

What Clarington firefighters want you to know this summer

Clarington has launched a new summer public education campaign featuring local firefighters from its five fire stations, sharing safety tips they wish every resident knew.

Through a series of social media videos, residents will meet the people behind Clarington Emergency and Fire Services (CEFS), hear about common fire risks and learn how small actions at home can make a big difference. The campaign explores the three parts of

fire safety: preventing emergencies where possible, detecting danger early and showing how firefighters prepare and respond when help is needed.

Five safety tips from Clarington firefighters

Stay with your cooking. Most kitchen fires start when someone leaves the room for just a minute.

Charge lithium-ion batteries safely. When charging things like e-bikes, e-scooters, power tools, laptops

and phones, use hard, flat surfaces and avoid charging overnight where possible.

Know the rules before lighting a backyard fire. Recreational fires must comply with Clarington's open-air burning requirements. See if your backyard can have a fire at www.clarington.net/OutdoorFireGuide.

Test your smoke and carbon monoxide alarms regularly. Working alarms provide the early warning needed to get out safely.

without nearby hydrants? Or how crews ensure they have everything they need for an ice water rescue, serious collision or other complicated emergencies?

The campaign also takes residents behind-the-scenes of emergency response in Clarington, highlighting some of the people, equipment and investments helping firefighters prepare for all types of emergencies and protect a growing community.

Two new supertankers that support firefighting in areas without nearby hydrants. Each can draw water from

nearby ponds, creeks and other water sources and carries double the water of a standard tanker – that's enough to fill an average above-ground pool.

A new rescue truck equipped with specialized tools for a wide variety of complex situations. It also provides a rehabilitation space where people can recover during long emergency incidents.

More full-time firefighters, ready to respond fast, with Fire Station 1 in Bowmanville recently expanding to a two-crew hall, helping ensure more

firefighters are available when calls come in.

One of the service's largest recruitment efforts in recent years, with 20 volunteer firefighters moving into full-time roles and 19 new volunteer firefighters joining the team.

Specialized training that prepares firefighters for evolving emergencies, from battery fires, wildfires and other complex rescue situations.

New gear-washing equipment that helps remove harmful contaminants from protective gear after emergency calls.

TAKE THE THREE SECOND TEST!!!

Turn to any page in this newspaper.
Look at any ad for the count of three. Then turn page.
Tell me what you remember of that ad or page?

Can you recall product?
Can you recall phone number?
Can you recall what was advertised?
Can you recall address?
Can you recall company name?
Can you recall any pictures?
Can you recall any logos?

If little or nothing. You just proven why
BUS ADVERTISING, BILL BOARDS
ELECTRONIC ROAD SIDE SIGNS do not work.

WHY: - Normally when people are driving they are constantly looking around for all kind of safety reasons. Three seconds tends to be the rule for determining decision making. When looking at a bus. People look for safety first then what is actually on the bus. This compounded with the fragmented artwork due to windows and doors. The average person does not truly see the ad. They notice a bus in motion and maybe the color. Not the messages on it. Much like when you turned the page. You could retain some minute detail but not the whole message.

On a billboard. The key to advertising is simplicity. More than two points. The readers will not be able to retain any information. Therefore the sign will be rendered useless.

Electronic road side signs - Same principle. The high color and light affect in many cases even though appealing. It is also very confusing for the mind to retain any information.

Priority is the wow factor of the brightness, (one second). Then word recognition (two seconds). Finally, understanding of what the eye has just witnessed.

These form of advertising do not generally work and can be very costly. The key or purpose for these forms of media to have an impact. It relies on respecting the three second rule.

What this means is that the message has to be contained and clear as for bus advertising. Many try to put too much in a bus that has windows and moving doors. This making the ads look like a badly composed ransom note.

For Electronic road side signs and signs in general. Most advertisers again do not respect the three second rule. Drivers, walkers do not sit there and read signs. They glance and move on. If a service or product is needed. It is highly speculated that they will not have a pen and paper ready to take down the advertisers information.

Online advertising/social media. Online/social media advertisement operates on a three click rule. If your viewer fails to go to the particular interest in three clicks. Viewer will just move on and or 'x' it off. Look at the number of 'Likes'.

What is the answer?

Newsprint advertising has gone through some major transformations in the past 15 years. Those, that failed to adjust have fallen, declared bankruptcy.

The bottom line is that newsprint advertising has decades of proven success.

WHY: People like to have information in their hands. Easy access and simple. Anyone can turn a page. Not everyone can find an online site and or afford internet.

Information in news print is reliable and comes from a source known in the community.

Social media has become nothing short of a public toilet. Everyone uses and abuses it. From entities pretending to be reputable companies to the many fraudsters.

Online information has become unreliable and manipulative as it plays on people's weaknesses.

There is no value in no cost. With news print. You pay for a subscription to be assured to have reliable information.

Advertisers, they get what they pay for.

VALUE. As newsprint may change but never go away

MORE TAX PAYERS WASTED

The City of Oshawa is eyeing the purchase of a downtown building for use as a Queen's University medical training facility. Queen's confirmed a partnership with the city to consider a downtown site that could serve as a "home base for training physicians in Durham." It would be located at 117 King St. E., the former location of the Oshawa Clinic.

Municipalities have the right to deal with certain matters confidentially in "closed sessions" of council. The only two times this has come before Oshawa's council — once in 2025, then in June 2026 — have been in closed sessions, and all related reports are confidential.

Leaked amount over 20 million dollars.

This is taxpayers money to be wasted just before an election. Just like the 50 million on the GM centre under John Gray administration.





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