

**Township of Southgate
Administration Office**

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Staff Report FIRE2022-019

Title of Report: FIRE2022-019- The Fire Zone Radio Show
Department: Fire
Council Date: October 5, 2022

Recommendation:

Be it resolved that Council receive Staff Report FIRE2022-019 for information.

Background:

The leading causes of fires in Ontario are cooking, smoking and electrical malfunctions. Statistics from the Ontario Fire Marshal Office indicated there were 115 preventable fire deaths in 2020. Prior to 2020, the average number of fire deaths was 87.

As of September 28, 2022, there were 80 fatal fire events, leading to 96 fatalities. The fatalities are unacceptable and, in most cases, avoidable.

The Fire Department and Township have a legal obligation to provide fire prevention and public education. This is traditionally done through smoke alarm programs and teaching the public about fire safety education. Conversely, the public has an obligation to learn.

Staff Comments:

The Dundalk Fire Department has entered a public/private partnership with local radio station 88.7, The River, located in Mount Forest.

Beginning November 2022, and each month following, the Dundalk Fire Department will host its own fire safety show called, "The Fire Zone." The 30-minute segments will focus on a myriad of fire safety topics such as the fire code, fire prevention, fire safety education and PTSD, to name a few.

Each month, the host of "The Fire Zone," Dundalk Fire Departments Deputy Fire Chief Guilbault, will feature a special guest. When unavailable Dundalk Fire Prevention Officer RJ Amyotte will fill in as host. The first guest will be Fire Chief Malynyk and will air November 2nd and 3rd. Representatives from the Office of the Fire Marshall, local Fire Chiefs and Fire Prevention Officers, will also be participating.

"The Fire Zone" will air the first Wednesday morning of each month at 10am and a repeat broadcast on Thursday evening at 7pm. It will be a segment of the current program "Town Hall" which is currently airing on The River.

The Dundalk Fire Department is the only fire department currently in Ontario hosting our own radio show and staff are very proud of this partnership. The Dundalk Fire Department Fire Prevention and Public Education committee has developed monthly fire safety themes which will be discussed on the show and incorporated into public service announcements (PSA'S). These PSA's have been written by staff and will be delivered on the radio by current fire department members children. Staff believe this is a unique way in which to deliver fire safety messages to our community members.

Financial Implications:

There is an approximate \$400.00 financial implication which will be absorbed by the 2022 budget. Future costs will be incorporated into the 2023 operational budget.

Communications & Community Action Plan Impact:

This report has been written and presented to Council to communicate accurate information to the public.

Concluding Comments:

1. Staff recommends that Council receive Staff Report FIRE2022-019 for information.

Respectfully Submitted,

Dept. Head: *Original Signed By*
Derek Malynyk, Fire Chief Official

CAO Approval: *Original Signed By*
Dave Milliner, CAO