

Wisconsin Rural Hospital Flexibility Program  
Rural Communities Grant Program 2007-08

GRANT APPLICATION COVER SHEET -- Attachment A

Project Title: Community Safety Fair      Coalition Name: Oconto Falls Area Public Health and Safety Coalition  
Planning Grant \_\_\_ or Implementation Grant X (select one)      Amount Requested: \$13,667.60

1. Applicant Organization (entity with which the grant contract is to be executed)

Legal Name: Community Memorial Hospital (CMH)

Address : 855 South Main Street

Oconto Falls, WI 54154

Phone: 920-846-3444

FAX: 920-846-4244

2. Administrator, Executive Director, or CEO

Name: Jim VanDornick

Title: CEO/Administrator

Phone: 920-846-3444 x1203

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3. Contact Person for Application

Name: Tristam Westphal

Title: Grant Writer

Phone: 920-846-3444 x1269

Email: tristamwe@cmhospital.org

4. Person authorized to sign the grant contract

Name: Jim VanDornick

Title: CEO/Administrator

5. Federal ID # of applicant organization:

39-0848401

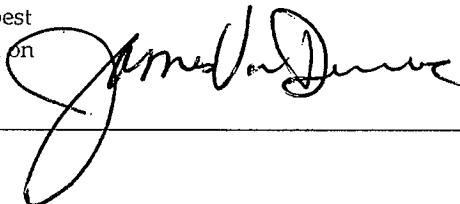
6. List all active partners (those responsible for activities and/or contributing matching/in-kind contributions). Use an additional page if necessary—this will not count against your page total:

Oconto Falls Area Ambulance Service, Inc.  
Oconto Falls Police Department  
Oconto Falls Fire Department

Community Memorial Hospital  
Oconto County Emergency Management Department

I certify that the information contained within this application is true and accurate to the best of my knowledge. I submit this application on behalf of the applicant organization.

Signature



Date

8-09-08

## Executive Summary

The Oconto Falls Area Ambulance Service (OFAAS) is dedicated to providing the best in pre-hospital emergency medical care for the approximately 9,500 persons residing within its service area. However, ambulance service personnel are also concerned with injury prevention strategies and programs that will decrease the incidence of preventable injuries and emergency situations within the community. Past discussions among OFAAS, Community Memorial Hospital (CMH), and area residents have identified a number of public health and safety concerns specific to the rural Oconto County population. These concerns span a wide range of issues that reach beyond the specific areas of expertise of the OFAAS and CMH, and led to the formation of the Oconto Falls Area Public Health and Safety Coalition, composed of various city and county agencies dedicated to protecting public health and promoting community safety.

Through interagency meetings and interactions with Oconto County residents, the coalition has determined that a significant number of residents are unprepared for personal and community emergencies, are unaware of public health agencies' role in emergency preparedness and disaster planning, and are generally unacquainted with the health and safety resources available to them locally.

Despite this lack of emergency preparedness savvy, community members are receptive to the idea that they should be better prepared for personal and community emergency situations. In conversations between coalition members and area citizens, particular areas of concern recurred, including natural disaster and severe weather preparedness, vehicle safety, water safety, home safeguarding measures, and health emergency preparedness. Area residents indicated a need for a "one stop shop" for emergency resource and information dissemination, preferably a community event at which different public health and safety agencies would provide agency-specific information in a welcoming, fun environment.

For the past several years, the OFAAS has held a well-attended annual bicycle safety rodeo. As such, coalition member agencies decided to build on this event and offer a coordinated Community Safety Fair event in conjunction with the bicycle rodeo. Participating agencies will provide event attendees with information and resources from their particular areas of expertise that will enhance public awareness of the health and safety agencies in the Oconto County area and what services each provides to the community. In addition, each agency will bring displays to the event that highlight particular areas of concern in the areas of public health and safety, will showcase specialized safety equipment, and will distribute safety-related products. The event will offer information and activities to attendees of all ages and will strive to present information about serious public health and safety concerns within an informal and communal setting.

Coalition members strongly believe that the "up front" cost of informing area residents of proper health and safety emergency preparedness measures will be far less than the potential individual and community costs of an emergency situation that is not adequately prepared for or responded to due to a lack of basic preparedness information. As such, coalition members are eager to offer this first-ever comprehensive Community Safety Fair event to area residents.

## Coalition Information

Since its inception in the spring of 2008, the Oconto Falls Area Public Health and Safety Coalition has held multiple meetings at Community Memorial Hospital (CMH). Formal coalition member agencies that have signed Memoranda of Understanding and issued Letters of Support include CMH, the OFAAS, the Oconto Falls Fire Department (OFFD), and the Oconto Falls Police Department (OFPD). The Oconto County Emergency Management Department (OCEMD) has been an active participant in coalition member meetings and planning sessions. However, Oconto County Board meeting timetables did not mesh with the Rural Community Grant Program application deadline and so a formal Memorandum of Understanding and Letter of Support between CMH and the OCEMD have not been ratified at the County level in time to include with this grant application. Other, informal members of the coalition are the Oconto County Public Health Department, which has an extensive history of working closely with CMH and the OCEMD on a variety of public health and pandemic awareness exercises, and Northeast Wisconsin Technical College's Public Safety Division. Although all coalition member agencies have developed a close, professional relationship over the years, this is the first time that all member agencies have worked together to jointly address public health and safety concerns through a coordinated safety event within the Oconto Falls area community.

The original idea to expand the OFAAS' annual bicycle rodeo event into a more comprehensive Community Safety Fair event sprung out of discussions between CMH and the ambulance service about how to best inform community members of the personal and community health and safety resources available locally and also basic emergency preparedness and disaster planning steps that community members can take to assist emergency service providers in the execution of their professional duties within the community. As the initial discussion led to a more concrete recognition of the varied public health and safety concerns within the community, it was a natural progression to expand the coalition to include the Oconto Falls Police and Fire Departments as well as Oconto County Emergency Management.

The Community Safety Fair event is a natural fit with coalition member agencies' mission statements, all of which involve service to and safeguarding of the Oconto Falls area community through the provision of emergency and healthcare services. In addition, coalition member agencies' values address the prevention and mitigation of individual and community emergency situations through education, code enforcement, and pre-planning. The Safety Fair will address both the prevention of and proper response to emergency situations within the community.

Once the coalition member agencies agreed to host the planned Community Safety Fair event in May of 2009, discussion moved to specific activities and information that would be provided at the event by each partner agency. Each coalition member agency representative brought to the event planning table a unique perspective on the general topic of community emergency preparedness and disaster planning. Partnering agency representatives brainstormed, planned, and refined event activities after internal discussions and periodic, informal conversations with community members as to specific emergency planning/disaster preparedness issues that warranted the larger community's attention. Particular areas of professional and layperson concern within the community included natural disaster and severe weather preparedness, vehicle

safety, water safety, home safeguarding measures, and health emergency preparedness.

A common theme among community members' concerns regarding public health and safety issues was the general lack of awareness of emergency preparedness and disaster planning information and resources within the community. Although many laypersons had a concrete idea of which agency to contact in the event of an emergency, there was widespread confusion about where to obtain prevention and mitigation information and materiel. This frustration was echoed by coalition member agencies who indicated that many of their resources dedicated to disaster prevention and emergency preparedness were either underutilized or unrecognized by the community. As such, it was decided that a significant ancillary benefit of the Safety Fair will be to acquaint community members with specific agencies and resources they can tap with questions and for information about future personal and community health and safety issues.

All of the coalition member agencies have long histories of working together to improve community health and safety. One example of this collaborative relationship is the August 5, 2008, Oconto County Mass Clinic Exercise held in Suring, Wisconsin by the OCEMD, Oconto County Public Health Department, CMH, Oconto County Sheriff's Department, County Highway Department, and other area emergency response agencies. This successful exercise practiced how well county agencies are able to protect individuals and families in Oconto County during a disease outbreak and promoted interagency cooperation in disaster response.

Coalition member agencies all believe that the Community Safety Fair event will provide area residents with important public health and safety information in one centralized location, will familiarize residents with the various emergency response and disaster planning resources available to them locally, and will assist coalition member agencies with their missions to be proactive in the areas of community safety and wellness.

### Problem/Need Being Addressed

Discussions among Oconto Falls Area Public Health and Safety Coalition member agencies and the citizen concerns that served to prompt the forming of the coalition and the Safety Fair idea pointed to several public health and safety issues within the Oconto Falls area community that coalition member agency representatives felt should be addressed in order to promote general community safety.

In initial discussions, OFAAS Director Bob Parisey indicated that there were a number of public health and safety issues that he and other squad members found troubling. Two of the most significant issues from the perspective of ambulance service personnel are inconsistencies among homeowners' physical address signs and the lack of a registry or other central source of information about children in the community with special healthcare needs.

Although all properties within the OFAAS service area are required to display their physical address in order to assist emergency responders with residence identification, many inconsistencies exist in the manner and method of physical address displays. Mr. Parisey stated that on occasion emergency responders have had to contend with physical address numbers that have been difficult to locate, have been

concealed by holiday or special event decorations or that have been allowed to deteriorate over time (particularly those on rural residents' properties), severely reducing their legibility. To address this concern, the OFAAS intends to provide physical address awareness information at the Safety Fair, including a display of incorrect and correct address labeling, and information on where and how property owners can obtain replacement numbers and signs. This is a simple and inexpensive step that many residents can take to ensure that emergency services personnel do not waste precious time when responding to a call in the community.

At the present time, OFAAS members are largely unaware of which children residing in their service area have special healthcare needs, such as a heart condition, birth defect, chronic illness such as asthma or diabetes, and which children require special medical equipment. Mr. Parisey indicated that although several area families have provided the ambulance service with this information about young special needs residents, widespread advance knowledge of who these children are, where they reside, and the nature of their special needs could immeasurably assist EMS personnel when responding to a call. To these ends, the OFAAS would like to provide Safety Fair attendees with brochures and other information on the importance of providing emergency responders with information about special needs children before an emergency situation arises. Although providing this basic information about special needs children to the OFAAS will be wholly optional for parents or guardians, it is hoped that promoting the importance of this type of information sharing will lead many people within the OFAAS service area to recognize the importance of anticipatory sharing of basic information with emergency responders about the special needs of area residents.

The OFAAS would like to utilize the Safety Fair to supplement its bicycle rodeo event which will run concurrently with the Safety Fair. Although the ambulance service has offered bicycle safety inspections in the past, in 2009 it also intends to provide area youth with a brief overview of "rules of the road" and then hold a supervised ride within a "chalk street" course set up in the OFAAS/CMH parking area where youth will be shown where and how to apply the rules. In order to emphasize the importance of bicycle helmets, an important safety device underutilized by young riders in the Oconto Falls area, the OFAAS would like to distribute 200 gift certificates to area youth that will help to offset the purchase of a custom fit bicycling helmet at an area sports equipment supplier. In addition, the OFAAS would like to hold a drawing for area youth who attend the Safety Fair for four bicycles in order to encourage bicycle ridership within the community.

Tim Magnin, Fire Chief with the OFFD, agrees with the importance of conducting a physical address awareness campaign in the community as this is also an area of concern for his department. In addition, the fire department wants to address the specific issue of smoke detectors and carbon monoxide detectors in the community. Fire department personnel are frequently confronted by residential fire detectors that are inadequately maintained and cite malfunctioning or nonfunctioning fire detectors as leading contributors to delayed awareness of house fires. In addition, the penetration of carbon monoxide detectors within the OFFD service area is minimal. All safety coalition members agree that the detectors are critical in warning of the presence of the toxic gas carbon monoxide, a colorless and odorless compound produced by incomplete combustion and which is lethal at high levels. The OFFD will present information on the

importance of smoke detector maintenance at the Safety Fair and will also hold a raffle for Safety Fair attendees for 100 smoke detectors and 50 carbon monoxide detectors (plug-in with battery back-up) in order to raise awareness of these important emergency preparedness devices.

The OFPD indicates that property crime, encompassing burglary, larceny theft, and motor vehicle theft, is statistically the most significant category of crime within the Oconto Falls area community, with an average of between 90-110 incidents of property crime being reported to local police annually. Police department personnel believe that a significant number of these incidents could be prevented by basic property owner awareness and relatively simple, inexpensive deterrence techniques. As such, the OFPD intends to offer information to community members on home safeguard measures and also to provide bicycle registration opportunities to Safety Fair attendees. In addition, Oconto Falls Police Chief Mike Roberts has reported widespread lay confusion about license requirements for motor scooter and moped operation. Given the increase in motor scooter usage among all age groups within the community, Chief Roberts is particularly concerned by the significant number of community members who believe that no license of any kind is required to operate such vehicles. The OFPD intends to distribute a fact sheet at the Safety Fair outlining moped and motorized scooter licensing, registration, restrictions and entitlements, and general operator safety and equipment guidelines.

Community Memorial Hospital would like to present information on the File of Life program at the Safety Fair event as well as distribute File of Life kits to community members. The File of Life program allows participants to provide medical information in advance that can be used by emergency personnel in the case of an emergency. The File of Life is a mini-medical history posted on the outside of one's refrigerator and/or personally carried in a wallet or purse that enables emergency service personnel to obtain a quick medical history when the patient is unable to offer one. The card, which is kept in a red plastic pocket, lists the patient's name, emergency medical contacts, insurance policy and social security numbers, health problems, medications, dosages, allergies, recent surgeries, religion, doctor's name and a health care proxy. The entire pocket is held, with a magnet, to the outside of the refrigerator. Additional stickers may be placed in the front window of the home so that responding emergency personnel will know to look for the File when responding to an emergency event. Both CMH and the OFAAS personnel will attest to the important and potentially lifesaving medical information that is conveyed through this simple program.

The OCEMD will present up-to-date information on personal and community emergency preparedness to Safety Fair attendees. In conjunction with the OFPD, the Department plans to distribute Federal Emergency Management Agency Emergency booklets, fact sheets, and brochures on a variety of hazards including flooding, tornadoes, and winter storms to those interested in obtaining additional information in preparing themselves for risks in their communities. Preparedness is key when dealing with any weather hazard and many area residents have indicated that personal and family severe weather preparedness is an ongoing area of concern. Severe weather events, such as the June 2007 tornado that was on the ground for at least 40 miles through Shawano, Oconto, and Marinette Counties, and which damaged over 14,000 acres of trees and damaged or destroyed many dozens of buildings, are relatively

common occurrences in Northeast Wisconsin. As such, the OCEMD intends to present information to the public on winter weather, lightning, severe weather, flood, and tornado safety; safety after a storm or severe weather has passed; and basic severe weather preparedness plans (general safety rules, designation of best available protective areas, reliable methods of communication to receive and exchange information, how to assemble an emergency supply kit, and drills to test and practice the preparedness plan). Although severe weather hazards are often sudden in onset, pre-hazard preparedness can significantly reduce the risk for weather-related injuries and can mitigate the potential for property damage.

In addition, the presence of the OCEMD at the Safety Fair will provide many residents with their first opportunity to familiarize themselves with the relatively new County Emergency Management Department and what it has to offer to county residents in regard to emergency preparedness and disaster planning.

All member agencies have also agreed to provide specialized equipment displays at the event. A water rescue trailer, mass casualty trailer, fire engine, squad car, portable decontamination unit, and ambulance will be available at the event for public tours and inspection. Some of the more specialized equipment on display will provide "first views" for the majority of Safety Fair attendees, while the inclusion of the squad car, fire truck, and ambulance will serve to demonstrate to young community members that such public safety vehicles are in the community for emergency prevention as well as emergency response purposes and will hopefully lessen the stigma of fear such vehicles often instill in young people.

The Safety Fair booths, displays, handouts, and activities were purposely selected by participating member agencies to appeal to a wide variety of area residents. Persons of all ages will find a topic or activity of interest at the Safety Fair and, once at the event, should also circulate throughout the event area to take advantage of all participating agency displays and information. The Safety Fair concept will immeasurably contribute to the Oconto Falls community's perception of local public health and safety agencies as being significantly involved with emergency preparedness planning and hazard mitigation and not only as entities called upon to respond to health and safety crises after they have occurred within the larger community.

In addition to enhancing community members' awareness of local emergency preparedness and response services, the Safety Fair event will also cement professional relationships among participating agencies. Although all coalition members share an extensive history of interagency cooperation and mutual professional respect, the Safety Fair will provide an opportunity for agency personnel to interact with one another in a more relaxed environment, away from the high-stress situations that frequently form the basis for their professional interactions. The process of planning the Safety Fair event has already reaped dividends for coalition member agencies as discussions have led to a more widespread recognition of areas of public health and safety that should be addressed in order to make the Oconto Falls area community a safer place for all those who live and work here.

## Work Plan

Please refer to Attachment B for detailed information on the Community Safety Fair work plan components, including project goal, objectives, and supporting activities. The project goal is to educate Oconto County community members on personal and community safety and emergency preparedness measures by implementing a Community Safety Fair event in May 2009. As this is a pilot event for the Oconto Falls area community, primary objectives are event coordination and delivery among coalition member agencies and event publicity within the larger community. Specific activities, timeframes, leadership, and outcomes/measures are detailed in Attachment B.

Although initial coalition members have met on several occasions to discuss Safety Fair composition and delivery, and to sign Memoranda of Understanding and Letters of Support, additional potential coalition members have been suggested by partner agencies. Such additional members may include Northeast Wisconsin Technical College's Public Safety Division, and the Oconto County Department of Health and Human Services – Public Health Preparedness Division. Although relations between these agencies and the Safety Fair coalition have not been formally codified in regard to Safety Fair event planning and delivery, initial overtures have indicated an interest in event participation. Very preliminary discussions about what specific resources these ancillary coalition members may bring to the Safety Fair event have led to ideas for the distribution of information related to pandemic preparation, disaster kit construction, and the important roles emergency volunteer service providers play in community health and safety as well as professional education and training opportunities available in the community to persons interested in joining one of the emergency service providers.

Over the years, various coalition members have formed close working relationships with the Oconto Falls Public School District. Although the coalition has not yet formally approached the school district to discuss partnering with art and/or health classes to design and create Safety Fair informational brochures and fliers, all coalition partners believe that school district participation in event publicity is likely. Coalition members believe that including school-age youth in event publicity will lead to increased awareness of the Safety Fair event among children and their families as well as act as a means to integrate a basic discussion about emergency preparedness and disaster planning into the school curriculum.

## Evaluation Plan

Although reaching a predetermined number of program attendees is one means of assessing program success, coalition member agencies agree that the success of an event such as the proposed Community Safety Fair should be determined by what lessons participants take away with them rather than through sheer numbers alone.

The Community Safety Fair event initially grew out of professional and layperson concerns about specific disaster planning and emergency preparedness issues in the Oconto Falls area. As such, following the Safety Fair event, coalition members and selected community members will convene to discuss the event, evaluate presenter effectiveness and attendee satisfaction, and compare information on event attendance and general community response. This evaluative meeting will take place in late May or June 2009, shortly after the Safety Fair has been held.

Brief event assessment forms will be distributed at the Safety Fair. These questionnaires will ask attendees to rate Safety Fair information, displays and activities, and will also provide them with an opportunity to suggest ideas and displays for future Safety Fair events. The content of these evaluations will be discussed at the follow-up coalition meeting and will be used for future event planning.

A coalition member representative will contact randomly selected emergency preparedness product winners in the weeks after the event to inquire whether the devices have been properly installed in residences. Questions will be answered as needed. In addition, coalition member agencies will track area residents' inquiries into the various emergency preparedness and planning resources each agency offers. It is anticipated that residents' utilization of these resources will increase markedly after the Safety Fair.

Coalition member agencies are eager to offer this first-ever comprehensive Community Safety Fair event to Oconto Falls area residents. They also welcome the opportunity to work together to assist the general public with emergency and disaster preparedness, as well as to learn more about the public health and safety information and resources each has to offer. Conversations among coalition member agency representatives and preparations for the Safety Fair event have led to a closer professional relationship among agencies that should serve to lay the groundwork for a more coordinated response in the event of an actual emergency situation or disaster event within the community.

## Budget

Please refer to Attachment C for detailed program budget information such as support amounts requested from the Wisconsin Office of Rural Health's Rural Communities Grant Program, coalition member in-kind/matching funds, and total project expenses.

Salary information for coalition partner agencies' staff was calculated based on salary requirements provided by each partner agency. Although the Safety Fair event is scheduled for four hours, it is anticipated that site preparation and recovery will take at least two additional hours. All coalition agencies have agreed to provide a 25 percent salary match. The OFAAS will utilize 20 staff members to conduct equipment and vehicle tours, supervise the bicycle rodeo events and related safety device distribution, distribute brochures, and oversee the ambulance service's emergency preparedness information booth. It is expected that 10 OFFD staff members will attend the Safety Fair to conduct equipment and vehicle tours, answer event attendee questions, distribute informational brochures, supervise carbon monoxide detector distribution, and oversee the fire department's information booth. The OFPD is only able to spare one officer for the Safety Fair event. That individual will conduct vehicle tours, answer questions, distribute informational brochures, and conduct bicycle registrations. CMH will have 15 staff members at the Safety Fair who will conduct equipment tours, distribute informational brochures and File of Life kits, answer questions, oversee the hospital's information booth, and provide refreshments to event attendees.

Event publicity will be important as this is the first ever Safety Fair in the community and resident awareness of the event will need to be raised. CMH will design and place four 3"x 4" box ads in various Oconto County print media sources highlighting

the Safety Fair event. Fliers and brochures advertising the event will be printed and distributed for display at various locations around the community. Safety and health brochures that will be distributed by the various coalition member agencies at the event will also be printed. In addition, CMH will write six different press releases in the weeks leading up to the Safety Fair, will publicize the event through local radio station announcements, and will post event notices on various local and regional event guides and calendars.

The Safety Fair coalition members plan to offer various raffle and door prizes to event attendees in order to concretely reinforce the message of the importance of personal and community safety. The coalition will distribute 500 File of Life kits, 200 gift certificates good for \$10 off a custom-fit bicycle helmet, 50 carbon monoxide detectors and 100 smoke alarms to event attendees. In addition, the OFAAS will offer two girls' bicycles and two boys' bicycles as grand prizes to area youth who attend the event.

Safety Fair coalition member meetings have an estimated expense of \$300 per session. This figure is based on eight participants each contributing 1.5 hours of time, including travel time and expenses, on four separate occasions to discuss event planning and event evaluation.

General administrative expenses include assistance with event publicity, coalition member coordination, and event evaluation. The time commitment for general administrative duties directly related to event delivery has been estimated at 20 hours.

Participant travel expenses will be covered by each participating agency, respectively, as an in-kind project expense. In addition, agencies' telephone, office equipment, and related administrative expenses (including accounting expenses for CMH as fiscal agent) are in-kind donations to the project. Each agency will hold internal meetings as staff members are assigned Safety Fair event duties, coordinate event delivery, assemble and prepare pamphlets and brochures for distribution, and ready vehicles and equipment for public tours. It is estimated that each agency will incur \$180 worth of time and materiel expenses in this preparatory work for a total of \$900 in in-kind program expenses.

CMH will offer light refreshments (muffins, juice, water, cookies, cheese and sausage pre-packaged sticks, chips) to Safety Fair attendees and coalition member agency personnel the day of the Safety Fair event. CMH Nutrition Service personnel estimate the cost of providing refreshments to 500 event attendees at \$500.

## Sustainability

The proposed Community Safety Fair event is a first for the Oconto Falls area community. Based on past bicycle rodeo turnout, a figure expected to be significantly supplemented through Safety Fair event breadth, publicity and novelty, it is anticipated that approximately 500 community members will attend the Safety Fair event. Should event attendees and coalition members indicate an interest in offering the Safety Fair on an annual basis, funding to support ongoing event delivery will be sought from various local, state and national businesses, organizations, and individuals whose mission it is to enhance personal and community health and safety through emergency preparedness and disaster planning initiatives. Coalition member agencies are also willing to contribute to future Community Safety Fair events though generous cash and in-kind contributions.

ATTACHMENT B

## Work-plan Reporting Format

<b>Project Goal:</b>	To educate Oconto County community members on personal and community safety and emergency preparedness measures by implementing a Community Safety Fair event in May 2009.
<b>Outcome measure:</b>	Community members will have a "one stop shop" at which to obtain information on personal and community safety and emergency preparedness measures from area health and public safety agencies. Through coalition partner meetings and through discussions with area community members, coalition members have identified various community health and safety issues that will be addressed through informational displays and brochures distributed at the Safety Fair event. Event attendees will receive information on relatively simple and inexpensive measures they can take that will enhance community safety and emergency preparedness efforts. Participating agencies will also have an opportunity to showcase their roles in the community as emergency and disaster preemptors.

<p><b>Objective 1:</b></p>	<p>Educate the Oconto Falls area community on personal and community safety and emergency preparedness measures by implementing a Community Safety Fair event.</p>		
<p><b>Outcome measure:</b></p>	<p>Fewer community members will express confusion to area health and public safety agencies about emergency preparedness and mitigation measures available to them in the local community. Residents will be better able to prepare and plan for personal and community health and safety emergencies. Coalition partners will be better aware of the health and safety resources available through other partner agencies and will be prepared to provide coordinated community support in the event of a public health and/or safety emergency.</p>		
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Responsible Person</b></p>	<p><b>Measures and Anticipated Outcomes</b></p>
<p>1.1 Coalition member agencies continue to plan Safety Fair event.</p>	<p>Coalition will meet quarterly beginning in October 2008 and communicate as necessary to plan Safety Fair event</p>	<p>Bob Parisey, Mike Roberts, Tim Magnin, Diana Hucek, Jim VanDornick, Tristram Westphal</p>	<p>Hold at least three additional formal coalition planning meetings prior to the May 2009 Safety Fair event in order to refine event content and delivery. Meeting agendas and minutes will be kept.</p>
<p>1.2 Reach out to other potential coalition member agencies within the area community.</p>	<p>Ongoing</p>	<p>Coalition member representatives, as above</p>	<p>Initial event planning meetings have led to identification of other potential coalition members within the community. Invite other agencies to attend the planning meetings and participate in the Safety Fair event. Increase the number of agencies and variety of information presented at the Safety Fair.</p>
<p>1.3 Hold Community Safety Fair event.</p>	<p>May 2009</p>	<p>Coalition member representatives, as above</p>	<p>Attract at least 500 community members to the Safety Fair event. All participating agencies will track the number of event attendees visiting their booths/displays. Select attendees will be asked to provide event evaluation in order to better determine event effectiveness and potential areas for improvement.</p>

<p><b>Objective 2:</b></p>	<p>Publicize the Community Safety Fair event to attract area residents. Cement professional relationships among coalition member agencies and enhance professional and lay awareness of interagency cooperation.</p>		
<p><b>Outcome measure:</b></p>	<p>Community members will be aware of Safety Fair event and prepared for the variety of information that will be presented. Coalition partners will be better aware of the health and safety resources available through other partner agencies and will be prepared to provide coordinated community support in the event of a public health and/or safety emergency.</p>		
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Responsible Person</b></p>	<p><b>Measures and Anticipated Outcomes</b></p>
<p>2.1 Create and distribute posters and fliers advertising the Safety Fair throughout the community.</p>	<p>March-May 2009</p>	<p>Bob Parisey, Mike Roberts, Tim Magnin, Diana Hucek, Jim VanDornick, Tristram Westphal</p>	<p>Invite Oconto Falls School District to participate in Safety Fair publicity by working with art/health classes to design event posters. Distribute posters and fliers to various area businesses and agencies to raise community awareness of the event.</p>
<p>2.2 Create a series of news releases advertising the Safety Fair for release on local and regional print and broadcast media outlets.</p>	<p>April/May 2009</p>	<p>Diana Hucek</p>	<p>Community members will be alerted to the Safety Fair event and will be provided with basic background information on Safety Fair content and activities and will be prepared to take advantage of the variety of information and activities provided at the event. At least 500 area residents will attend the event.</p>
<p>2.3 Raise awareness within coalition member agencies of their interrelated roles in the provision of public health and safety measures.</p>	<p>Ongoing</p>	<p>Bob Parisey, Mike Roberts, Tim Magnin, Diana Hucek, Jim VanDornick, Tristram Westphal</p>	<p>Coalition member agency representatives and agency Safety Fair volunteers will gain a better understanding of the professional roles and responsibilities of other area agencies in ensuring public health and safety. Coalition member representatives will meet in May/June 2009 to evaluate Safety Fair effectiveness and plan for future events.</p>

Attachment C  
Budget Template

<b>Community Safety Fair Project Budget</b>				
<b>BUDGET CATEGORY</b>	<b>DESCRIPTION</b>	<b>GRANT REQUEST</b>	<b>MATCHING/IN-KIND CONTRIBUTIONS</b>	<b>TOTAL PROJECT EXPENSE</b>
<b>Wages</b>	20 Oconto Falls Area Ambulance Service staff members @ \$20/hr x 6 hrs	\$1,800.00	\$600.00	\$2,400.00
	10 Oconto Falls Fire Department staff members @ \$12/hr x 6 hrs	\$540.00	\$180.00	\$720.00
	1 Oconto Falls Police Department staff member @ \$45.98/hr x 6 hrs	\$206.91	\$68.97	\$275.88
	15 Community Memorial Hospital staff members @ \$15/hr x 6 hrs	\$1,012.50	\$337.50	\$1,350.00
	Coalition meetings @ 1.5 hours ea x 4 meetings	\$300.00	\$900.00	\$1,200.00
<b>Fringe Benefits</b>	Benefits for all coalition agency staff members (calculated at 29% of total wages)	\$1,293.23	\$431.08	\$1,724.31
<b>Travel</b>	Estimated at 200 miles @ 0.48/mi		\$96.00	\$96.00
<b>Equipment</b>		(Cannot exceed 25% of Grant Request Total below)		
<b>Supplies</b>	500 File of Life kits @ 1.35/ea	\$675.00		\$675.00
	50 Carbon Monoxide detectors @ \$60/ea	\$3,000.00		\$3,000.00

	100 smoke detectors / alarms @ \$12/ea	\$1,200.00		\$1,200.00
	200 bicycle helmet gift certificates @ \$10/ea	\$2,000.00		\$2,000.00
	2 girls' bicycles @ \$69.99/ea & 2 boys' bicycles @ \$79.99/ea	\$299.96		\$299.96
<b>Consultants/ Contracts</b>				
<b>Other Costs</b>	Event publicity - \$160/ad x 4 ads	\$640.00		\$640.00
	Event press releases @ \$20/ea x 6		\$120.00	\$120.00
	Printing of event fliers/brochures	\$200.00		\$200.00
	Radio announcements		\$200.00	\$200.00
	Office supplies, office equipment usage, administrative expenses (20 hours @ \$10/hr)	\$200.00	\$500.00	\$700.00
	Light refreshments for 500 event attendees	\$300.00	\$200.00	\$500.00
	Event follow-up and evaluation review		\$200.00	\$200.00
	Individual coalition member prep time and internal event planning meetings/coordination (est. \$180.00 per member)		\$900.00	\$900.00
<b>TOTAL</b>		<b>\$13,667.60</b>	<b>\$4,733.55</b>	<b>\$18,401.15</b>