

12th Annual New Jersey Juvenile Firesetter INTERVENTION CONFERENCE

Social Media: Spreading Information at the Speed of Fire
For Fire Service, Mental Health, Law Enforcement, Social Service, and Educational Professionals

DECEMBER 4 - 5, 2014

MIDDLESEX COUNTY FIRE ACADEMY

Presented by: New Jersey Division of Fire Safety & Kean University
In association with NJ Chapter of International Association of Arson Investigators



MISSION STATEMENT

Our Goal is to bring together State and County resources in the common goal of addressing the issue of juvenile fire setting throughout the state. We also aim to provide existing county juvenile fire prevention programs the support necessary to continue their vital mission and make every effort to aid in the development of programs in the counties where none exist.



2014 “Social Media: Spreading Information at the Speed of Fire”

Social media is everywhere – especially for juveniles today. At the 12th Annual New Jersey Juvenile Firesetter Intervention Conference we will be examining the latest trends in social media today and the effect it is having on young people. We will focus on the implications of sharing virtual content – especially as it relates to juvenile firesetting and the fire service at large. The powerful effects of social media – both positive and negative – are growing by the minute. How can we lessen social media’s negative impact and use its vast influence for good?

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Agenda

THURSDAY, DECEMBER 4, 2014

7:30 AM – 8:30 AM	Conference Registration & Breakfast
8:30 AM – 9:30 AM	Welcome Address – Amphitheater William Kramer, Acting Director New Jersey Division of Fire Safety
Keynote Address	Dr. Wendy Lader President/Clinical Director S.A.F.E. Alternatives Program
9:30 AM – 12:00 PM	Morning Classes in Session
12:00 PM – 1:00 PM	Lunch
1:00 PM – 3:30 PM	Afternoon Classes in Session

FRIDAY, DECEMBER 5, 2014

8:30 AM – 9:30 AM	Breakfast
9:30 AM – 12:00 PM	Morning Classes in Session
12:00 PM – 1:00 PM	Lunch
1:00 PM – 3:30 PM	Afternoon Classes in Session



THURSDAY MORNING DECEMBER 4, 2014 PROGRAM TIMES AND DESCRIPTIONS

9:30 AM to Noon

1

SO I SELF-INJURE, WHAT'S THE BIG DEAL?

Instructor: Dr. Wendy Lader

In the past decade, self-injury has grown from an obscure psychiatric symptom to a mainstream problem. First responders often feel unprepared to deal with those who engage in self-directed violence. Learning how to respond in a healthy and helpful manner is essential and can serve as the first step in recovery from self-injurious behavior.

9:30 AM to Noon

2

PROACTIVE MEDIA RELATIONS

Instructor: Lt. Michael O. McLeieer

This presentation will highlight the methods available to build relationships with the local media and invite them to become a partner before a major incident occurs. Following the job performance requirements and knowledge, skills and abilities of the N.F.P.A. 1035 Standard for Juvenile Firesetter Intervention Specialist II and Public Information Officer, participants will understand how to develop and deliver a community awareness program. Each participant will utilize local youth firesetting data and understand the importance of establishing program policies and procedures when working with the media. A focus will be placed on recognizing available media resources, marketing strategies and methods of media dissemination including community demographics and intervention resources.

9:30 AM to Noon

3

AUTISM, SOCIAL MEDIA, AND JUVENILE FIRESETTING

Instructor: Adrienne P. Robertiello

The purpose of this training will be to provide practical information about the positive and negative effects of social media and the internet related to juvenile firesetting and children/adolescents affected by autism spectrum disorder. The objective is to learn and obtain practical information, tools, and resources to increase the understanding of individuals affected by autism spectrum disorder, as well as understand behaviors associated with ASD and some methods for behavior modification. The course will also identify interview and assessment challenges and adaptations for this population and recognize issues related to ASD and social media/internet.

THURSDAY AFTERNOON DECEMBER 4, 2014 PROGRAM TIMES AND DESCRIPTIONS

1:00 PM to 3:30 PM

4

SOCIAL MEDIA AS YOUR FRIEND

Instructor: Kathi Osmonson

The internet is a fact of life, and social media is here to stay. We can use social media and other internet opportunities to deliver our messages to their intended audiences. Minnesota is actively pursuing many internet and social media options to create awareness of and recruit partners for our youth firesetting prevention and intervention programs. We are using the internet to assist in interventions where resources are scarce. Come learn and share ideas on how to combat some of the negative influences of social media.

1:00 PM to 3:30 PM

5

WHAT'S TRENDING? THE POWER OF SOCIAL MEDIA

Instructor: Joseph Zobel

Learn the amazing power that social media has on influencing youth today. Learn the thought process behind high-risk behaviors such as fire setting, unintentional injury, and the problems you may face because of generation gaps. Introduce strategies that safety experts can utilize to properly assess these issues. Objectives include identifying various types of thought processes from and youth's perspective and defining the pervasiveness of social media in youth culture. We will also describe the types of risky behaviors displayed by youth in social media and identify the various social media venues commonly used by youths.

1:00 PM to 3:30 PM

6

THE ROLE OF THE INTERVIEW, SUBJECT DECEPTION, AND THE APPLICATION OF INTERROGATION TECHNIQUES IN AN INVESTIGATION

Instructor: Paul Zipper

This block of instruction is designed for a multidisciplinary audience interested in discussing interview strategies, observing deception in a practical setting and witnessing their application in an interrogation. Students will be provided case information and required to work through cases with the instructor in an effort to develop an interview strategy. Ultimately students will be tasked with developing an interrogation strategy and see it's practical application. Students should expect the lecture material to be presented in an interactive format. This class is designed for all levels of experience. Students are only required to bring their life experience and a willingness to learn, to class.

FRIDAY MORNING DECEMBER 5, 2014 PROGRAM TIMES AND DESCRIPTIONS

9:30 AM to Noon

7

MEDIA TOOLKIT

Instructor: Lt. Michael O. McLeieer

Media interviews are opportunities to communicate life-saving fire safety and prevention information. You have the opportunity to tell your community how to stay safe, but do you know where and when to begin? This presentation will highlight the essential items necessary in any media toolkit and how to conduct an interview following a fire, when the public's interest and attention are at a peak. In addition to providing the facts about the fire, you also can share one or more messages that encourage the viewer / reader to take action that could save a life.

9:30 AM to Noon

8

SOCIAL MEDIA AND THE FIRE SERVICE

Instructor: Jim Aleski

In the past decade, social media applications have transformed the way people communicate and exchange information. Tools such as Facebook, Google +, Twitter, Instagram and YouTube are used by hundreds of millions of people around the world. Users come from nearly all socioeconomic, age, and cultural backgrounds. It is essential for modern fire service organizations to understand how these tools are being used and by whom. Technological opportunities now exist, allowing agencies to engage with the populations they serve like never before. This two-way interaction offers great potential to gain situational awareness, converse with stakeholders, and influence the way community members understand and manage risk. Our objective is to provide an understanding of what social media is and ways these tools can be used by the fire service and other public safety agencies to engage their stakeholders. This is not primarily a "how" course but a "why" one.

9:30 AM to Noon

9

WHAT ARE THEY THINKING?! ADDRESSING THE ISSUE OF FIRE MISUSE IN SOCIAL MEDIA

Instructor: Karla Klas

Learn about the powerful influence of social media on today's youth and the potential impact it has on high-risk behaviors including firesetting, experimentation, bomb-making, and unintentional injury. Explore strategies in interventions that safety experts can utilize to address this evolving issue. Objectives include defining the pervasiveness of social media in youth culture and exploring potential injury prevention strategies to address the issue of increased displays of risky behaviors in social media.

FRIDAY AFTERNOON DECEMBER 5, 2014 PROGRAM TIMES AND DESCRIPTIONS

1:00 PM to 3:30 PM

10 HOW TO SET FIRE TO YOUR OWN HOME: SOCIAL MEDIA, ADHD, AND JUVENILE FIRESETTING

Instructor: Linda Nishi-Strattner, Ph. D.

Participants will learn about Attention -Deficit Hyperactivity Disorder, juvenile firesetting, social media, and how these interact. Positive and negative aspects of internet and social media will be discussed. Participants should leave this presentation with an understanding of how technology amplifies the danger of juvenile firesetting and with ideas about how to keep pace with our Internet and technology-savvy youth.

1:00 PM to 3:30 PM

11 ADDRESSING MEDIA DYNAMICS WHEN INTERVIEWING YOUTH WHO ARE INVOLVED WITH DANGEROUS/ INAPPROPRIATE USE OF FIRE

Instructor: Joseph Ehrhardt and Helge Nordtveit

This training will begin with a review of the essential elements to conducting an effective family interview and in particular, engaging youth in conversation about their dangerous and/or inappropriate use of fire. Once these components have been established or re-established within the class, the instructors will link interview requirements and skills to several media/social media dynamics. These dynamics will include but not be limited to: 1) Texting and message resolution, "That's not what I really meant!"; 2) Cyber-bullying and challenging (2014 edition of "Truth or Dare"); 3) Resolving the "consequence- free" concept of YouTube in adolescents ("The Fire Challenge"); 4) The potential threat of misguided adolescent social media at the disposal of radicals/anarchists in America (The Torching Appreciation Association) ; 5) O.P.R.A. vs. H.I.P.P.A. – The need for legal interpretations in protecting families of youth who misuse fire. Students will be expected to actively participate in discussions, to interpret media presentation, and to participate in the interpretation of scenarios based on actual youth interviews.

1:00 PM to 3:30 PM

12 WHAT MAKES THEM TICK?

Instructor: Jessica Gotthold

The primary objectives of this class are to help students identify and gain an understanding of youth firesetters and bomb-makers and what motivates them. This is especially important for fire and police investigators who inevitably come into contact with juvenile offenders. Understanding the root causes of these violent acts leads to more successful case outcomes and comprehensive prevention programs. As it is said in the youth firesetter intervention world, all big fires start small. Fundamental knowledge of youth firesetting and bomb-making may ultimately change the outcome of an almost assured tragic event.

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CONFERENCE DIRECTIONS

MIDDLESEX COUNTY FIRE ACADEMY

1001 Fire Academy Drive, Sayreville, NJ 08872 732-727-0008

Via Route 9 / Route 35 Northbound: Come up through South Amboy into Sayreville. Do not go over the bridge. Take the exit on to the Route 9/Route 35 circle. The sign for the exit reads North 35. The ramp is just after a large sign marked Colosseum (sic). At the bottom of the ramp merge right into the circle, then move quickly to the left lane to go around the circle. Bear left going around the circle, passing the Amboy Cinemas. After going under Route 9, merge to the right and take the first right turn-off, on to Chevalier Drive, just past the Sayreville Motor Lodge (Note: Chevalier Drive street sign may be missing, look for signs for Garden State Parkway "South"). After 1/4 mile (just past the Parkway entrance) turn left on to Main Street (large church at corner). After 3/4 mile take the exit for Kennedy Drive. At the bottom of the ramp turn right into the Academy.

Traveling from Perth Amboy on Route 35 Southbound: Take Route 35 south, crossing the Victory Bridge, and passing the back of Amboy Cinemas. Follow the Route 9/Route 35 circle under Route 9. After going under Route 9, merge to the right and take the first right turn-off, on to Chevalier Drive, just past the Sayreville Motor Lodge (Note: Chevalier Drive street sign may be missing, look for signs for Garden State Parkway "South"). After 1/4 mile (just past the Parkway entrance) turn left on to Main Street (large church at corner). After 3/4 mile take the exit for Kennedy Drive. At the bottom of the ramp turn right into the Academy.

Via East Brunswick / South River via Route 535: Route 535 is Cranbury Road in East Brunswick. It becomes Main Street in South River. Travel North on Route 535 through South River and over the Veterans' Memorial Bridge, stay in left lane. At the light after the bridge go straight on to Washington Road. At the next light, (this will be the second traffic light after crossing the bridge) turn left on to Main Street. Proceed to the fourth traffic light (approx. 5 miles) and make a left into the Fire Academy.

Via the Garden State Parkway Northbound: Take Exit 125 (just after the Raritan tolls and before the bridge). At the bottom of the ramp turn left on to Chevalier Drive, then make the first left on to Main Street (large church at corner). After 3/4 mile take the exit for Kennedy Drive. At the bottom of the ramp turn right into the Academy.

Via the Garden State Parkway Southbound: Take Exit 124 (just after the Raritan tolls). At the bottom of the ramp turn right on to Main Street and after a few hundred feet make the first right on to Kennedy Drive. Stay on Kennedy Drive for 3/4 of a mile, through the traffic light, and straight into the Fire Academy.

Via Route 9 Southbound: Take Route 9 south from Woodbridge over the Raritan River. Take the first exit (marked South Amboy Business Center). At the bottom of the ramp take the first right turn on to Chevalier Drive just past the Sayreville Motor Lodge (Note: Chevalier Drive street sign may be missing, look for signs for Garden State Parkway "South"). After 1/4 mile (just past the Parkway entrance) turn left on to Main Street (large church at corner). After 3/4 mile take the exit for Kennedy Drive. At the bottom of the ramp turn right into the Academy.

From the New Jersey Turnpike North or South: Take Turnpike Exit 11 for the Garden State Parkway (GSP). After the tolls, bear left and on to the Garden State Parkway (GSP) traveling south. From the GSP take Exit 124 (just after the Raritan tolls). At the bottom of the ramp turn right on to Main Street and after a few hundred feet make the first right on to Kennedy Drive. Stay on Kennedy Drive for 3/4 of a mile, through the traffic light, and straight into the Fire Academy.

CLICK THE LINK BELOW TO REGISTER FOR THE 12TH ANNUAL NEW JERSEY JUVENILE FIRESETTER INTERVENTION CONFERENCE

<http://www.keanfiresafety.com/juvenile-firesetter-registration-form-2014/>

CLICK THE LINK BELOW TO RESERVE YOUR HOTEL ROOM AT THE SHERATON EDISON HOTEL RARITAN CENTER

<https://www.starwoodmeeting.com/Book/FireSafetyTraining>



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WORLD-CLASS EDUCATION

CONFERENCE INSTRUCTOR BIOGRAPHIES

Jim Aleski

Jim Aleski has more than 17 years of fire, emergency management, and emergency medical service experience, serving in municipalities with volunteer, combination, and career departments. He has been a career firefighter/EMT in the Cherry Hill (NJ) Fire Department since 2007. He also serves as a public information officer for the CHFD and is the administrator of the department's social media accounts. Prior to becoming a career firefighter, he worked for over twelve years in the film and television industry producing television commercials and promos for major national and international clients. He holds a Bachelor's of Science in Mass Communications from Emerson College and will be graduating with a Master's of Science in Fire and Emergency Management Administration from Oklahoma State University in December 2014. He resides in Middlesex County, NJ with his wife Karen, and sons CJ and Max. He can be reached at jaleski@gmail.com.

Joseph Ehrhardt

Mr. Ehrhardt is a retired 33 year juvenile justice veteran who also has been a volunteer firefighter for 31 years. Joe was an administrator for the Middlesex County, N.J. Department of Corrections and Youth Services, where he was the on-site supervisor of the Middlesex County Youth Shelter for 22 years. Joe was also the supervisor of the Middlefields Group Home and held several administrative positions at the Juvenile Detention Center. Joe's responsibilities also involved a comprehensive fire safety program for the Department and many special assignments in security and safety. While employed by Middlesex County, Joe was a key player in establishing a juvenile fire setter intervention program for the County in 1992. He was also a County Hearing Officer and was an adjunct instructor at Rutgers University and Middlesex County College for 20 years.

Joe is a life member of the Nottingham Volunteer Fire Company where he has also held two terms as President and remains active to this date. Since his retirement in 2010, Joe has served Hamilton Township Fire District #7 Bureau of Fire Prevention as a volunteer Fire Safety Educator and has initiated a juvenile fire setter intervention program for the Township and for Mercer County. He remains the Co-Chair of the Middlesex County FireWatch Program with Helge Nordtveit and is an adjunct instructor for Kean University and the New Jersey Division of Fire safety.

Karla S. Klas, BSN, RN, CCRP

Karla manages the University of Michigan Trauma Burn Center's nationally acclaimed community and family-centered injury prevention programs. Her 21-year background in critical care nursing, education, prevention, and research has produced 3 textbook chapters, several grant awards, and 20 medical journal articles. She is a National Fire Academy graduate and holds multiple specialty certifications. Karla serves on several committees devoted to injury reduction including: American Burn Association Burn Prevention, IAFF National Youth Firesetting Database, Michigan Arson Prevention, Metro Detroit Fire Inspectors Society, U-M Injury Center External Advisory, etc. Karla was awarded the Michigan Fire Inspectors Society's "2012 Public Educator of the Year" and the ABA's "2013 Burn Prevention Award." Karla speaks throughout the nation on burn/trauma injuries, safety, prevention, and youth firesetting. Audiences commend Karla's ability to dynamically present cutting-edge information with clarity, humor, and insight into everyday application.

CONFERENCE INSTRUCTOR BIOGRAPHIES

Wendy Lader, Ph.D.

Dr. Lader, is co-founder and clinical director of the S.A.F.E. (Self Abuse Finally Ends) Alternatives® Program as well as CEO of Mending Fences, a residential dual diagnosis program. An internationally recognized expert on the treatment of self-injury, she lectures extensively on the subject and is co-author of the book, *Bodily Harm: The Breakthrough Healing Program for Self-Injurers* as well as *Self Injury: A Manual for School Professionals*. She also served as the expert for a training video on Self-Injury for the American Psychological Association. Dr. Lader is co-founder of the Self-Injury Foundation and a founding member of the International Society for the Study of Self-Injury.

In affiliation with the S.A.F.E. Alternatives® Program, Dr. Lader has been featured on a variety of TV programs such as Dateline NBC, 20/20, ABC World News Tonight, CNN, Good Morning America, The Today Show, Dr. Drew and CAPA TV (Paris). In addition, she is cited frequently as an expert by the media, including The New York Times Magazine, The Chicago Tribune, Counseling Today, Teen People, Newsweek, Time, U.S. News and World Report and Marie Claire (Paris).

Lt. Michael O. McLeieer

Michael McLeieer has been in the fire service for 20 years and currently serves as the Public Information Officer and Lieutenant in charge of Community Risk Reduction for the City of Olivet (MI) Fire Department. He is the co-author of the new National Fire Academy Youth Firesetting Prevention & Intervention course and a frequent instructor for N.F.A. Michael also serves as the training and scheduling coordinator for youth firesetting programs for the Massachusetts Firefighting Academy / Department of Fire Services, is the Treasurer and a Past President of the Massachusetts Institute of Fire Department Instructors, Chair of the River Valley Juvenile Firesetting Coalition serving northern Essex County Massachusetts and was elected to the Board of Directors of the Michigan State Firemen's Association. Lt. McLeieer was one of 13 presenters from across the United States and Canada, and the only person from Massachusetts or Michigan, selected to present on model fire prevention programs at the Vision 20/20 Symposium held in Reston, VA May 4-6, 2012.

Michael lectures internationally on model fire prevention programs, specifically ways to develop and sustain youth firesetting prevention and other public education programs, ways to build rapport with community leaders and the media as well as how to leverage support including alternative funding sources through public / private partnerships, especially important during the recent financial crisis. He is also the founder and President of E.S.C.A.P.E. Inc., a non-profit charity that works full time to teach children and adults techniques in fire prevention, using service canine Jake the Fire Safety Dog, as well as teaching CPR and first aid. On May 20, 2013, Michael was the recipient of the Liberty Mutual Insurance National Firemark Award for Community Service and Public Education. This prestigious and highly competitive award also earned his former department, the Merrimac (MA) Fire Department, a \$10,000 stipend to be used to expand the department's Community Risk Reduction outreach and maintain a focus on firefighter and community safety.

CONFERENCE INSTRUCTOR BIOGRAPHIES

Linda Nishi-Strattner, Ph.D., ABPP

Dr. Nishi-Strattner is a board-certified clinical psychologist in independent practice in Portland, Oregon. She has been involved with the Oregon State Fire Marshal Juvenile Firesetters Treatment Task Force since its inception in 1994, helping to write the monograph, "The Cycles of Firesetting: An Oregon Model," and she contributed to David Kolko's book – Handbook on Firesetting in Children and Youth (2002). She provides psychological evaluation and treatment to juvenile firesetters, case consultation to other professionals, and program consultation and training regarding the psychological issues related to juvenile and adult firesetting. She had worked with research teams at Oregon State Hospital and at CARES-NW, researching various aspects of juvenile firesetting. She has been an instructor for the Washington County Fire Academy since 2002 and for the Tri-County Fire Safety Academy and Oregon Youth Authority since 2006. Dr. Nishi-Strattner has been an invited speaker at conferences both nationally and internationally on topics related to juvenile firesetting since 1986.

Helge Nordtveit

Mr. Nordtveit is in his 40th year of Fire Service. Spanning a career that started in the Volunteer Fire Service in Woodbridge Township and includes his retirement after 25 years of service to the Township of Cranford as a Captain, Tour Commander and Department Training Officer. Helge is a New Jersey Division of Fire Safety certified Fire Official/Fire Marshal working for the Iselin Fire District #11 in Woodbridge Township for over 25 years. He possesses a New Jersey Uniform Construction Code License as a Fire Protection Inspector, Fire Sub-Code and Construction Official. The knowledge and experience gained from this code enforcement experience provides an excellent understand of Fire and Life Safety concern and issues for the Public and Emergency Responders.

Helge is a member of the instructor staff at the Middlesex County Fire Academy in Sayreville NJ and teaches classes on all aspects of firefighting, emergency scene management, fire prevention and firefighter safety. Helge has been an advocate for the Prevention and Intervention of Youth Set Fires for over 23 years. He is a founding member of the Middlesex County FireWatch Program and currently serves as a co-chairperson. He serves on the N.J. Fire Commission, Juvenile Firesetter Prevention Advisory Council. He has provided countless trainings addressing the issues of youth set fires and is a contract instructor for the National Fire Academy, Youth Firesetting Prevention and Intervention Class.

CONFERENCE INSTRUCTOR BIOGRAPHIES

Kathi Osmonson

Deputy State Fire Marshal Kathi Osmonson has both volunteer and career firefighting background totaling 25-years on the trucks, and a passion for fire prevention, including education, enforcement and investigation with a sweet spot for youth firesetting intervention. She is an adjunct instructor with the National Fire Academy and Minnesota State Colleges & Universities. She has developed an IFSAC approved Minnesota Youth Firesetting Prevention & Intervention Certification in conjunction with the Minnesota State Fire Certification Board and is working on mental health care certifications as well. Her core team of YFPI professionals has developed the Minnesota Model program of baseline educational materials for all ages focusing on firesetting PREVENTION and intervention. Currently she is building regional multi-discipline coalitions of Youth Firesetting Prevention & Intervention professionals so that no Minnesota family is more than one hour away from services. Coalitions include but are not limited to fire service educators, juvenile justice, mental health, social services and law enforcement.

Adrienne P. Robertiello

Ms. Robertiello is a strong community advocate who steers collaborative initiatives to facilitate the inclusion, participation, and safety of individuals with autism and their families within community settings. Through generous funding from Kohl's Cares, Ms. Robertiello has developed and implemented several community education initiatives including *Autism and Safety – It's Unpredictable*, *The Community Hub*, and *Real Life Tips for Kids with Autism*. As part of these and other programs, she educates and presents to families, schools, community service providers, first responders, organizations, religious communities, governmental agencies, as well as other members of the community. Ms. Robertiello is also a parent of a child with autism spectrum disorder.

Joseph Zobel

Mr. Zobel started his fire service career in Haddon Heights, NJ, where he served as a Junior Firefighter. He continued to serve with the Haddon Heights Volunteer Fire Department, while attending Montclair State University. During this time, he began working for the University's Department of Fire Safety, as a student inspector. When he graduated with his Bachelor's Degree in Communications, Joseph gained fulltime employment in the Department of Fire Safety, as a fire inspector, and, subsequently, moved to Little Falls, NJ, where he joined the Little Falls Fire Department, Signac Engine Company #3. Joseph is a certified Juvenile Fire Setter Intervention Specialist and Educator, conducting public outreach programs through the University. He is currently pursuing a Master's Degree in School Counseling from Montclair State University and is in his last year of study. Joseph's interests are in fire prevention and youth issues. His experience and academic achievement make him an authority in youth issues. As a young adult, Joseph is able to appreciate the relationship between youths and adults, between the old ways and the new ways. He hopes to bridge this gap through working collaboratively with academics, fire service professionals, and mental health professionals.