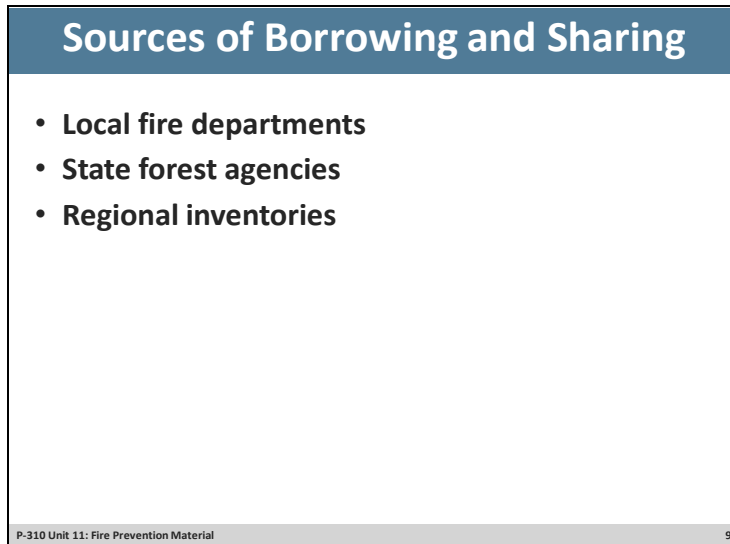
- Whose money, is it?
- Where is it coming from?
- Are there limitations?
- Are there in-kind contributions or cooperative funds?

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**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)

## Slide 9



**Sources of Borrowing and Sharing**

- Local fire departments
- State forest agencies
- Regional inventories

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### **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

### Ordering Procedures

- **Identify Needs**
- **Prepare requisitions**
- **Get approvals**
- **Identify optimum purchasing procedures**

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**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.

## Slide 11

**Government Printing Office (GPO)**

**If printing or reproduction needs extend beyond the resources you have on hand (i.e., local copy machine) then you must consult GSA.**

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- Review Unit 11-SR3-GSA Printing Rules.

## Slide 12

**GPO**

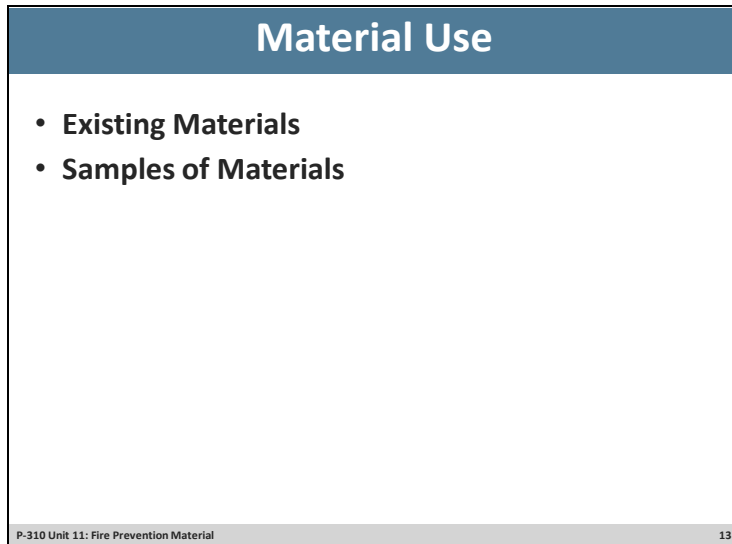
**Certain items do not require GPO use. A waiver exists but is seldom granted.**

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

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

## Slide 13



The slide features a blue header with the text "Material Use". Below the header, there is a white area containing two bullet points: "Existing Materials" and "Samples of Materials". At the bottom of the slide, there is a small grey footer containing the text "P-310 Unit 11: Fire Prevention Material" on the left and the number "13" on the right.

- Speak with students about what qualities make good materials and what are things to avoid.
- Demonstrate and discuss the use of various materials.

## Slide 14

### Material Use on Team Assignments

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

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- Demonstrate and discuss the use of various material.
  - <https://smokeybear.com/en>
  - <https://www.adcouncil.org/find-assets>
  - Wildfire prevention guides. [https://www.nifc.gov/prevEdu/prevEdu\\_communicatorGuide.html](https://www.nifc.gov/prevEdu/prevEdu_communicatorGuide.html)
- Materials development tool demonstration.
  - Demonstrate the FPET digital library–<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



## Slide 16

### Samples of Materials Use

- Bumper stickers
- Grocery bags
- Utility bills
- Placemats
- UPS
- Posters
- Trading cards



## Slide 17

### Samples of Material Use

- Magnets
- Rest Areas
- Fairs
- Exhibits
- Community meetings



## Slide 18

### Effective Materials Use Examples

- Cooperators and Partnerships
- Cable/Local television
- Home and garden shows
- Interviews
- Exhibits
- And . . .

## Slide 19



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## Slide 20



## Slide 21

### Homeowner Contacts



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## Slide 22



## 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?

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

## Slide 25

### 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?**


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- 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?

## Slide 26

**Group Exercise**

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



A photograph showing a group of people at a construction site. A man in a plaid shirt and shorts is pointing towards a large display board on an easel. Other people, including a woman in a blue top and a man in a yellow shirt, are looking at the board. The background shows construction materials and a clear sky.

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- 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.**

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- Review unit objectives.