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Contact: Tamara Hargens-Bradley, 503 494-8231; hargenst@ohsu.edu

Oregon Health & Science University's (OHSU) Division of Health Promotion and Sports Medicine (HPSM) has received a \$280,316 Fire Prevention and Safety grant from the Federal Emergency Management Agency (FEMA), in the Department of Homeland Security to produce two videos to protect the health and safety of families with young children.

For more than a decade, the Division of Health Promotion & Sports Medicine (HPSM) at OHSU has been a leader in promoting the health and safety of firefighters, with ongoing support from the National Institutes of Health. In the course of their research, Division members accompanied firefighters in their work and recognized the unique abilities of women firefighters to communicate with other women about safety, especially as they worked with young mothers.

Health statistics document that children younger than age five particularly are vulnerable to fire and heat related injury and trauma in the home. Nonfatal burns, scalds, electrical injuries are catastrophic in this group, and survivors often experience a lifetime of disability and embarrassment due to disfigurement. Unintentional injuries are the leading cause of death in this age group. The two planned 20 minute videos will feature women firefighters talking with mothers of young children about ways to reduce the risk of fire and heat-related injuries, prevent falls and improve family safety.

Partners working on developing the fire safety videos with OHSU include the International Association of Women in Fire & Emergency Services (iWomen, www.i-women.org/), the Oregon WIC program and Michael Goldberg, a former Lake Oswego resident and award winning film maker.

"We appreciate the support from FEMA to develop these important videos. There is an emerging literature on how women can speak effectively to other women. Women firefighters have the credibility and connection to uniquely change the behavior of mothers with young children. We are excited about working with the International Association of Women in Fire & Emergency Services (iWomen) and Mr. Goldberg to positively impact the health of families," said Diane Elliot, M.D., professor of medicine in the Division of Health Promotion in the OHSU School of Medicine and Principal Investigator for the project.

The Oregon WIC program will assist assuring key messages of the videos match the reality of families' lives and housing environments and will help with distribution of these videos. Esther Moe, Ph.D., M.P.H., who will be directing the project added, "We especially appreciate partnering with the Oregon WIC program. In Oregon, 1 in 3 children under age 5 receive WIC services, and WIC will assist tailoring the videos to best help these families."

The videos also will be widely distributed through the internet using viral marketing with existing online communities of young families, using living room internet launches and tweeting play date premiers.

Mr. Goldberg, a graduate of the New York University Tisch Film School, is a recent winner of the DC Film Festival, who has collaborated with the HPSM for three years and has produced training, educational and promotional videos, including the training videos for the fire service.

For the past two decades, the Division of Health Promotion & Sports Medicine (HPSM) at OHSU has been a leader in behavior change and health promotion research. For more information about the Division's health promotion activities for fire fighters visit

<http://www.ohsu.edu/ohsuedu/academic/som/medicine/hpsm/phlame.cfm>