

SOUTHWESTERN ASSOCIATION OF VOLUNTEER FIREMEN
FIRE PREVENTION BROCHURE CONTEST
JUDGING

Overall Notes: Fire training, EMS Training, etc... shall not be considered as Fire Prevention activities. The inclusion of fire prevention information that is not clearly shown to have been distributed to the Community shall not be considered towards the activities of the organization. (ex: downloaded information from the internet that is just added to the book as a filler) Participation in or presentation of life safety education (Drunk driver education, swimming safety, poison education, etc.) shall be only limitedly considered for scoring, as they are really not Fire Prevention activities.

1. **Articles pertaining to Fire Prevention only:** Judge the Fire Co./Dept. on Fire Prevention activities and education. A small amount of basic information about the organization (history, membership, equipment) is allowed, extended information on fire training exercises, EMS drills, meetings, fundraising or other activities not related to fire prevention shall not be considered.
2. **Articles & Pictures dated:** Judge the Fire Co./Dept. on all submitted articles and photos that are dated during the past year. The articles or photos must have dates to be considered. Anything that is not dated, can be assumed to be re-used from previous years and cannot be considered.
3. **Effective use of the media:** Although some areas may have more access to media, judge the Fire Co./Dept. on inclusion of Fire Prevention education or messages that appear in church bulletins, community newsletters, organization newsletters, radio, television, etc...
4. **Fire Prevention Message displayed around the Community:** Judge the Fire Co./Dept. on how well they get the message of Fire Prevention displayed throughout their community. The message can be displayed through signs, posters in stores/offices, utilization of store or organization billboards and display signs.
5. **Fire Prevention activities are year round:** Judge the Fire Co./Dept. on how often throughout the year that they have completed programs, information sessions, or activities specifically related to Fire Prevention. In addition, consider that Fire Prevention materials/information provided at various other activities (tables at community events, fundraisers, etc.) is considered promotion throughout the year.
6. **Many sectors of the Community reached:** Judge the Fire Co./Dept. on how well and effectively they reach out to and make presentations to various age groups such as children, Senior Citizens, Teenagers, Adults. Their Fire Prevention activities/presentations should show that they were geared towards that specific age group.
7. **New/Capital Projects:** Judge the Fire Co./Dept. on how it has spent funds or received grants (that they have applied for), to purchase Fire Prevention equipment/supplies to enhance their presentation of Fire Prevention education. Purchase of fire apparatus, firefighting equipment, EMS equipment should not be considered.
8. **Fire Prevention Week:** Judge the Fire Co./Dept. on how extensive their activities are during Fire Prevention week. The number, extent, and variety of the presentations should be considered.
9. **Special presentations to Clubs/Organizations:** Judge the Fire Co./Dept. on how often and how effectively they presented Fire Prevention education to Scout troops, Senior Citizens groups, Babysitter trainings, Homemaker Clubs, Service organizations (Rotary, Jaycees, Moose clubs, etc.)
10. **Effectiveness of programs:** Judge the Fire Co./Dept. on how effective their programs were during the year. Consider Testimonials, letters of thanks, commendations, letters to the editor, etc. included in their book, showing how effective their programs were.