

# The Role of Community Risk Reduction in the Fire Service

TAKING CARE OF PEOPLE

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## What is CRR?



► Process to identify and prioritize local risks, followed by the integrated and strategic investment of resources (emergency response and prevention) to reduce their occurrence and impact.

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## Why is CRR important?



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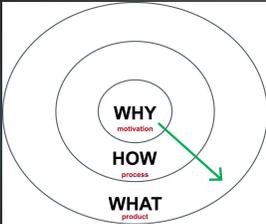
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## Why is CRR important?



- ▶ REMEMBER THE "WHY"
- ▶ TAKE CARE OF PEOPLE
  - ▶ VALUE DRIVEN
  - ▶ CONNECTION
  - ▶ INNOVATION

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## Where are we coming from?



- ▶ Fire Service Tradition
  - ▶ Fire Prevention
    - ▶ Code Enforcement
    - ▶ Inspections
  - ▶ Public Education
    - ▶ Children
    - ▶ Global Campaigns
  - ▶ Emergency Management
    - ▶ Disaster Response

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## Where are we now?



- ▶ Established body of work
  - ▶ Standards Established
  - ▶ Universal Campaigns
  - ▶ Successful!
  - ▶ Global Approach
  - ▶ Solid core of work

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### Where are we headed?



- ▶ Diversity of thought breeds innovation!
  - ▶ Core Services
  - ▶ Alternative services
  - ▶ Healthcare
  - ▶ Community needs specific
  - ▶ Alternative Funding

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### How do we get there?



- ▶ Research! Research! Research!
  - ▶ Data focused
  - ▶ GIS
  - ▶ Frequency vs severity
  - ▶ National focus

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### How do we get there?



- ▶ Stakeholder Engagement
  - ▶ Community Groups
    - ▶ Embrace diversity
  - ▶ Elected Officials
    - ▶ Local focused
  - ▶ Labor Groups
  - ▶ School Districts
  - ▶ Private Business
  - ▶ Industry Affiliations

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### Key Thoughts

- ▶ Define CRR for your community!
- ▶ Never forget the "WHY"
- ▶ Embrace Diversity of Thought
- ▶ Challenge the Status Quo



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# THANK YOU!

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