

A rolling public fire safety program

Public safety awareness using large media format, such as vehicle graphics on cement mixers along with banners or signs, gets the message to the community

A unique private-public partnership to promote awareness of fire and life safety is burgeoning on the West Coast and it is a concept that any fire department in the country can use in their communities. Tracy Last of Last Logos in Maple Ridge, B.C., came up with the idea for using large format graphics for vehicles and banners or signs, promoted safety awareness in cooperation with local businesses and local fire services. And it is flourishing in communities of all sizes in British Columbia.

The idea has grown and there are now more than a dozen departments in the province either having completed the project or working toward completing vehicle graphic projects. "The vehicles we work on are either for use by the fire departments or for cement companies where we design "Stop Drop & Roll" graphic packages to go on the mixers. I am sure all can vouch for the public interest generated by having graphic packages for their vehicles or trailers," said Last.

The concept

All children are in awe of big trucks with the rolling of a cement mixer barrel. As a result, it can be an excellent opportunity to use the space in a productive way that teaches children the importance of fire safety. Every time that barrel turns the children are reminded over and over to be safe and "Stop Drop and Roll" if their

clothes catch on fire. All the public educator has to do is explain the concept and benefits and the sponsor is on board. Last Logos helps arrange, design and supply Stop Drop and Roll graphic packages for the mixers.

The benefits

For the fire service: Every time that cement mixer is in the public eye, their hard work pays off. The message that the fire safety educator constantly works on

is being instilled in children's minds. A great prop, the vehicle can be called on to attend public events and school programs. A money-saver as well, the company pays for the graphics package freeing up fire department dollars that can be used for other parts of its public education programs.

For the sponsor/cement company: The cost of the graphic package pays for itself over and over. All companies need to advertise to get more business. This form

'Cue' into testing smoke alarms

The "Cue into Testing Smoke Alarms" is a unique program now operating in Terrace Bay, Ont. The program originated when Fire Prevention Officer Ray Stachiw, was faced with concerns from seniors who were having difficulty testing and maintaining their smoke alarms.

Stachiw found a solution to the problem by utilizing a pool cue. A pool cue can help those with restricted mobility by allowing the occupant to test the unit on their own, safely. There is no need for chairs or ladders. The occupant's feet never leave the floor. A pilot project testing the idea was very well received by the seniors in Terrace Bay. When the pool cue is installed for a residence, a chart is provided for the occupant to record monthly alarm testing. In addition, every fall the Terrace Bay fire prevention team will visit the occupant's home and change the batteries in their smoke alarms. The team will also take the opportunity to review additional fire safety programs with the occupants. This is a great time to review the escape plan and check for hazardous accumulations.

There is minimal cost to operate this program. The pool cues, to date, have been donated. As needed, smoke alarms



PHOTO COURTESY TERRACE BAY FIRE/EMERGENCY SERVICES

Demonstrating how to use a pool cue to test a smoke alarm are, from left, Terrace Bay Fire Prevention Officer, Capt. Ray Stachiw; Firefighter Arvi Lehtinen, Mrs. Carol Black, Mrs. Gertrude Cotton; Mrs. Kay Graham and Fire Chief Ken Benoit.

are provided to the seniors free of charge. Moreover, this program has the full support of Municipal Council.

Helping seniors help themselves is the primary goal of this program.

For more information, please contact Ray Stachiw, Fire Prevention Officer, or Ken Benoit, Fire Chief,

Terrace Bay Fire/Emergency Services, tel 807-825-3315, fax 807-825-9576 or e-mail fire@terrace-bay.com. Terrace Bay is located on the north shore of Lake Superior about 180 kilometres east of Thunder Bay. ♣



of advertising shows the company's dedication to the community by relaying a message that helps in keeping the children in their community fire safe. Every single time the vehicle pulls out of its company parking lot it gets the looks. In Fernie, B.C., where this concept has proven well, the echo of children's voices are heard all over town: "Look! Stop Drop and Roll." With the construction boom in the area this truck is rolling constantly and has offices in Sparwood and Elkford, so for 40 miles up and down the highway and throughout town, this message is constantly rolling and reminding. *For assisting companies:* A local sign company usually installs the graphics and

is recognized by the department in some form. The cement company can recognize the installer by adding their logo to the truck.

For the community: Parades now have a new float that generates a lot of interest. The parade is enhanced by this addition, the public sings out the message hundreds of times during the event. With fire department personnel on hand to answer questions and pass out information and rewards, it translates to safer kids and safer communities.

Dave Kurschenska, Fire Prevention Officer, Fernie (B.C.) Fire Department, is one of the individuals Last Logos has worked with to create public awareness,

through this private-public partnership idea.

"The concept was presented at the 2003 Fire Prevention Officers Conference and within one week Dave had a meeting set up with Nohel's Group Rock and Roll Ready Mix," said Tracy Last.

Within seven days of the meeting word came from the owner of the organization that the project and funding has been approved. Kurschenska passed the manager's name to Tracy who worked directly with the company smoothing out details, designs and size specs and other details. Billing was made directly to the company. "Next thing we knew the truck was complete and within weeks thought was turned into action and the echo of children's voices repeating 'Stop Drop & Roll' could be heard throughout the town," said Kurschenska.

With a little bit of organization, this proactive sound could be echoing throughout your community too. ♣

Last Logos Promotional Inc. is located at #508 - 20170 Stewart Cres., Maple Ridge, BC V2X 0T4. Tracy Last may be reached at 1-800-664-9833 or tracy@lastlogos.com or visit www.lastlogos.com.

Pub-ed vehicle is a hit with kids

Canstar Restorations of Port Coquitlam, B.C., had the privilege of launching a public education vehicle emblazoned with Sparky the Fire Dog and his safety messages in conjunction with the New Westminister (B.C.) Fire and Rescue Services in September 2004. Canstar Restorations sponsored the graphics package for the vehicle through Last Logos Promotional Inc.



*PHOTO COURTESY CANSTAR RESTORATIONS
New Westminister's public education vehicle is adorned with Sparky the Fire Dog and his fire and life safety messages, a big hit with school children. This car's graphics were part of a public-private partnership between the fire department and a local restoration company.*

"In our industry, the Canstar Restoration team sees and restores the end results of many disasters, both residential and commercial, that could possibly have been prevented. We feel an obligation to support public safety education in the community we operate out of as well as in the communities that we go home to each day," said Velvet Cates-Capell, marketing co-ordinator for Canstar Restorations.

"Supporting the local fire and rescue services through the sponsorship of graphics on public education vehicles amplifies our commitment to educate and demonstrate our genuine concern for the people we serve throughout the Vancouver lower mainland.

Working with an ethically motivated supplier, namely Tracy Last of Last Logos, proved to be a very positive experience, which further enhanced our goal."

The fire department is also very pleased with the final result of this public-private partnership, brokered through Last Logos. Said Fire Inspector Dan Wilson of New Westminister Fire & Rescue Services, "For both the parents and children of New Westminister, it is wonderful to have Sparky display his fire safety messages throughout the city."

The graphics on New Westminister's public education vehicle show Sparky in his "Stop, Drop and Roll" mode, and includes important safety messages such as "Not to play with matches," "Check your smoke detector" and "Crawl low under the smoke."

"The vehicle with Sparky on it, has appeared at every elementary school, most pre-schools and every public education event in New Westminister," noted Wilson. "The Sparky graphics are always a topic of conversation with the young children. It is not uncommon for the child to ask the parents if they have checked their house smoke detector because that's what Sparky asks them to do. The graphics are used at large outdoor events to provide visual aids for children. The children and the prevention officer go over the importance of what Sparky is doing and then having the children to do just like Sparky." ♣

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