

- Intro: Welcome to CRR Radio, from the Vision 20/20 project.
- Ed Comeau: Joining us today on CRR Radio is Lisa Braxton from the NFPA. Lisa, could you introduce yourself to our audience, please?
- Lisa Braxton: Yes. I am public education specialist with NFPA. I've been here on staff for about 15 years. Currently, I am the staff liaison to what we call the Educational Messages Advisory Committee, known as EMAC. We produce the educational messages desk reference. I also produce safety tip sheets. I write for a blog and also for our technical magazine.
- Ed Comeau: Okay, great. What is EMAC? How did it even come to be in the first place?
- Lisa Braxton: Well, EMAC is our Educational Messages Advisory Committee. It's a nationwide group of fire and burn prevention experts. They meet every year or so in person here at NFPA to make recommendations to the staff about updating and revising our messaging. The current committee includes representation from fire departments, the US Fire Administration, the Electrical Safety Foundation, US Consumer Products Safety Commission, Safe Kids Worldwide, Underwriters Laboratories, along with NFPA engineers and other staff people.
- Lisa Braxton: The committee was formed before I came to NFPA, maybe about 20 years ago. One of our consultants said, "We really do need a standard to make sure that we produce consistent messaging so that every time we revise a flier or a tip sheet, that we're using the same language and we make sure that it adheres to our codes and standards."
- Ed Comeau: It's really been around for quite some time. I didn't realize it had been around that long, to be honest with you. It is a great guide that you produce. Can you tell us a little bit more about the guide itself that EMAC puts together?
- Lisa Braxton: The guide, right now it currently has 39 pages. We have 27 chapters. As years have gone on, we've expanded it. Most of our messaging is for a general audience, but we also have included in the past couple of years, we've added messaging for children from preschool to grade two and messaging for people who have limited English proficiency, which is geared toward people mostly who have just come to the country.
- Lisa Braxton: The way the document works is that anyone can submit a proposed change to our messaging document. The submission form is on our website. People can download it. The submitter does not have to be a member of EMAC or NFPA. We do as that the person provide their reason for suggesting the change and to provide any documentation to support their case. When the committee meets at headquarters, they review all the submissions, the ones from the public, from staff, and from the committee members themselves. They go line by line through each submission. They can decide to accept a comment, reject a

comment, accept the comment in principle but with a change in wording, or accept the comment in part.

Lisa Braxton: During the meeting, they get insight from our engineers who come in to the meeting itself and give them some background. They are the codes and standards experts. And then the committee makes their decisions. Me, as a staff liaison, I go through it and I make the edits. That means that there is a change to the new editions of our programs and fliers and tip sheets to reflect those changes, those updated changes.

Ed Comeau: The 2018 edition just came out. What's new in this one?

Lisa Braxton: In this edition, we have two new chapters. We have a new chapter on college and university housing and another chapter on wildfires. We also have another section in our cooking section about portable cooking equipment. So with the college and university housing, for many, many years, NFPA has had safety messaging on this topic on the website. We have a safety tip sheet. We have a landing page. It has videos, resources, fact sheets, reports, podcasts. NFPA also has a joint campaign with the Center for Campus Fire Safety. But this year, we decided to take all that information, all that messaging, and put a topic together in the desk reference. So in the desk reference under college and university housing, we cover on and off campus housing. For instance, what to do when you hear the smoke alarm, learning the building's evacuation plan, making sure your carbon monoxide alarms are installed in your dorm rooms or your apartment, having your room key or access key near you when you go to bed, and many other messages.

Lisa Braxton: Also, with our wildfire messaging, for many years, our wildfire division had information on that portion of our website. The landing page had hand outs, reports, videos, lesson plans. Now we have all that messaging in the desk reference itself. The chapter talks about wildfire prevention, protecting your home, and how to protect your community.

Lisa Braxton: With the section on portable cooking equipment, we understand that in recent years, it's been ... In recent months, there's been a lot of concern about the slow cookers and also the griddles and hot plates. So we did add some messaging involving that with electric skillet to make sure that people have safety messaging around the convenient type of cooking devices that sometimes cause fire problems.

Ed Comeau: It sounds like the committee is really responsive to what's happening out there. For example, you mentioned the slow cookers, which is a recent ... Well, maybe it's not that recent, but a new development. So they're kind of scanning what's happening out there and creating the messaging in response to what they're seeing?

- Lisa Braxton: Yes, because sometimes we'll see a concern that pops up in the news. For instance, we've been talking about Airbnb messaging, and I know that's a big concern these days. They're becoming very popular, that type of accommodation. A lot of our messaging under our hotel/motel chapter covers what people should know when they look into getting an Airbnb type of facility but still be ... You're looking at possibly creating a different section for that topic itself. So when things come up in our culture that are of concern, we do look at those. When it bubbles to the top, then we seriously look at adding another chapter or section on that topic.
- Ed Comeau: Now, in looking at the chapters here, the guide is predominantly related to fire issues in some way, shape, or form. But with the new world we're living in, and for example, NFPA just released an NFPA 3000, the standard on active shooter and hostile event, is the committee looking at expanding it beyond just fire safety messaging to all safety messaging or expanding the scope a little bit?
- Lisa Braxton: Right now, our scope is burn and fire safety and fire in the home. We did expand to our wildfire messaging, which does include fires outside of your home, but the focus for the desk reference at this point is on home fires and home burns.
- Ed Comeau: What's the cycle on this? When would the next one be coming about? Is it a set cycle or is it kind of an as needed sort of thing?
- Lisa Braxton: It's more as needed, because we can go a year or so or more and there would be no need to really add more messaging, or sometimes several issues come up and we realize we do need to have a conference call or meet in person to add those messages. But this is a living document. If there is a change that happens in a code or there's a topic that comes up as a concern, a fire concern, I can go in and have a conference call with the committee and go ahead and make that change in the document and then repost it and let the public know that we've reposted it.
- Lisa Braxton: What happens out in the world determines how soon we need to meet. We try to meet at least once every two years. If we need to meet more than that, then we do, but I would say once every year, once every year and a half or two years. But it depends on what's going on out there.
- Ed Comeau: How is it being used out there? Have you heard from the user community how they're using this document and the messages?
- Lisa Braxton: We know that people don't always use. We would like the people to use our messaging intact when they go out and do fire safety presentations. We envision the fire safety educator from the fire department going out and taking what we have intact and using our tip sheets and our lesson plans as they are. We know that they don't always do that. So what we do say is we want you to use our core messaging. So if you're going to tailor your own materials for your presentations, use our core messaging to inform your programs and your

activities that you put together so that the messaging is correct. Sometimes people take it word for word, and that's great. But sometimes people take bits and pieces and they design their own material, and we understand that. So there are a couple of different ways that people use the document.

Ed Comeau: Given that in this day and age we do so much communicating and educating via social media, are the messages written with that in mind, to keep them succinct so they can just be used on Twitter or Facebook?

Lisa Braxton: What we do is we have a social media person here on staff. She takes our messaging and she creates tweets and Facebook posts. With our fire prevention, we campaign. We put on the website messaging that is tailored for fire departments to use as Facebook posts, as Twitter posts. That way, they don't have to figure that out for themselves. But they take ... Our people on staff take our messaging and they create the social media messaging that can be used by the fire and life safety educators and firefighters.

Ed Comeau: I noticed you have a section, too, educational messages for children. Preschoolers, kindergarten, grade one and two. How are those different from the other messages in the rest of the guide?

Lisa Braxton: Well, they're simpler and there are some things that we don't say for children. We don't have the cooking messages. We don't have the smoking messages. There are some of the things that children are not mature enough to do, so there's some topics we don't cover. What we've done is we've taken the messaging that we produced in our learn not to burn curriculum and we put that messaging in this document. So it's simpler, and it's just some messaging that children at that age range can handle and understand and actually do.

Ed Comeau: Okay. We've been talking with Lisa Braxton from the NFPA about the 2018 edition of the NFPA educational messages that came out of the EMAC committee. Lisa, I really appreciate you taking the time to talk with us today on CRR Radio.

Lisa Braxton: Okay. Well, thank you.

Ed Comeau: Before we wrap up today's show, I just want to tell you about one of the resources available at the Vision 20/20 website. It's the Fire Safety Materials Generator. Do you need to create door hangers or fliers or refrigerator magnets? Do you need social media messages? It's all available right there at the materials generator. You can use vetted fire safety messages. We've got a photo library. You can put all this stuff together, create a file, take it to a printer, and you can have all the content you need for your home safety visit campaigns. So stop on by. It's under the resources tab at the Vision 20/20 website.

CRR Radio – Update to NFPA EMAC featuring Lisa Braxton
www.StrategicFire.org/CRRradio#braxton

Outro: Thanks for joining us on CRR Radio from the Vision 20/20 project. For more information on community risk reduction, please visit us at www.strategicfire.org.