



City of Winter Park Fire-Rescue

Standard Operating Guideline

420.01

Title: Public Education Program

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Purpose: It is within the mission of the Winter Park Fire Department to ensure a high quality of life for our residents and guests through the protection of life, property and the environment. Through the use of established public education programs on life and fire safety, the Department works toward this mission. The purpose of this guideline is to establish a guideline for the Department's Public Education Specialist and all employees conducting Public Education programs/events within the community.

Scope: This guideline will cover all members of the Winter Park Fire Rescue Department. Ability to deviate from this guideline lies with the Fire Marshal or Fire Chief.

General: The Public Education Specialist works to evaluate fire and life safety issues affecting the quality of life of Winter Park citizens and develops or acquires and delivers these programs. In addition, the Public Education Specialist organizes and presents publications and programs to promote the department in a positive light within the Winter Park community.

420.01.01. RESPONSIBILITIES OF THE PUBLIC EDUCATION SPECIALIST

1. The Public Education Specialist evaluates and determines the need for fire and life safety programs in the community. After evaluation, the Public Education Specialist develops programs to be taught within the community. The delivery of validated programs is also acceptable.
2. The Public Education Specialist acts as the department's liaison to schedule Public Education programs and events for all fire suppression personnel through the Battalion Chiefs.
3. The Public Education Specialist shall generate a monthly summary for the Fire Marshal indicating public education events, programs and projects performed.
4. The Public Education Specialist will order and keep an inventory of educational materials designated for public information. Such materials should be from validated sources.

420.01.02. SCHEDULING PROGRAMS:

1. Programs and activities shall be scheduled at least two weeks in advance. Exceptions on a case-by-case basis can be made with pre-approval from the Fire Marshal and the effected Battalion Chief on duty.
2. All pre-scheduling of Public Education programs and activities shall be done electronically. Pertinent information such as location, date, time, set-up time, staffing needed, materials needed, age and size of audience, and contact name and number will be a part of this electronic scheduling.
3. The Battalion Chief on duty shall be made aware of all program/activity and must pre-approve the event that their personnel will be attending on duty, including those to be scheduled for after normal working hours or on the weekends. (Note: Exceptions shall include those programs scheduled during Fire Prevention Month.)
4. When a station tour is scheduled, the Office of the Fire Marshal shall make every effort to have a representative present for the tour in the event that the station units are called out. This will ensure the safety of our guests is maintained during unit departure, and that they are not left by themselves in Department's stations.
5. Battalion Chiefs shall determine the appropriate units that will cover an event/presentation and shall resolve scheduling conflicts in such a manner as to ensure a company attends the presentation if at all possible. In regards to the event/program, the nature of the activity may automatically dictate the service status of the units (in-service or out-of-service). For programs/events where the units are in-service, the Battalion Chief should make every effort to maintain coverage of the program/event.
6. Personnel may be required to provide demonstrations at facilities outside Winter Park Fire-Rescue's jurisdiction. Only special functions will be approved for out of city attendance. These functions will be scheduled through the Public Education Specialist with the approval of the Deputy Fire Chief or designee.

420.01.03. PROGRAM PRESENTATION:

1. While representing the Winter Park Fire-Rescue Department, all personnel shall conduct themselves in a professional manner at all times.
2. Personnel shall reference the **PUBLIC EDUCATION MANUAL** provided to all stations for reference in conducting presentations, resource listings, and other information.
3. For Safety Fairs and similar events requested by a business, an engine and/or rescue will be provided if the event offers the department a chance to provide educational materials/opportunities. This apparatus will remain in-service for calls.
4. When fire personnel attend an event with no personnel from the Office of the Fire Marshal present, the Post-Event Evaluation shall be completed by the Company Officer and returned to the Public Education Specialist within the next week. Completion of the Post-Event Evaluation is also required for non-schedule (walk-up) presentations and tours.
5. All supplies and validated materials that may be needed to perform Public Education activities shall be purchased by the Winter Park Fire-Rescue Department, and shall be used for fire department activities exclusively. If the Public Education Specialist is not at an event, appropriate supplies will be given to the on-duty Battalion Chief within 72 hours of the event.
6. No personnel shall receive monetary compensation for any event or activity while representing the Winter Park Fire-Rescue Department.



James E. White
Chief of Department