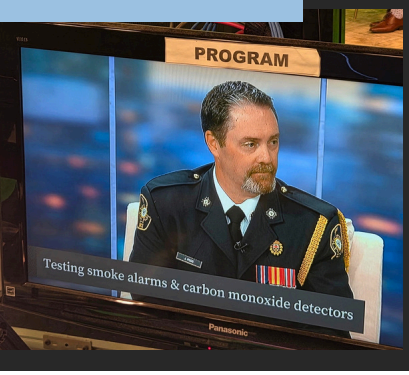
Fire Marshal's Public Fire Safety Council (FMPFSC)

Fall 2026









A Message From Our Executive Director:

Jamie Kovacs

As Executive Director, I'm proud of the partnerships that help the FMPFSC support Ontario's fire service. Some provide funding and resources; others offer care and connection when people need it most.



After a difficult call affected me personally, Jill Foster, a paramedic with Medavie EMS, contacted Boots on the Ground and arranged a meeting for those impacted. Police officers, nurses, paramedics and firefighters came together to support one another. I know I would never have called to ask for help myself. Jill took the first step, and that meeting made a lasting difference in my life.

Jill is also a Co-founder of IVEGOTYOURBACK911, which supports first responder well-being and helps fund Boots on the Ground. I'm grateful to Jill and both organizations, and I've included more about their work in this newsletter.

Jill's example is a reminder to fire service leaders: sharing a phone number or website matters, but sometimes we need to take the first step and bring support directly to our teams. That same spirit guides our work at the FMPFSC. We want to connect partners with the needs of fire departments and help bring meaningful support and fire safety education to communities across Ontario.

I want Ontario's fire service to see the FMPFSC as a trusted partner, an organization they can turn to with ideas, needs and opportunities. We're here to listen, work alongside you and help build safer communities together.

Fall 2026 Newsletter:

Starfield Giveaway

Fire Safety Messages Across Ontario

Connecting Communities with Fire Safety

Supporting Fire Education and Training

Enbridge Funding & Training Support

Partner Donations

Media & Public Events: TYSAD

New Products

Beepa in Action

Built in Ontario: Supporting the Next Generation

WIN 1 OF 5 ONTARIO MADE KIDS BUNKER COATS

Starfield LION is donating five custom-made children's bunker coats and five bears to the FMPFSC to share with five fire departments across Ontario.

Departments can use them at their stations and public education events, offer them as prizes, or donate them to children in their communities. Made in Ontario, like Starfield LION's firefighter bunker gear, the coats offer a fun way to spark children's interest in firefighting and bring local departments closer to the families they serve.

For more than 50 years, Starfield LION has manufactured protective clothing and equipment for firefighters.

We're grateful to Starfield LION and Steven Rittenhouse for their generosity and continued support of the FMPFSC. We look forward to seeing these special gifts bring smiles to communities across the province.



Giveaway closes November 30, 2026
If you can't access google forms, contact Campaigns@firesafetycouncil.com

Support for First Responders

We wanted to include Boots on the Ground in this newsletter because many of us in the fire service don't always recognize when we need support, or we find it difficult to ask for help.

Boots on the Ground provides confidential, anonymous peer support across Ontario, 24 hours a day, seven days a week. Its volunteers include serving and retired members of police, fire, paramedic, corrections, nursing and military services.

Support can begin with a phone call and continue in person when needed. In much of Ontario, two trained volunteers can meet with a first responder. After a traumatic call, Boots on the Ground can also bring responders from different services together to talk and support one another.

We also want to recognize IVEGOTYOURBACK911, a store that serves first responders and shows a strong commitment to their well-being. We're sharing the work of both organizations to acknowledge the care and support they offer to the first responder community.

We may not always see what police and EMS personnel are carrying after a call, but they can be affected just as deeply as those of us in the fire service. Have you ever considered organizing a peer support meeting with your local police and EMS teams after a traumatic incident?

To learn more or get in touch, visit **bootsontheground.ca** or email **info@ivegotyourback911.com**.
Or click the logos to learn more!

Taking Fire Safety Messages Across Ontario

Bringing Fire Safety Messages to More People



Fire safety advice can save lives, and the more people who hear it, the better. Through media and social media partnerships, the Fire Marshal's Public Fire Safety Council (FMPFSC) is helping expand opportunities for the Office of the Fire Marshal (OFM) to share its expertise with audiences across Ontario and Canada.



Through its media collaboration with Birchall & Associates Inc., FMPFSC is helping connect the OFM with media outlets to share important fire and carbon monoxide (CO) safety messages. Ontario Fire Marshal Jon Pegg appeared on Global Morning News and was featured on the Global TV website, offering practical advice on testing smoke and CO alarms, practicing home escape plans and understanding the fire risks associated with lithium-ion batteries.



The media partnership also created an opportunity for the OFM to showcase its new live-fire training trailers on Breakfast Television. Equipped with props including an automobile, dumpster and barbecue, the trailers will travel across Ontario, giving more fire departments access to valuable hands-on training.



CLICK HERE
to watch Fire Marshal Pegg on Breakfast Television!

Extending Our Reach Through Partnerships

The FMPFSC is working with Home Hardware and the Office of the Fire Marshal to bring trusted CO safety advice to more people online.

Deputy Fire Marshal John McBeth shares practical fire and CO safety reminders through Home Hardware's social channels, with participating franchisees helping spread the message locally.



Upcoming Posts:

November 2 — Working CO Alarms: CO alarms are the reliable way to detect carbon monoxide.

November 30 — When an Alarm Sounds: Get outside, call 911 and don't re-enter until emergency responders say it's safe. Opening a window isn't the answer.

The FMPFSC helps connect Home Hardware's reach with the OFM's expertise. For fire departments, it's another way to extend the safety messages you share every day. When you see the posts, please share them with your community.



CLICK HERE
to watch!
(Instagram)

Connecting Communities with Fire Safety

Foodland Partners with FMPFSC to Support Safer Communities

The Fire Marshal's Public Fire Safety Council (FMPFSC) is excited to launch a new provincial partnership with Foodland to bring fire and carbon monoxide safety education into local communities.

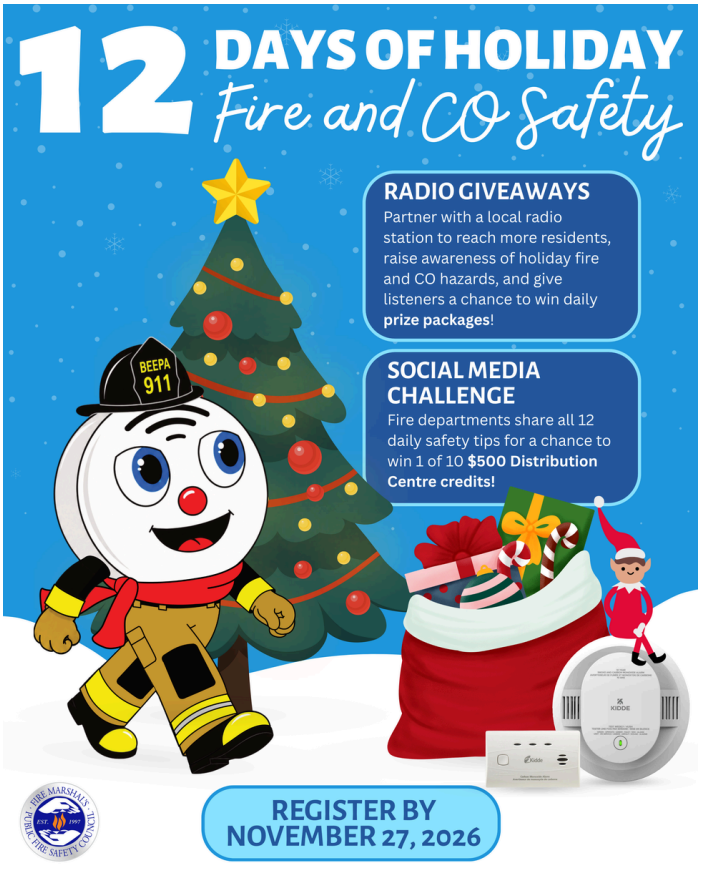
This fall, the campaign is supporting 20 Ontario fire departments, with plans to expand to 30–50 participating stores in spring 2027. At community events, local firefighters will meet residents, share practical safety advice and help people learn how to prevent fires and respond to carbon monoxide dangers.

Foodland stores are trusted community hubs that bring people together from across the communities they serve. This partnership creates a valuable opportunity for local fire departments to connect with residents and share important safety messages where people already gather.



The FMPFSC extends its sincere thanks to Foodland and its franchisees for embracing this campaign and supporting their local communities. We're excited to build this partnership together and bring fire safety education closer to home across Ontario.

The 12 Days of Holiday Fire & CO Safety Campaign is Back!
Register Today



The holidays are the perfect time to remind people how a few simple steps can help keep their families safe.

Through the FMPFSC's annual 12 Days of Holiday Safety campaign, local radio stations share daily fire and carbon monoxide (CO) safety tips developed by the Office of the Fire Marshal (OFM), while listeners have the chance to win a safety prize pack each day.

We're inviting fire departments to register their local radio stations and join the fun! Each participating station receives 12 daily prize packs, valued at more than $100 each, to give away to listeners throughout the campaign.

With the potential to reach communities across Ontario through 45 radio stations and distribute more than 500 safety prize packs, this is a great opportunity to spread important safety messages throughout the holiday season.

CLICK HERE to register!

If you can't access google forms, contact Campaigns@firesafetycouncil.com

Supporting Fire Education and Training

Mississauga Fire Wins $750 Award for Public Education Program of the Year

The Fire Marshal's Public Fire Safety Council (FMPFSC) was proud to sponsor the Ontario Association of Fire Educators' Public Education Program of the Year Award, recognizing the creativity and commitment fire departments bring to keeping their communities safe.

Their achievement reflects the important work happening in Mississauga to help seniors stay active and reduce the risk of falls in their homes. They have also found a meaningful way to turn seniors' fitness classes into conversations about fire and carbon monoxide (CO) safety.

Public education helps turn important safety messages into practical action at home and in the community. We're pleased to support OAFE in celebrating this work and recognizing the fire service members who make a difference through their dedication to prevention and education.



Congratulations to Amy Mills and Mehnaz Rahman of Mississauga Fire and Emergency Services, this year's award winners!

For more information on their seniors' program, reach out directly to Emily Sellan at ***Emily.Sellan@mississauga.ca***

Supporting Fire Training Across Ontario: OAFTO

The **FMPFSC** was pleased to support the **Ontario Association of Fire Training Officers (OAFTO)** at their annual training symposium, at FESTI a few weeks back. We shared an update on the Council's work and presented a contribution of just over $3,900, raised through our textbook reimbursement program that has been in place for over a decade with this group.

Supporting OAFTO each year is one way we give back to the fire community and recognize the instructors who help strengthen fire services across Ontario.

We value this ongoing partnership and the opportunity to connect with the people who prepare firefighters for the work they do every day.



ONTARIO ASSOCIATION OF TRAINING OFFICERS EST. 1961

SAFETY • TRAINING • EXCELLENCE
OAFTO
TEAMWORK • LIFELONG LEARNING

Enbridge Funding & Training Support

Project Zero and Project Assist

Through Project Zero and Project Assist, Enbridge Gas has increased its funding for this year's campaigns to $625,000. This includes $500,000 for Project Zero and $125,000 for Project Assist, providing $5,000 to each of 25 fire departments to support training and public education.

Through Project Zero, Enbridge Gas is supporting the donation of more than 15,000 Kidde combination smoke and CO alarms to over 75 Ontario fire departments. At a time when working alarms are needed more than ever, this support helps departments bring greater protection and important safety messages to communities across the province.



CLICK HERE
for winning departments!

Save Time. Make Training Dollars Go Further.
Meet Justin Brunner and Decisolve

The FMPFSC is proud to recognize Justin Brunner for his continued support of the Council and his commitment to helping fire departments strengthen their training.

Justin brings a remarkable mix of experience to the fire service.

His family has been part of the fire service since 1926. He has also spent 18 years teaching at the post-secondary level and 25 years building software. These experiences led him to recognize a challenge many departments know well: valuable knowledge is built over years, but it can be difficult to turn that knowledge into training that's ready when firefighters need it.



Justin founded Decisolve to help departments do just that. The platform uses a department's own standard operating guidelines, training doctrine and other materials to help create lessons and assessments in minutes instead of hours. Department leaders stay in control: they decide what content is used, and nothing reaches members without approval from someone in the department.

Imagine a training officer returning from a 3 a.m. call with a session to prepare for the next night. Decisolve is designed to help turn the department's existing procedures and expertise into a lesson without starting from scratch. Collingwood Fire is currently piloting Decisolve in Ontario. Fire Chief Dan Thurman said the pilot will help strengthen training and better prepare firefighters for real-world emergencies.

We're pleased to see Justin bringing his experience and ideas to support the people who train our firefighters. If your department is looking for new ways to turn its knowledge into practical training, Justin would be glad to talk about your needs and goals.

Contact Justin at jbrunner@ferrous-group.com, or **visit ferrous-group.com**. Decisolve is part of Ferrous Group, which builds training and leadership development solutions for fire, EMS and law enforcement.

Partner Donations: Public Education Kits

Medallion Group Insurance Brings Fire Prevention Week to Life

A heartfelt thank you to Sarah and Shawnna at Medallion Insurance Group for once again stepping up to support Ontario's fire service. They are always looking for ways to give back, and their generous donation provided Fire Prevention Week kits to 10 Ontario fire departments, helping firefighters share important fire and carbon monoxide safety messages in their communities.

Special thanks to Shawnna for making each donation memorable. Her fun, engaging videos bring departments into the spotlight and help build excitement and awareness in the communities they serve. We're grateful to Sarah, Shawnna and Medallion Group Insurance for their continued partnership.

Below are the successful departments:

Wawa, East Gorham, Kitchener, St. Clair TWP, Georgina, Malahide, Loyalist, The Nation, Minto, Oakville







We especially love the video from Georgina Fire Department showcasing their fire safety "Go Fish" game using FMPFSC playing cards.

What a fun and creative way to make fire safety education engaging!

TC Energy Selects 15 Departments to Receive FPW Kits to Help Further Public Education Efforts

Below are the successful departments:

North Grenville, Oakville, Opasatika, Orillia, Oro-Medonte, Oshawa, Ottawa, Papineau-Cameron, Pelham, Perry, Petawawa, Pickering, Port Hope, Powassan, Quinte West.

The FMPFSC extends our sincere thanks to TC Energy for their continued partnership and generous support to the following departments, each of which received our Fire Prevention Week education kits.



Energy Connected: TC Energy

Every day, our 6,500+ employees proudly connect the world to the energy it needs by safely and efficiently moving, generating and storing the energy North America and the world rely on. We don't just deliver energy—we empower people and progress. By putting safety first, we protect our people, communities and the environment.

Safety is fundamental to how we deliver on this commitment. It is our number one value and is embedded into every stage of our operations. Our teams conduct regular emergency drills and collaborate with local authorities on preparedness programs, emergency response training and awareness initiatives to strengthen local resilience and protect lives where we live and work.

Should there be an opportunity for a TC Energy representative to visit or present to your department at an upcoming training night or Mutual Aid meeting, we would be happy to attend. Please contact: **Gretchen Gordon, Team Lead, Community Relations Canada** at ***gretchen_gordon@tcenergy.com*** or ***905-951-4336*** to schedule.

Media & Public Events: Kicking Off Test Your Smoke Alarm Day with KIDDE

1,350 Combo Alarms: One Powerful Partnership!

For this year's Test Your Smoke Alarm Day campaign, the FMPFSC and Kidde chose two areas to help bring much needed lifesaving smoke alarms to communities across Ontario:

One in the Greater Toronto Area and one in Eastern Ontario.





At Central York Fire Services, Kidde donated 800 Kidde Detect Combination Alarms with 10-year lithium-ion battery backup with an approximate retail value of over $70,000 to support the department's annual door-to-door alarm and education campaign. Firefighters bring working alarms and practical safety advice directly to residents, helping more families take an important step toward protecting their homes.

Brighton Applefest



A few days later, at Brighton Applefest where approximately 15,000 people attended, Kidde donated 550 detect combination alarms with 10 year lithium-ion battery backup with an approximate retail value of $50,000 to seven fire departments serving a large part of Eastern Ontario.



The two events brought firefighters and community members together to talk about a message that matters everywhere: alarms only help protect you when they work. Local media helped carry that message beyond the events and into more homes.



This partnership brought together donated alarms, local fire departments and media reach to support communities in two regions of the province. The FMPFSC is grateful to Kidde for its continued support of Ontario's fire service and the communities it protects.

We're already looking forward to kicking off next year's TYSAD campaign!

New Products at Our Distribution Centre

A New Fundraising Opportunity for Fire Departments

A way for fire departments or their associations to raise funds while helping their communities stay prepared and protected.



Available on our website in 2.5lb (non refillable) & 5.5lb (refillable) Rated for Class A, B & C fires

Why offer an extinguisher fundraiser?

- Great way to generate additional funds for your fire department or fire associations
- Promote fire-safety awareness in your community
- Easy to promote through your department's newsletter, social media, website, and community events

For more information, contact: orders@firesafetycouncil.com



ITEM SPOTLIGHT

Cigarette Extinguisher

This educational tool promotes safe disposal of smoking materials

CARELESS SMOKING IS THE LEADING CAUSE OF FATAL HOME FIRES IN ONTARIO.

COMING SOON

CUSTOMIZABLE CHALLENGE COINS



Developing affordable customizable coins for fire departments!

BABY BEEPA KEYCHAIN



Meet Baby Beepa!
A mini version of your favourite fire safety mascot, now ready to be on the go!

BEEPA STOCKING



Bring some Beepa cheer to the holidays with a festive new colouring stocking!

Beepa in Action

Beepa is Reaching Communities Across Ontario!





@js_bunch_of_bricks



HOW'S YOUR DEPARTMENT USING BEEPA?

Share your Beepa creations with us!
Send us your photos and videos showing how your department is using Beepa to promote fire and CO safety.



BE THE FIRST TO KNOW WHAT'S HAPPENING AT THE FMPFSC

Stay up to date with our quarterly newsletters by following us on social media and subscribing to our email updates. You'll be the first to hear about the latest news, new resources, and what's happening at our distribution centre.

Sign Up

Visit our website: **www.firesafetycouncil.com**