



# CONFERENCE OVERVIEW

**Conference History:** In 1999, the Missouri Valley Association of Fire Chiefs approached a group of fire and burn public educators in Kansas with a proposal to host an annual public education conference. The first conference was held in Wichita, Kansas in 2000. Since that time, this annual conference has rotated to other cities and is now returning to Wichita for the Sixth Annual Fire, Burn and Life Safety Public Education Conference.

**Conference Focus and Target Audience:** Reel in Winning Strategies by Using the Right Bait! is targeted for fire, burn and life safety educators (novice to expert) who are concerned about the fire and burn problem in their communities. The conference will offer many opportunities to learn from the experts and each other about strategies we can all use to mitigate the fire and burn injuries and deaths.

One of the strong focuses for this year's conference is "small actions lead to big consequences" and the importance of primary prevention - stopping the fire and/or burn before there are consequences. The conference will end with a panel discussion of survivors - people whose lives have been forever changed because of a fire or burn incident. The conference will conclude by bringing your focus back to the real reason why we are involved in public education - the human element.

## GENERAL SESSIONS

### Keynote Address and Thursday Evening Activity

On Thursday morning, Carr Hagerman from Charthouse Learning will present the Fish! Philosophy. The Fish! Philosophy is inspired by the fishmongers of Seattle's Pike Place Fish Market. Despite a very difficult work environment, they have found ways to bring remarkable energy, commitment and creativity to their own work. The Fish! Philosophy will show attendees how to bring more fun, passion, focus and commitment to their own work.

On Thursday evening, participants and guests are invited to attend a Fish! Fry. Mr. Hagerman will lead the group in a fun, interactive activity applying what he shared in his morning keynote address. There will be prizes awarded to the best-dressed fisherman or fisherwoman so come dressed for fishing.

### After the Fire, After the Burn. Enhancing survivals and outcomes

This session will focus on the human consequences of fire and burn injuries, new innovations and technology that allow for 95 percent of those admitted to burn centers to survive.

### After the Fire, After the Burn: It Happened to Me

A panel of burn and fire survivors will share what they have learned and how they use their experiences to help others.

### Burn and Fire Disasters: Past, Present and Future Threats

Lessons learned and the role of the public educator in preventing public assembly related fire injuries and deaths will be discussed.

### Changing Paradigms in Fire Safety and Burn Prevention

Theories behind changes in fire safety and burn prevention messages and the role of the National Fire Protection Association (NFPA) and the American Burn Association (ABA) in creating and disseminating messages that are consistent in language and actions will be addressed. This topic should lead to some lively discussion and interaction.

### Communication Skills

During "Hi-Tech Communication in a Hi-Tech Era" (general session) and "Crisis Communication: When the Lights are Hot and the Questions Tough" (breakout session) you will learn skills that will help you communicate whether you are dealing with one person, a group, or the media.

### Legislative Issues in Fire Safety and Burn Prevention

Find out what is happening on a national level with fire safety and burn prevention initiatives, legislation, standards, and public policy. Discover how you can get involved and make a difference.

### What's New in Youth Firesetting Assessment and Intervention

During this session, Pat Mieszala will describe successful youth intervention strategies and programs and how to recognize and develop effective program tools and strategies in youth intervention.

## Outcome Measurements: We Are Trying SOMETHING NEW and EXCITING!

Outcomes relating to public education conferences are very difficult to measure. This year, we are going to try something new. Each participant will be asked to complete a pre- and post-conference self-assessment of his or her attitudes, knowledge, skills and confidence levels relating to public education.

**Incentives to Participate:** There are rewards and incentives for participating in this research. Each person who completes these assessments will be entered into drawings for some great prizes - including cash and registration to next year's conference.

## RESOURCE SHARING

### Success Showcases

Do you have a great program, campaign, material or other idea that you would like to share with other fire and burn public educators? On Thursday and Friday, tables will be set up in the exhibit and break area for participants to showcase their own successes.

### Fire Safety and Burn Prevention Resource Directory

Do you have favorite websites where you find all sorts of great information, statistics, interactive activities and games? Please bring these with you. Following the conference, a list of websites will be mailed or emailed to all attendees.

### Conference Participant List

A list of all conference attendees will be provided as part of your conference materials. If you wish to opt out and not be included on the list, please check the appropriate box on the registration form.

## CONFERENCE LOCATION, LODGING and WHAT TO DO WHILE YOU ARE IN WICHITA

**The Hotel at Old Town**, located in the heart of Old Town Marketplace at 830 E. 1st. has been selected as the conference hotel. Visit [www.hotelatoldtown.com](http://www.hotelatoldtown.com) for more information about the hotel.

**Conference rates** are \$95 per night plus taxes single or double occupancy. To make reservations call 877-265-3869 or 316-267-4800. Reference Pub Ed 2005 to receive the conference rates. Reservations must be made no later than Monday, April 11 to receive this rate. After April 11, rooms will be available on a space-available basis and the conference rate cannot be guaranteed. Each person is responsible for making their own lodging reservations.

**The Hotel at Old Town Conference Center** is located directly across the street from the hotel at 210 N. Mosley. Temperatures in conference rooms may vary. Planning team members may have no control over the temperature so it is strongly recommended that you layer your clothing for comfort.

**Old Town Marketplace** is a revitalized historic warehouse district featuring the charm of turn-of-the-century buildings, brick streets, street lights and boardwalks. Over 200 businesses in a 10-block area create the largest concentrated shopping, dining and entertainment district in Kansas. High-energy nightclubs, distinctive restaurants, quaint and contemporary retail shops, antique stores, a Saturday Farmer's Market are all available for your off-conference hours. [www.oldtownwichita.com](http://www.oldtownwichita.com).

### Wichita River Festival May 6 - 14

A \$3 button, included with every conference registration, allows you entrance into more than 90 events including concerts, food courts, beer gardens and lots of other fun stuff. Additional buttons for family and friends can be purchased during the conference. [www.wichitafestival.org](http://www.wichitafestival.org) after April 1.

# CONFERENCE AGENDA

## Wednesday, May 4

5:00 - 9:00 Early registration & hospitality in Hotel at Old Town foyer  
Hors d'oeuvres and cash bar

## Thursday, May 5

7:00 - 7:45 Registration and continental breakfast  
7:45 - 8:15 Welcome and announcements  
8:15 - 8:30 Pretest  
8:30 - 10:00 **The FISH! Philosophy: A Better Way to Live at Work**  
*Carr Hagerman, Chart House Learning*

10:00 - 10:30 Break / exhibits / resource-sharing

10:30 - 11:30 **What's New in Youth Firesetter Assessment and Intervention**  
*Pat Mieszala*

11:30 - 1:00 Lunch  
Exhibits / networking / resource-sharing

1:00 - 2:00 **Breakout sessions**  
Youth Firesetter Assessment and One-on-One Intervention  
*Pat Mieszala*

Outcomes Measurement:  
Do I Keep It or Throw It Back?  
*Ruth Wetta-Hall*

Meth Labs: a growing problem  
*Chad Gordon*

2:00 - 2:15 Break and rotate

2:15 - 3:15 **Breakout sessions**  
Youth Firesetter Assessment and One-on-One Intervention  
*Pat Mieszala*

Outcomes Measurement:  
Do I Keep It or Throw It Back?  
*Ruth Wetta-Hall*

Meth Labs: A Growing Problem  
*Chad Gordon*

3:15 - 3:30 Break and rotate

3:30 - 4:30 **Changing Paradigms in Fire Safety and Burn Prevention**  
*Ernest Grant*

4:30 - 5:00 Wrap-up, evaluations and door prizes

7:00 - 10:00 FISH! Activity & Fish! Fry

## Friday, May 6

7:30 - 8:00 Registration and continental breakfast

8:00 - 9:30 **Burn and Fire Disasters: What Have We Learned? Are We Repeating Our Mistakes?**  
*David Barillo, MD*

9:30 - 10:00 Break / exhibits

10:00 - 11:00

### Breakout sessions

Burnout and Stress Management: Maintaining Your Sanity at Work  
*Ed Kirtley*

Strategic Planning for Pub Ed  
*Lisa Roberts*

Don't Reinvent the Wheel  
*Ernest Grant*

### Break and rotate

11:00 - 11:15

11:15 - 12:15

### Breakout Sessions

Public Assembly Fires: Lessons Learned  
*Dave Barillo*

Let's Start at the Beginning: Part I  
*Ed Kirtley*

Don't Reinvent the Wheel  
*Ernest Grant*

12:15 - 1:45

**Lunch and Speaker:**  
Legislative Issues in Burn and Fire Safety  
*David Barillo, MD*

1:45 - 2:45

### Breakouts

Crisis Communication: When the Lights are Hot and the Questions Tough  
*Richard Brundage*

Let's Start at the Beginning; Part II  
*Ed Kirtley*

Marketing Your Programs  
*Lisa Roberts*

2:45 - 3:00

### Break and Rotate

3:00 - 4:00

### Breakouts

Crisis Communication: When the Lights are Hot and the Questions Tough  
*Richard Brundage*

Marketing Your Programs  
*Lisa Roberts*

Digital Photography in Public Education  
*Will Downing*  
*Mary Jane King*

4:00 - 4:30

Wrap-up, evaluations and door prizes

4:30 - ???

Enjoy Old Town and the River Festival

## Saturday, May 7

8:00 - 8:30

Registration and hot breakfast buffet

8:30 - 9:30

Hi-Tech Communications in a Hi-Tech Era  
*Richard Brundage.*

9:30 - 10:00

**After the Fire. After the Burn:**  
Enhancing Survival and Outcomes  
*Karen Kelman*

10:00 - 10:15

Post-test

10:15 - 10:30

Break

10:30 - 11:45

**After the Fire. After the Burn: Survivor Panel**

11:45 - 12:00

Drawings for \$100 cash prize and complimentary registration to next year's conference. You must have completed both your pre- and post-test to be eligible

12:00 - 12:45

Closing ceremony

12:45 - 1:00

Wrap-up and Evaluations

1:00

Adjourn

# Registration Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State/province: \_\_\_\_\_ Zip/postal code: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

Email address (required to receive registration confirmation):  
\_\_\_\_\_

- Please check here if you require special accommodations. Someone from the planning team will contact you to make arrangements to meet your needs.

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## Monday - Tuesday, May 2 - 3 Juvenile Firesetter Intervention Specialist I Class (Class size is limited!)

- \$50 Kansas Resident  
 \$100 out-of-state resident
- .....

## Wednesday, May 4 Juvenile Firesetter Intervention Specialist I Certification Test

**Registration and payment for the certification testing must be made directly with Kansas Fire and Rescue Training Institute.** Contact Cheryl Wagner at 785-864-9198 or toll free at 866-804-8841. Testing is limited to 25 people.

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2005 Fire, Burn & Life Safety Conference

## Wednesday through Saturday, May 5 - 7 Reel in Winning Strategies by Using the Right Bait!

Save money by registering for the entire conference by Monday, April 11.

- Entire Conference: Wednesday through Saturday  
 Early registration \$135     Registration \$160
- Thursday only  
 Early registration \$85     Registration \$100
- Friday only  
 Early registration \$60     Registration \$75
- Saturday only  
 Early registration \$30     Registration \$45

\_\_\_\_\_ Total registration fee

Each entire conference registration includes conference materials, two continental breakfasts, one full breakfast, two afternoon snacks, lunch on Thursday and Friday, Wednesday evening hospitality (snacks are provided, cash bar), Thursday evening Fish! Activity and Fish! Fry, one River Festival button and the opportunity to gather with friends and colleagues. Daily registrations include conference materials, meals and activities for that day only.

### Optional Reservations

- Guest for Thursday evening Fish! Activity and Fish! Fry \$20 each. Cash bar.

### Conference Participant List

- I wish to opt-out and not be included in the participant list that will be distributed at the conference. If this box is not checked, your name, organization, mailing address, phone number and email address will be shared with other participants.

### Registration and Payment:

- Register online at [www.sedgwickcounty.org/fire](http://www.sedgwickcounty.org/fire) with a Visa or MasterCard. Credit cards will be processed through the Via Christi Foundation.
- Mail registrations with payment to:  
Pub Ed 2005 Attention Beverly  
c/o Sedgwick County Fire Department  
4343 N. Woodlawn  
Wichita, KS 67220

*Make checks or money orders payable to: Pub Ed 2005*

### Cancellation Policy

Your registration fees will be refunded less a \$25 handling fee if cancelled on or before Monday, April 25. No refunds after April 25. Conference participant substitutions will be accepted.



## Pre-conference

### Monday through Wednesday, May 2-4

#### NFPA 1035 Juvenile Firesetter Intervention Specialist I (JFSIS I) Class and Certification Test

JFSIS I will provide the participant the knowledge and skills to successfully conduct an interview with a firesetter and his or her family using prepared forms and guidelines and who, based on recommended practice, can determine the need for referral for counseling, implement intervention strategies, or both, to mitigate the effects of firesetting behavior. This class is being offered by Kansas Fire and Rescue Training Institute and will be taught by Pat Mieszala.

### Monday and Tuesday, May 2 - 3

#### NFPA 1035 Juvenile Firesetter Intervention Specialist I Class

Fees charged for this class are for administrative costs, continental breakfast and an afternoon snack each day. Instructor fees and expenses are paid for in cooperation with Kansas Fire and Rescue Training Institute. Class size is limited.

### Wednesday, May 4

#### NFPA 1035 Juvenile Firesetter Intervention Specialist I Certification Testing

Registration fees:

\$60 Kansas residents \$100 out-of-state residents

Certification for JFSIS I is being offered through an agreement with Oklahoma State University and Kansas Fire and Rescue Training Institute.

Prerequisite for JFSIS I testing: verification of successful completion of NFPA 1035 Public Fire and Life Safety Educator I certification.

**Registration: Separate registration and payment is required for test. Testing is limited to 25.**

For more information or to register for the Juvenile Firesetter Intervention Specialist I certification test contact Cheryl Wagner at 785-864-9198 or toll free at 866-804-8841.

## Corporate Sponsors and Exhibitors

### Corporate Sponsors (as of February 15, 2005)

Via Christi Regional Medical Center

Kansas State Fire Marshal's Office

Missouri Valley Association of Fire Chiefs

State Farm Insurance

Bank of America

Fire Marshal's Association of Kansas

Kansas Chapter International Association of Arson Investigators

Smoke Eaters Benefit Softball Tournament

### Corporate Sponsorships are Available

For more information about how you can become a corporate sponsor for as little as \$500, contact Janet Cusick Jost at 316-946-5048 or [janet\\_cusick-jost@via-christi.org](mailto:janet_cusick-jost@via-christi.org)

### Exhibit Space is Available

If you are interested in displaying your fire, burn or life safety product, program or service contact Bill Doan at El Dorado Fire Department, 316-321-9100 or [bill\\_doan@hotmail.com](mailto:bill_doan@hotmail.com). The exhibit area will be in the same room as the breaks on Thursday and Friday so you will have high visibility during the conference. No sales will be allowed during the conference.

## Breakout Sessions

- Burnout and Stress Management: Maintaining Your Sanity at Work
- Digital Photography in Public Education
- Don't Reinvent the Wheel
- Let's Start at the Beginning: Parts I and II
- Marketing Your Programs
- Measuring Outcomes: Do I Keep It or Throw It Back?
- Meth Labs: A Growing Problem for the Fire Service, Health Care Providers, and Public Educators
- Public Assembly Fires: Lessons Learned
- Strategic Planning for Pub Ed
- Youth Firesetter Assessment and One-on-One Intervention

## Faculty (in order of presentation)

- Carr Hagerman, Charthouse Learning. Fish! Philosophy
- Patricia Mieszala, RN. Burn Concerns National Consulting and Education Services
- Ernest Grant, RN, MSN. University of North Carolina at Chapel Hill Jaycee Regional Burn Center. NFPA Centers for High Risk Outreach. Chair, NFPA 1035 Technical Committee
- Chad Gordon, Master Patrolman, Winfield Kan. Police Department
- Ruth Wetta-Hall, Assistant Research Professor, KUMC
- David Barillo, MD, FACS. Chair, American Burn Association Burn Prevention Committee. Commander, Burn Specialty Team 2
- Ed Kirtley, Oklahoma State University, Fire Service Training
- Lisa S. Roberts, Freshwater Marketing.
- Will Downing, Media Director, Kansas Highway Patrol
- Mary Jane King, Graphic Designer, Kansas Highway Patrol
- Richard Wm. Brundage, President and CEO, Center for Advanced Media Studies
- Karen B. Kelman, RN, Via Christi Regional Burn Center



# Reel in Winning Strategies

## BY USING THE RIGHT BAIT!

Missouri Valley Association of Fire Chiefs  
Sixth Annual  
Fire, Burn and Life Safety Public Education  
Conference 2005  
May 5 - 7, 2005  
Wichita, Kansas

Juvenile Firesetter Intervention  
Specialist I Class and  
Certification Test  
May 2 - 4, 2005  
Wichita, Kansas



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Janet Cusick Jost  
316-946-5048  
[Janet\\_Cusick-Jost@Via-Christi.org](mailto:Janet_Cusick-Jost@Via-Christi.org)

or

Patti Peterson  
316-744-0471  
[ppeterso@sedgwick.gov](mailto:ppeterso@sedgwick.gov)