

Criteria for Evaluating Public Education Brochures  
NFPA Center for High-Risk Outreach  
Review of Fire Safety Literature and Programs  
October 23 and 24, 2003

The following is criteria formed by a task force of fire and life safety experts and people with disabilities for the development of educational materials.

1. Accessible - Make materials accessible to all audiences.
  - a. Format
  - b. Design – color contrast/font
2. Diverse – Include people with disabilities in pictures. Make art, content and format sensitive to all areas of diversity, including:
  - a. Socio-economic
  - b. Ability
  - c. Culture
  - d. Ethnicity
  - e. Living situation
  - f. Use of service animals
3. Easy to understand
  - a. Illustrate “what to do” in a pictogram when possible. Use pictograms to instruct fire safety skills.
  - b. Use captions with pictures
  - c. Provide explanation of pictures for people who are blind
  - d. Target lower reading levels
  - e. Make instructions clear
  - f. Use simple, non-technical language
4. Accurate - Make information not only technically accurate but correct for all audiences and living situations
5. Compelling
  - a. Make content and design attractive and convincing so the reader will take action.
  - b. Use practical application so the reader will relate the message to themselves.
6. Sensitive - Include experts with various disabilities in the design and review of all materials

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## **Participant Biographies**

### **J. D. Brown, P.E., CSP**

J.D. Brown is an associate professor of Fire Protection and Safety Engineering Technology at Oklahoma State University. He has wide experience in the field as a practicing safety professional for more than 25 years. He is a registered Professional Engineer in California and a Certified Safety Professional.

Professor Brown's academic efforts include courses in Safety Management, Systems Safety, Industrial Hygiene, Building Construction for Fire and Life Safety, Human Factors in Accident Causation and Fire and Safety Hazards Recognition at OSU. Mr. Brown has been an invited speaker at regional and national meetings of the American Society of Safety Engineers, the National Fire Protection Association and the American Industrial Hygiene Association and the Oklahoma Safety Council.

Mr. Brown has an active consulting practice in construction and general industry safety and health with diverse clients that include federal agencies, municipalities and private industrial clients.

### **John L. Bryan, Ph.D.**

Dr. Bryan is Professor Emeritus, Department of Fire Protection Engineering, the University of Maryland. In addition to thirty-seven years as Professor and Chair of that department, he has twenty-seven years of career and volunteer fire department service, two-years of field investigation-inspection, and two-years of fire service training.

Dr. Bryan has been a professional consultant to the National Institute for Standards and Technology, U.S. Coast Guard, National Education Association, Alcoa, Reynolds Electric and Engineering, NASA, DeLeuw Cather, Inc., Hartford Steam Boiler Inspection and Insurance Co., Nether Providence Township, PA, Deptford Township, NJ, Manheim Township, PSA, West Hempfield Township, PA and Lawrence Livermore Laboratory. He has also been an educational consultant to Yale University, University of North Carolina, Ohio State University, Rowan Technical Institute, NASA, American Iron and Steel Institute, Duke Power Company, Society of Fire Protection Engineers, NFPA, The Fire Marshals Association of North America, and the National Fire Academy.

## **Peg Carson**

Peg is a public education specialist in fire and life safety with Carson and Associates, Inc. located in Warrenton Virginia. Her background in classroom teaching includes instruction at all levels pre-k through adult in Fairfax County, Virginia and Brevard County, Florida. Outside of the classroom she has been involved with coordination of adult education, and in program development both for public schools and Fairfax County Fire and Rescue.

For 15 years she has served as a consultant to the NFPA Public Education Division and the NFPA Center for High Risk Outreach. During that time she has contributed to the development of public education programs, *Learn Not to Burn*® and *Risk Watch*®, both the *Unintentional Injury* and the *Natural Disasters* curricula. She has managed two Solutions Symposiums, and a recent follow up Summit - Focusing on Fire Safety Solutions for People with Disabilities, collaborative efforts to improve fire safety for audiences at greater risk to fire death and injury. Peg served on the NFPA 1035 Committee for 10 years, the performance standard for Public Fire and Life Safety Educators. She is currently chair of the NFPA Education Section.

## **Michael Collins**

Mike Collins has enjoyed a varied “disability career,” including more than seven years spent as a consultant and trainer on the Americans with Disabilities Act (ADA), accessibility and disability awareness. He founded two successful consulting companies in the Pacific Northwest, and was an appointee to the Governor’s Committee on Disability Issues & Employment and the Independent Living Advisory Council in Washington State. Mike has also served on the Technical Advisory Group on Barrier-Free Design for the State Building Code Council, on transit advisory boards in Spokane and Seattle, and has presented training at the national level on the ADA, disability awareness, emergency preparation, healthcare, and transportation. He has been the executive director of the California State Independent Living Council (SILC), a state agency, since 1997.

Besides the SILC, Mike has prior management and supervisory experience in state government and within the private sector. He has written dozens of articles for magazines and journals with the goal of

promoting independent living and full access to society for all people with disabilities, of all ages.

**Stacy F. Everson**

Stacy is the founder and executive director of Seeds Educational Services, a non-profit organization. She is a registered nurse and is nationally certified in family life education and developmental disabilities. She has been working in the San Diego area for eighteen years teaching social-sexual education, assertiveness trainings, abuse awareness/prevention, and developmental disability syndromes to a variety of audiences. She teaches people with developmental disabilities and agencies throughout San Diego. She is a consultant with Adult and Child Protective Services regarding sexual assault investigative practices with people with developmental disabilities and is utilized as in court as an expert witness. Ms. Everson is an international speaker on the topics of sexuality and abuse of people with developmental disabilities.

**Jamie Gant, M.S.**

Jamie is the graduate assistant working on the Review of Fire Safety Literature for People with Disabilities. Ms. Gant is in her fourth year of graduate study, and is currently seeking a Ph.D. in the field of School Psychology. Ms. Gant has worked with a variety of students with disabilities, including over nine years of experience with children and young adults with neuromuscular disease.

**Milissa Gofourth, M.S.**

In her role as Policy/Funding Specialist with ABLE Tech, Milissa advocates and promotes public policy that will enable individuals with all types of disabilities of all ages to access assistive technology. She works with state agencies that provide assistive technology toward outcomes that will reduce the barriers to the provision of and funding for assistive technology. Ms. Gofourth also coordinates the Alternative Financing Program, which allows individuals with disabilities to borrow money for the purchase of assistive technology at low interest rates. In addition, Ms. Gofourth has been involved with the development and implementation of the National Review of Fire Safety Information for People with

Disabilities. Ms. Gofourth is a family member of a person with a disability.

### **Linda Jaco**

Linda Jaco joined the Oklahoma ABLE Tech staff at the Wellness Center, Oklahoma State University, in October '95 as the Program Manager. Oklahoma ABLE Tech is a state grant program funded by the National Institute on Disability and Rehabilitation Research as a result of the passage of the Technology-Related Assistance for Individuals with Disabilities Act of 1988. Linda earned a B.S. degree from the University of Houston and an M.A. in School Psychology from Columbia University. Prior to accepting her current position, Linda worked with individuals with disabilities of all ages as both an educator and an administrator in public schools and non-profit agencies.

### **Edwina Juillet**

Edwina has an abiding interest in egress for persons with disabilities. Her career as a healthcare risk manager is how she became attuned to the issues of emergency evacuation for persons with disabilities. The genesis, when the Rehabilitation Act was signed into law. Since 1978 she has actively participated in codes and standards, research, and dissemination of the importance of these issues.

September 11th, 2001 brought about many projects, national, local, public, and private, with the objective to look for and/or develop "best practices" for emergency preparedness for and by persons with disabilities. Edwina currently serves in a technical advisory capacity for two such projects, World Trade Center Evacuation Study being conducted by the Mailman School of Public Health of Columbia University, and Nobody Left Behind: Disaster Preparedness for Persons with Mobility Impairment, being conducted by the University of Kansas Research and Training Center on Independent Living.

Edwina is the co-founder the National Task Force on Fire and Life Safety for People with Disabilities, (1978). Other accomplishments include numerous articles and publications: "Evacuating People with Disabilities", published in a special issue of the *Fire Engineering* magazine; "The World Trade Center Bombing: Report and Analysis, December 1993"; *Emergency Procedures for Employees with Disabilities in Office Occupancies*, Federal

Emergency Management Agency and the U.S. Fire Administration, 1995; and *Orientation Manual for First Responders on the Evacuation of People with Disabilities*, 2003. She has contributed to the research project, “Egress Procedures and Technologies for People with Disabilities”, for U.S. Architectural and Transportation Barriers Compliance Board and is a member of the NFPA technical committee, NFPA 101, the Life Safety Code.

### **June Isaacson Kailes**

June is the Associate Director, Center for Disability Issues and the Health Professions Western University of Health Sciences, Pomona, California. She has also operated a consulting practice since 1989. She consults, writes and trains on: ADA implementation, advocacy training and skills building; health, wellness and aging with disability; developing and analyzing disability-related public policy; planning barrier free meetings, disability diversity training, reaching the disability market; customer service and product design, accessible telecommunication, disaster preparedness for people with disabilities and incorporating universal design and usability principles into existing and new environments.

Ms. Kailes has received many awards and written over 80 publications including: *A Guide to Planning Accessible Meetings, Be a Savvy Health Care Consumer - Your Life May Depend on It!* and *Health, Wellness, and Aging with Disability*. She is well known for her national and international work in disaster preparedness for people with disabilities. Her publications include *Living and Lasting on Shaky Ground: An Earthquake Preparedness Guide for People with Disabilities*, distributed by California Office of Emergency Safety and *Creating a Disaster - Resistant Infrastructure for People at Risk Including People with Disabilities*, which is used and published in several countries. Her most recent popular publication is *Emergency Evacuation Preparedness: Taking Responsibility For Your Safety A Guide For People with Disabilities and Other Activity Limitations*. In addition to the many offices held on the boards of the National Council of Independent Living and the California Foundation of Independent Living Centers, she has served as the Executive Director of the Westside Center for Independent Living in Los Angeles. President Clinton appointed June to the United States Access Board where she served two consecutive four-year terms and also lead the Board as its Vice Chair and Chair.

## **Loretta Moore**

Loretta is an instructor of Daily Living Skills at the San Diego Center for the Blind as well as the Volunteer Coordinator and a member of the management team. She serves on the San Diego Citizen's Review Committee which advises the City Manager on city issues such as accessibility both in-house and out-of-doors path of travel, employment and outreach. Additionally, Loretta is a State Independent Living Council member appointed by Governor Gray Davis which advises the Governor's administration on bills which affect people with disabilities and transportation, housing and more. Lastly, Loretta participates on the advisory committee formed by the San Diego City Chief of Police and she works with his office creating a positive relationship with the San Diego Police and the disabled community.

## **Sharon Gamache**

In her position as executive director of the National Fire Protection Association (NFPA) Center for High-Risk Outreach, Sharon develops and implements fire and life safety programs targeted to those at highest risk to fire deaths and injuries. Ms. Gamache was project director for the development of *Remembering When*, a Fire and Fall Prevention Program for Older Adults, and for the development of the English, French and Spanish versions of NFPA's *LNTB Preschool Program*, and executive producer of the parent education video, *A Lighter Is Not a Toy*.

Ms. Gamache also works with local leaders on strategies to implement programs where they are most needed, such as the southeastern states of Mississippi and Arkansas and First Nation communities. She has worked with the Navajo Nation since 1995 and helped in the founding of the Navajo Nation Fire Safety Coalition.

Prior to coming to NFPA, Sharon was manager of Community Safety Programs for the National Safety Council where she directed injury prevention programs for children, older adults, and people with disabilities. She was co-manager and assistant principal investigator of the *Walk Alert* national pedestrian program funded by the Federal Highway Administration. Before her work in safety, Ms. Gamache was a community organizer in Chicago, IL and St. Paul, MN. She has taught in elementary and secondary schools in South Dakota and

Minnesota. She has also been a volunteer for Little Brothers, Friends of the Elderly for 25 years in both Chicago and Boston.

### **Nancy Trench**

Nancy has more than 25 years experience as a fire and life safety educator. She is the Principal Investigator for the U.S. Fire Administration Grant to Oklahoma State University that is funding the National Review of Fire Safety for People With Disabilities. Nancy has extensive experience in training and managing training systems for public sector emergency responders. Her academic background is in Fire Protection and Safety Engineering Technology at Oklahoma State University. Nancy is a former member of the NFPA Board of Directors and the National Fire Academy Board of Visitors. She currently serves as a member of the NFPA Center for High Risk Outreach Presidential Advisory Committee. Nancy has a special interest in studying and promoting the impact of technology, education, and codes and standards in reducing fire and life safety deaths and injuries.

### **Mary E. Wambach**

Since September 2002 Mary has served as the Executive Director of The Access Center of San Diego, Inc. She is the Center's liaison to the San Diego Family Justice Center partnership, the Children's Hospital/Chadwick Disability Abuse Project, and the State of California Disability-Abuse Initiatives. She is second oldest of seven children, two of whom are deaf, and three other hard-of-hearing. Most of the family do sign or fingerspell which she considers very lucky and very different from the experience of too many other deaf people. She attended RIT/NTID in Rochester (Social Work), then transferred to NYU for Psychology/Theatre.

Her prior work experience includes para-legal assistance, advocacy, social work, job placement, gang mediation, performance arts and administration, acting and direction (video and stage), interpreting training and administration; as well as input into the NCI testing system, and administration of four Independent Living Centers. More recently, she has worked on human rights/relations committees, crime victims/hate crimes task forces, and in various capacities with law enforcement where she has served as a trainer and presenter for professionals in the field of police work, domestic/family violence, child and adult abuse and victim/witness services.



## **Linda Woodbury**

After receiving her Master's Degree in Speech Communication at California State University Fullerton, Linda Woodbury worked as a Speech Consultant to the President of Yamaha, a University Instructor with California and Texas higher education facilities. She served as a Career Development Specialist/Trainer and, later, as Coordinator of Consumer Affairs for a Texas rehabilitation agency.

Ms. Woodbury coordinated with rehabilitation engineers countrywide and increased the quality and quantity of jobs performed by injured workers and persons with disabilities. Later in her career, she functioned as a consultant to Fortune 500 companies to improve the morale and productivity for all workers.

In 1985 she founded Communication Adaptations which began as an outplacement service for the general public. Linda sold that part of the business in 1989 and started a new company for ADA consultant and training services. She is a nationally recognized keynote speaker throughout the U. S. and Canada for companies such as the Coca Cola Company, IBM, 3M, Unum/Providence Insurance, the American Bar Association, and the Industry Labor Counsel. She has spoken seven years at the Risk Management Magazine LRP Disability and Workers Com Conference.

In November of 1999, Ms. Woodbury accepted the position of Disability Services Coordinator for the City of San Diego. She is committed to equal access for persons with all types of disabilities in all situations and in all places.

Beyond her professional life, there's another side to Ms Woodbury: She is an avid water skier, artist, single parent, sky diver, and author. She has written two books: *Returning the Injured Worker to Productivity: A Better Bottomline*, and *Just Because I'm Blind, Why'd They Take Away My driver's License*.