

Washington Fire Chiefs Annual Conference

National Fire Service Issues... Impact or Role of Politics?

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National Fire Service Issues

- Advancing Technology and Big Data
 - Data Driven Decisions – Organizational, Field...
 - New Tools: Drones, PPE, Digital Tools
 - Impact of Social Media on Personnel & Department
- All Hazard Preparedness, Mitigation & Response
 - No Notice Catastrophic Incidents – “Cascadia, etc.”
 - Wildland Fire Challenges
 - Changing Standards of Coverage

National Fire Service Issues

- Fire-Based EMS – Funding Alternatives
- Political Landscape
 - Social Challenges
 - Evolving Demographics
 - Arrival Of Millennials In The Fire House And Maximizing Their Contributions
 - Mentoring Next Generations of Leaders
 - Impact of Social Media
- Community Risk Reduction (CRR)
 - Examples

National Fire Service Issues

- What's Politics Got to Do With It?

Politics

The activities associated with the governance of a country or other area, especially the debate or conflict among individuals or groups having or hoping to achieve power.

1. Art or science of government
2. Art or science of guiding or influencing government policy
3. Competition between competing interest groups
4. Total complex of relations between people living in society

Synonyms: government, affairs of state, public affairs; diplomacy

Apolitical

- Apoliticism is apathy or antipathy towards all political affiliations. Being **apolitical** can also refer to situations in which people take an unbiased position in regard to political matters.
- The Collins Dictionary defines **apolitical** as "politically neutral; without political attitudes, content, or bias".

Political Perception/Reality

- Partisanship
- Corruption
- Public Disagreements
- Multiple Priorities
- Avoidance
- Scarcity
- Various Levels
- Problem Solving
- Influence and Leadership

Community Current and Future Trends

- Aging Infrastructure
- Aging Population/EMS
- Diversity
- Poverty/Middle Class?
- Terrorism/Fire As Weapon
- Speed Of Knowledge Of Significant Events
- Communications
- Social Media
- Community Risk Reduction (CRR)
- Declining Budgets
- External Affairs V PIO
- Fear Mongering (Media? PIOs?)
- Complex Events
- Government Right Sizing
- Stop/Start/Continue
- Global Threats
- Victim Empathy
- Violence Against 1st Responders
- Brown Outs & Staff Reductions
- Changing FF Roles
- Evolving Fire Service Mission

Fire Service Influence

Not one solution for everyone, but shared principles for increasing influence:

- Who? Chief/All Members/Allies
- What?
Communicate/Capabilities/Needs/Gaps/Expectations
- When? Early/Often/On-going
- Where? Local/State/Federal/National
- How? Multiples...

Who to Engage?

- City/County Management Teams
- Elected Officials
- Union Leadership (Labor/Management)
- Employees
- Department Management Staff
- Community Leaders/Stakeholders/Media
- Family
- Everyone Needs to Feel Support and Ownership

What?

- Collect Data & Knowledge – Metrics...
- Plan/Strategize - SWOT
- Identify Bipartisan Issues – Community Safety & Health
- Know Your Community
- Be Involved, Engaged – Build Relationships
- Communicate Capabilities, Needs, Gaps, Expectations, etc.

When?

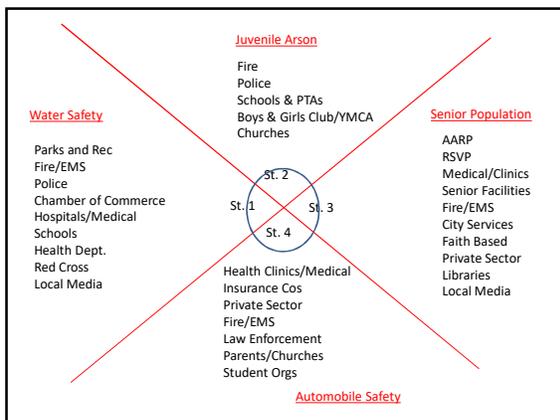
- Early/Yesterday – Before Obvious Need
- Now and On-going – Perseverance and Persistence

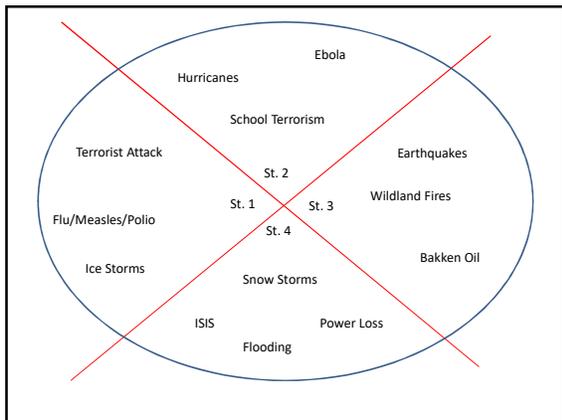
Where?

- Local
- State
- Federal
- National
- Support Other Stakeholders – Look For Opportunities
- Be a Good Partner/Teammate – Network
- Educate at All Levels
- Participate Where We Can – Be Creative!

How?

- Be, Improve and Demonstrate Effectiveness
– Must be Competent, Capable, Expert, Excellent
- Add Value to Your Community
- Be Visible and Engaged
- Be Politically Astute – Local Realities
- Educate
- Utilize Effective Tools/Models – Community Risk Reduction





Most Commonly Named Problems in February 2015
 What do you think is the most important problem facing this country today?
 [OPEN-ENDED]

	Jan-15	Feb-15
	%	%
Dissatisfaction with government	17	17
Economy in general	14	16
Healthcare	5	10
Unemployment/Jobs	7	9
Terrorism	2	8
Education	5	7
Immigration/Illegal aliens	8	6
Ethical/Moral/Family decline	6	6
Federal budget deficit/Federal debt	7	5
Poverty/Hunger/Homelessness	3	4
Situation in Iraq/ISIS	1	4
National security	2	4

Note: Issues mentioned by 3% or fewer not shown

GALLUP

Honesty and Ethics Ratings of Professions Tested Annually, 2008-2010
 Figures represent % "very high" or "high"

	2008	2009	2010	Change, 2009-2010 (pt. pts.)
Nurses	84	83	81	-2
Druggists, pharmacists	70	66	71	+5
Medical doctors	64	65	66	+1
Police officers	56	63	57	-6
Clergy	56	50	53	+3
Bankers	23	19	23	+4
Lawyers	18	13	17	+4
Business executives	12	12	15	+3
Advertising practitioners	10	11	11	0
Members of Congress	12	9	9	0
Car salespeople	7	6	7	+1

GALLUP

NOTE: Gallup stopped including firefighters after September 2001 as they were always in the high 90s as most trusted and possibly skewing other results

What's In Community Risk Reduction?

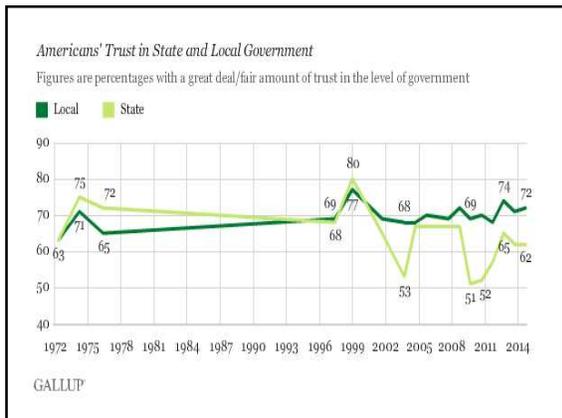
- Teamwork Building
- Facilitation and Networking Skills
- Existing Training Programs
- Working with Data and Research
- Strategic Planning
- Lessons Learned
- Success Stories
- Community Involvement

Why Use Community Risk Reduction

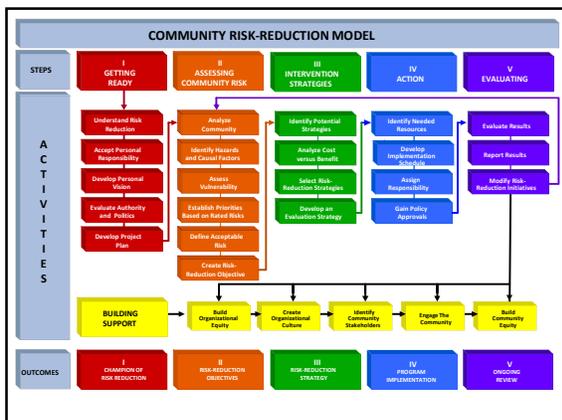
- Freedom of Information
- The Public's Right to Know
- Direct Public Involvement Creates Trust
- Being the Trusted Source (from which friends, family and community get the facts)
- Effective Response to Fear – Build Confidence
- Protecting Public Health and Safety
- Connecting with All Stakeholders
- Builds Capacity – Preparedness - Mitigation

“Why” Continued.....

- Department's Increased Credibility
- Enhanced Citizen Knowledge and Participation
- Job Security
- Greater Number and Support of Stakeholders
- Proactive Demonstration of Value
- Enhanced Resources for Programs
- Relevance for Career and Volunteer Efforts
- Maximize Public Safety - Examples...

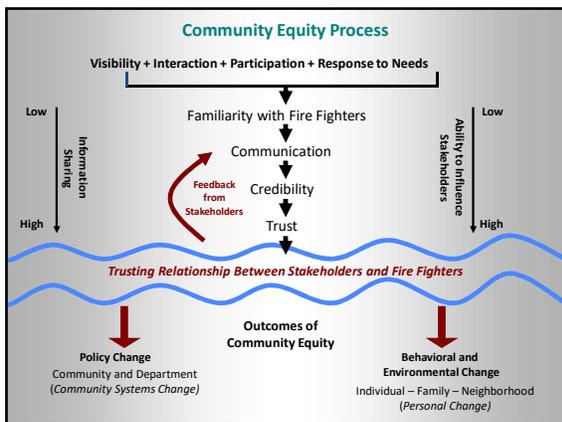


- ### How to Use Community Risk Reduction
- Begin the Discussions (anyone and everyone)
 - Create a Place at the Tables (all tables)
 - Supporting Company Officers and Others
 - Research and Seeking Data Related to Risk
 - New Training Opportunities (int and ext)
 - Inclusion in Ongoing Training (started)
 - Blogs/Social Media/Articles
 - Increased Awareness
 - Working with All Orgs in the “Whole Community”
 - Conferences/Seminars/Colleges/etc.









Questions?
