



Virtual Fire Safety: Making Your Public Education Programs Virtual

OFM Training Session, March 4, 2021

Qs and As

As discussed during the Office of the Fire Marshal's training session "Virtual Fire Safety: Making Your Public Education Programs Virtual" on March 4, 2021, below are answers to attendees' questions that were not answer during the session because of time constraints.

The three questions below were posed to Margo Tennant and Michelle John from the Brampton Fire and Emergency Services during their presentation. Their answers follow each question in italics.

1. Have your program evaluation methods changed? What is your typical measure of program success?

Our evaluation methods have changed from prior to Covid because of the different ways in which we now present. We are measuring our success by the teacher's word of mouth in advertising which subsequently leads to further booking of presentations.

2. When using social media are you paying for additional coverage like boosts on Facebook?

Our form of boosting is done through regular Facebook paid ads that we filter to an area in the City of Brampton or we post to the entire city. Cost averages \$75 per month.

3. Do you have any programs geared to individuals with autism, for example a program offered to help them not be afraid of the sirens?

We do not have any programs specifically geared to individuals with autism, but our programs are geared towards the individual group's level of understanding. For example, if there is a concern with one or more of the individuals with sound it would be adjusted to not test the alarm. If they are non-verbal, we would use more props.