

cityofnovi.org

# CITY of NOVI CITY COUNCIL

**Agenda Item J**  
**April 6, 2009**

**SUBJECT:** Approval of 2008 Fire Prevention Grant application submitted to Assistance to Firefighters Grants in the amount of \$8,775, including City match of \$1,755.

**SUBMITTING DEPARTMENT:** Fire

**CITY MANAGER APPROVAL:** 

<b>EXPENDITURE REQUIRED</b>	<b>\$1,755</b>
<b>AMOUNT BUDGETED</b>	<b>\$8775.</b>
<b>APPROPRIATION REQUIRED</b>	<b>\$1755. (City Share 20% match).</b>
<b>LINE ITEM NUMBER</b>	<b>101-337.00-880.337</b>

**BACKGROUND INFORMATION:**

The Fire Prevention and Safety Grants are part of the Assistance to Firefighters Grants and under the purview the Federal Emergency Management Agency. These grants provide projects that enhance the safety of the public and firefighters from fire and related hazards. The primary goal is to target high-risk populations and mitigate high incidences of death and injury. Examples of the types of projects supported by these grants include fire prevention and public safety education campaigns, juvenile firesetter interventions, media campaigns, and arson prevention and awareness programs.

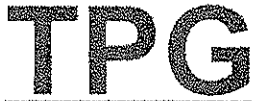
The Novi Fire Department has worked diligently over the years to protect lives and property and concurrently educate the people of the City of Novi. School programs, community demonstrations and City-sponsored events will utilize the printed material, props and the ten-foot inflatable firefighter character to further the existing fire prevention effort in our City. The development of a customized fire prevention website linked to the current City website would also mirror and technologically enhance the fire prevention message. The fire safety program would be directed at children under 14 years old.

The grant has an 80% Federal/20% City match. The total cost of the project is \$8775. Federal share is \$7020 and the City share is \$1755.

**RECOMMENDED ACTION:** Approval of 2008 Fire Prevention Grant application submitted to Assistance to Firefighters Grants in the amount of \$8,775, including City match of \$1,755.

	1	2	Y	N
<b>Mayor Landry</b>				
<b>Mayor Pro Tem Gatt</b>				
<b>Council Member Burke</b>				
<b>Council Member Crawford</b>				

	1	2	Y	N
<b>Council Member Margolis</b>				
<b>Council Member Mutch</b>				
<b>Council Member Staudt</b>				



## Have a Home Escape Plan!

The \$4800 program includes all of the following:

### Elementary Education School Assembly Package

- Research-based program: *Have a Home Escape Plan!*
- Instructional DVD including footage of the complete program, with commentary
- Props & full-color signs to accompany the presentation
- Master copy and full rights to teacher's follow-up curriculum
- Lifetime rights for use of the program
- 5,000 customized trading cards with your character & program info
- 5,000 temporary tattoos with your character & department name
- 500 11x17 posters featuring your character & department info
- 575 kids' plastic "Fire Chief" helmets

### Customized, Interactive Kids' Website

- Completely customized with your character and department
- Two Online Games with fire safety questions between each level (84 questions in all!)
- Lessons on five Fire & Life Safety topics
- Online Coloring Book featuring your fire character(s)
- Fire Safety cartoon
- Your own unique high scores area (for games) and contact link
- Visit <http://www.firepal.org> to view an example

# THE PREVENTION GROUP

## Helps you:

### Save Time!

The Prevention Group, founded by a research psychologist, invests hundreds of hours researching, writing, testing, and adapting its materials to meet the diverse learning styles of children. Our ready-made curriculum will improve your existing programs or jump-start a whole new program.

### Be Effective!

In today's environment, kids have become "high-tech" and educators need increasingly fresh and innovative ways to capture their attention.

Prevention Group programs are based on research in child development and learning styles.



### Be Consistent!

Having well organized standard operating procedures ensures that a consistent, organized message is reaching your community and allows public safety efforts to survive personnel changes and transfers.

### Follow up!

Repetition is an essential element of learning, and even the best messages are forgotten without proper follow-up. Our comprehensive program increases the likelihood that children will retain life-saving safety messages.

# PREVENTION PACKAGE FOR SCHOOL ASSEMBLIES, COMMUNITY GROUPS, AND DAYCARE PROGRAMS

Research-based program: "Have a Home Escape Plan"

DVD of complete program with instructional commentary

Props and full-color signs for use in your presentation

Lifetime rights for use of the copyrighted program

Master copy and full rights to teachers' follow-up materials

Interactive kids' website customized for your department

5,000 customized trading cards with your character and program information

5,000 temporary tattoos with your character and department name

500 11"x17" posters featuring your department/sponsor for schools and local businesses

575 Kids' plastic fire chief helmets

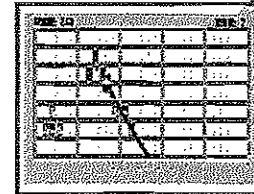
## Customized, Interactive Website

**Home page:** featuring your fire department's name, logo, and character (and sponsor if desired).



**Colorama:** Players paint their favorite characters using "crayon" and "paint bucket" color options.

**Game Room:** In *High Rise Fire*, players save residents from a burning building and answer 84 questions along the way! In *Fire Swap*, players switch safety character icons on a game board to earn points. High scorers enter their name and school in the hall of fame.



**Webtoons!** A fire safety cartoon in which the main character starts a grease fire in his house. A fire hydrant teaches him to escape and call 9-1-1.

**Lessons:** Interactive safety quizzes on fire, water, healthy lifestyles, transportation safety, gun safety, etc. Players get instructive feedback on their answers throughout.



**Contact Us!** Viewers can write you a message, including their name, school, and grade.

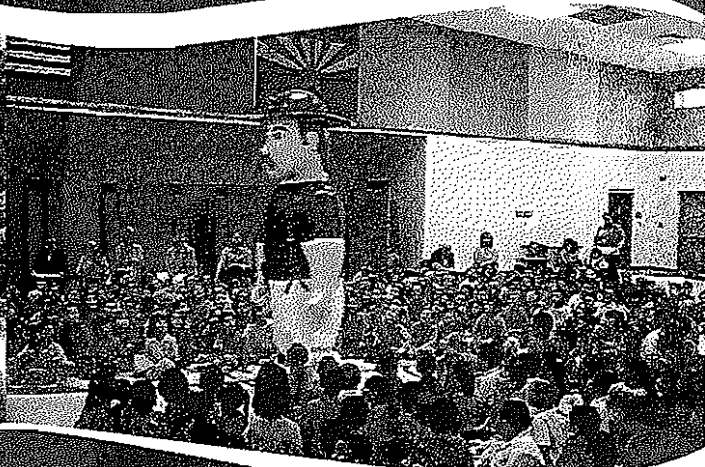
**Example website:** [www.firepal.org](http://www.firepal.org)

**COMPLETE,  
RESEARCH-BASED  
FIRE AND LIFE SAFETY  
EDUCATION PROGRAM**

# WHY USE THE PREVENTION GROUP'S PROGRAMS?

Prevention Group programs are developed through intensive consultation with leading community education specialists who have used Wally Fire and Life in education for over 2 decades, constantly revising and perfecting the approach.

**Call For Pricing and Details**



## HAVE A HOME ESCAPE PLAN!

Prevention Group programs are developed through intensive consultation with leading community education specialists who have used Wally Fire and Life in education for over 2 decades, constantly revising and perfecting the approach.

Prevention Group programs allow you to build upon years of field tested knowledge and refine your community's current efforts in home fire safety.

For more information, contact us at 402.408.1324 or visit our website at [www.thepreventiongroup.org](http://www.thepreventiongroup.org)

The Prevention Group  
9988 F Street  
Omaha, NE 68127  
[www.thepreventiongroup.org](http://www.thepreventiongroup.org)  
P: 402.408.1324 F: 402.331.2729

Prevention Group is a 501(c)(3) nonprofit organization. All proceeds from the sale of our products and services go to support our fire and life safety education programs.





# ADVANTAGES OF A WALKAROUND® AIR-INFLATED MASCOT

## WEARER COMFORT

- **Cooler inside due to continuous circulating fresh air – more than 110 cubic feet of air per minute.**
- KoolTube™ provided so that the wearer can direct flowing air onto face or neck.
- The temperature inside is the same as the temperature outside because fresh air is being pulled in continually and pushed out through the sewn seams. A fuzzy costume is confined and doesn't "breathe"; consequently, the temperature inside those costumes can soar to 50°+ higher than the outside temperatures.
- Because of their comfort level in hot temperatures, WalkArounds are used by the Phoenix Fire Department all year long for education programs and they are even used in Central America!
- A WalkAround only touches the wearer's hands, forearms, and feet, so it doesn't pick up a lot of body odors or feel wet and sweaty when changing wearers.
- Lighter weight. The only weight is the powerbelt and battery. There is no heavy head stressing your shoulders and neck because the weight of the WalkAround is supported by air.
- Increased comfort increases wearing time.
- **Size of wearer is much less limited. The size of the wearer can range from short to tall, thin to not so thin.**

## GOOD VISIBILITY

- Large view panels mean increased visibility for wearer.
- Increased visibility means better ability to see and therefore interact with people.
- Increased visibility also means increased safety for wearer.

## CLEANING/MAINTENANCE

- WalkArounds are easy to clean with a damp rag and mild soap. **No dry cleaning or washing is necessary.**
- **Made from a highly durable, industrial strength urethane-coated nylon, which is custom designed and manufactured exclusively for WalkArounds.**
- With proper care, WalkArounds will last many years. The average life expectancy combined with low maintenance costs brings the cost of the costume per year used to a very reasonable figure.
- **Free twice-annual cleanings and inspections are included in the purchase price for the life of the WalkAround.**
- Easy to use and transport. Everything packs into a carrying case that can be checked as luggage on an airplane or shipped easily to UPS.

## USE

- User friendly.
- Can be used to do a variety of stunts not possible in a traditional costume.
- 10' height makes them stand out in crowd, high above everything else.
- Size adds to the appeal. This is a larger than life representation of your mascot.
- People often can't figure out that there is a person inside. This adds to the mystique of the WalkAround and increases crowd interest!