



Category 5B. Public Education

Summary

This year Public Education has increased the departments' presence on social media. The newly created position of social media coordinator has designed and coordinated safety messages and department specific information to share with the community. Public education had two large events this year, which included fire prevention week virtual open house and the carnival of character. It also represents the most diverse groups, including adults, seniors and children together. All of the public education programs fall into one of seven demographic groups. The Elk Grove High School practicum program continues to be a beneficial program for the students. Members of the fire department met with a group of 16 sophomore students every other week. The students learned about different aspects of the fire department as well as seeing career possibilities surrounding the fire service. In the past, public education events made up the largest number of contacts. Although, many events were cancelled due to the ongoing pandemic. Public Education has shifted efforts to contact our community members through virtual events. Members participated in online touch-a-truck events, made how to videos and increased social media outreach efforts.

Operational Performance

This year public education had many virtual events and where over 20,689 contacts were made.

	Pageviews	Ave time spent on page
Total fire department	3755	0:50
ISD	1495	1:25
Fire Stations	942	1:03
About us	600	0:48
CPR	588	0:42
Fire permits	457	2:09
Public Education	450	0:39
Fire/police testing	447	0:51
Emergency preparedness	426	1:18
Community wellness	418	1:12
Emergency management agency	407	0:44
Outdoor fireplace	398	1:50
Ambulance billing	331	1:36
911 service	299	0:57
Fire academy	298	1:06
Smoke Alarms	292	1:33
Events	281	0:51
Safety information	246	0:34
Fire Hydrant	229	0:52
FD Recipe's	216	1:18
Senior	205	0:30
Winter Fire Safety	205	2:40
Children fire	200	0:35



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Open house	198	0:32
TOTAL fire department views	20,689	Total ave 0:58:00
2% of total village webpage views		

Outcome Metrics

Public education receives compliments and appreciation for the programs put on by the department each year. This year surveys were obtained through survey monkey. The results confirm that the program is reaching its goal of educating the citizens about the department. Public education uses the surveys to determine if any adjustments are needed to the program. 100% of the students feel that the amount of hours the class lasts each night is adequate. 83% of the students feel that the 6 weeks of class is a good amount. 100% of the students rated their experience with the academy as "excellent".

"One of the most amazing things I did in my life. Awesome staff. No questions left unanswered."

"We had a great time. I would highly recommend the academy to everyone in Elk Grove."

"Thank you for having such a great program."

"I told all of my friends and family about it. They all wish they lived in Elk Grove."

"Well covered training program."

"I am proud to be an Elk Grove resident. Now more than ever. Thank you for letting us be a part of the academy."

"Thanks for having this great program. It gives me a hint of all the effort involved in what you do. Thanks."

Strategic Plan Goals and Objectives

Goal # 5 set forth by the strategic plan is to investigate options available to improve community risk reduction efforts between the Elk Grove Fire Department and the residents and businesses. This year the Public Education officer and the Social media coordinator attended a community risk reduction class at the National Fire Academy to network with other industry professionals. Together they worked on programs to implement in Elk Grove Village to benefit the community. The Public education officer plans to implement one of these programs when the pandemic is over.

Training

The Public Education budget had funds dedicated to send more individuals to the fire and life safety educator class. This will help educate more individuals on techniques needed to reach the different demographic groups. These classes, however, were cancelled. Members will be sent as classes begin to become available again. The CPR program has also continued to



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train new instructors, two more were added this year.

Equipment

We continually look to add new and different fire safety giveaways for our inventory. We also add items designed to market the fire department and create our brand. We have budgeted to purchase a laser fire extinguisher to utilize with our existing training system. This will allow us to train both indoors and outdoors, and not spread dry chemical agent. The public education vehicle does not currently meet the needs of the division. The pick-up truck is also utilized by the technical rescue team and is sometimes unavailable. That vehicle is utilized for the inflatable fire safety house and for the fire extinguisher trainer. A vehicle to store fire safety materials in and take to events while displaying fire safety messages on the vehicle, would be ideal. Many towns have wrapped their vehicles to also display fire safety messages, we will investigate this as well. Public Education will purchase equipment to further aid the division in creating videos and virtual offerings to the community.

Staffing

Currently we allow all interested individuals to be involved in public education. We make sure that individuals teaching classes are trained to the appropriate level of the subject being taught. We are looking to have individuals take on a bigger role and become a coordinator of the individual programs. Public Education is also looking for members interested in the on camera roles to help fulfill the new virtual platform we are embracing.

Program Improvement Plan

Add new programs

We are proposing CPR in Elk Grove high school and firefighter career day with Elk Grove high school seniors. The CPR program will teach CPR to all high school sophomores. The firefighter career day will give high school seniors an opportunity to get hands on firefighter career training. We will provide a basic overview of our firefighter career, hands on training, and give guidance on path to becoming a career firefighter.

Further develop instructors

Public education would like to train individuals in youth fire setter and life safety educator to offer more services to the residents and businesses of Elk Grove. We will continue to budget to invest in the development of our instructors to provide them with new knowledge that they can share with our residents. As these individuals are trained, they will be given opportunities to coordinate different functional groups within public education.

Expand data collection

Develop student surveys to be available online to send to students and residents that request tours and other details to obtain better quantitative and qualitative data. This information can then be used to confirm what we are doing or to make changes to programs where needed.

Organize functional areas



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Organize public education activities into functional groups and delegate coordinators for each group. This would be similar to how CPR activities are handled by a coordinator that reports to the public education officer. This will allow for other member to be involved and give more attention to different activities.