

# April 2009 Newsletter

## **Courage to Be Safe(sm) Trainer National Seal of Excellence Award**

**Bob Colameta, *Courage to Be Safe(sm)* National Program Manager**



Early this year, 17 *Courage to Be Safe(sm)* trainers were presented with the *Everyone Goes Home*® Challenge Coin. They were presented with the coins as an award based on their performance, classes taught, and student evaluations. These coin recipients also then became eligible to participate in the first *Courage to Be Safe(sm)* National Seal of Excellence Award. To compete they had to write an essay based on select criteria about their thoughts, feelings, hopes, and experiences about being a *Courage to Be Safe(sm)* trainer. Those who accepted the challenge submitted their essay for review by our evaluation committee. Each evaluation committee member independently read each essay. They identified the essays that best met the criteria and exemplified the *Courage to Be Safe(sm)* Train-the-Trainer ideals. Then during a live web conference the evaluation team selected the two essays that they felt best deserved the *Courage to Be Safe(sm)* National Seal of Excellence Award.

**The Winning essays were submitted by Justin Capaul and David Smolka.  
Here are their inspiring essays...**

### **What a Difference a Day Makes...**

As a career captain and volunteer fire chief, I believe that the *Everyone Goes Home*® and *Courage to Be Safe(sm)* programs have changed me personally by bringing the 16 Life Safety Initiatives to the forefront of my thoughts when showing up to work, teaching a probationary firefighter, or encouraging a veteran to think about their actions.

### **Courage, Motivation, Inspiration**

Where do you get the courage to change culture? Where do you get the heart, the will, the determination to make a difference in the fire service? How do you become a leader, gain the trust of your brothers/sisters, and continue to get the job done on a daily basis, both in and out of the firehouse?

## **Strengthening Partnerships to Ensure That *Everyone Goes Home*®**

While he may be the new guy at the U.S. Fire Administration, Glenn Gaines needs no introduction to the *Everyone Goes Home*® program or the National Fallen Firefighters Foundation.

» **Also: Former Fairfax Co. Fire Chief Named as Deputy Assistant Administrator for USFA**

## **Fire Prevention Education: It's Not Just For Kids Anymore**

Lately, so much has been discussed about firefighter safety. We tend to think about firefighter safety as it relates to the fireground, accountability systems, offensive vs. defensive fire strategies, rapid intervention teams, and so on. What often times is left off of that list is fire prevention. Fire prevention and education are key components of firefighter safety.

## **Message from the Advocate Manager**

I want to take this opportunity to personally thank all of the Regional and State Advocates for all the hard work you have demonstrated to help reduce firefighter line-of-duty deaths and make our industry safer.

## Walking the Talk: Training an Essential Part of Survival in Lidgerwood, North Dakota

The morning of March 24, 2009 both Brooks Martin and I had read a news article about a fire in Lidgerwood, North Dakota. The community of Lidgerwood has a 26 member, all volunteer fire department. The success of this incident and lessons learned and reinforced are a direct result of this fire department's commitment to the 16 Life Safety Initiatives and the *Everyone Go Home®* program.

## USFA Announces Arson Awareness Week Theme for 2009

The United States Fire Administration (USFA) announces the theme for the 2009 Arson Awareness Week: Arson for Profit. USFA and its partners on May 3 - 9, 2009 will focus public attention on the alarming statistics about Arson for Profit and hopes to expand the resources and support necessary to reduce this crime.



**PROTECT YOURSELF  
YOUR SAFETY,  
YOUR RESPONSIBILITY.**

[WWW.IAFC.ORG/SAFETYWEEK](http://WWW.IAFC.ORG/SAFETYWEEK) • JUNE 14-20, 2009

### 2009 Safety Week Key Area: Emergency Driving

Emergency Driving is the first of four key areas where SOPs, policies and initiatives - along with the training and enforcement that support them - can limit fire and EMS personnel's risk of injury or death.

- » [2009 Fire/EMS Safety, Health and Survival Week to be Held June 14-20, 2009](#)
- » **2009 Safety Week Website:** [www.iafc.org/safetyweek](http://www.iafc.org/safetyweek)

## Number of Apparatus Crashes Unsettling

With the economy the way it is now, many departments across the country also will be considering refurbishing their rigs instead of purchasing new ones. That option may sound like a good cost-saving idea, but McCormack said fire officials need to be very careful. They must ensure that the work is done properly.



# INITIATIVE SPOTLIGHT

Spotlighting one of the 16 Firefighter Life Safety Initiatives each month

**Initiative #11 - National standards for emergency response policies and procedures should be developed and championed.**

**AND**

**Initiative #16 - Safety must be a primary consideration in the design of apparatus and equipment.**

**More on Initiatives #11 & 16:**

- [Take 5 For Safety: "It's Your Call Series"](#)
- [Firefighter Life Safety Initiatives Research Database - Initiative #11](#)
- [Firefighter Life Safety Initiatives Research Database - Initiative #16](#)
- **USFA Research Projects:** [Health and Safety: Emergency Vehicle Safety](#)
- [AFRL Improves Firefighter Safety](#)
- [Fire Apparatus Manufacturers' Association Resource Library](#)
- [NFPA 1901: Standard for Automotive Fire Apparatus](#)

**More Information:** [16 Firefighter Life Safety Initiatives](#) | **Share a Resource:** [editor@everyonegoeshome.com](mailto:editor@everyonegoeshome.com)

<http://www> **WEB WATCHING**

**Wooden I-Beam (TGI) Test Burn Powerpoint Presentations**

Wooden I-Beam (TGI) Test Burn by the  
Duchess Community College Fire Science  
Program in Poughkeepsie, New York  
» [View & Download the Powerpoints](#)

**Show Us Your Safety Culture**

**FEATURED Events**

**Everyone Goes Home® Overview**  
FDIC - Indianapolis, IN  
April 20 - 25, 2009  
**Read More:** » [About the Event](#)

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**Stop, Drop, Rock 'N' Roll**  
Indiana Roof Ballroom - Indianapolis, IN  
April 23, 2009  
**Read More:** » [About the Event](#)

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**Courage to Be Safe (SM)**  
Alexandria Fire Dept. - Baton Rouge, LA  
May 16, 2009  
**Read More:** » [About the Event](#)



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**Read More:** » [About the Events](#)

**2009 Fire/EMS Safety, Health, and Survival Week**

Everywhere!

June 14 - 20, 2009

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**NATIONAL FALLEN FIREFIGHTERS MEMORIAL GOLF TOURNAMENTS**

On the Web at: [golf.firehero.org](http://golf.firehero.org)

**Online Registration Now Available**

**Do you have an suggestion for the newsletter? Tell us about it!** Please send your comments, articles, or news about what your department is doing to keep firefighters safe to [editor@everyonegoeshome.com](mailto:editor@everyonegoeshome.com).



**STOP, DROP, ROCK 'N' ROLL**

**APRIL 23, 2009 7-11 PM**

**TO BENEFIT THE NFFF**

[www.StopDropRockNRoll.com](http://www.StopDropRockNRoll.com)

# What a Difference a Day Makes...

**By David A. Smolka**

***Courage to Be Safe(SM) Trainer***

Every September I head to the Jersey shore (the Wildwoods) for the annual New Jersey State Firemen's Convention. This particular September, I noticed that the *Everyone Goes Home*® program's *Courage to be Safe (SM) Train-the-Trainer* was being offered. I had seen information about the program on the internet and had signed up for the newsletter but really didn't go past that type of involvement. So, having pre-registered, I headed to the class on a day which was shaping up to be sunny and warm. Students began to file in, all probably feeling the same way - What am I doing here? As the instructors began the presentation, my attention turned from the weather outside to what the goal of the program was and why I was actually there. I learned that, when completed, the class brought the number of instructors in New Jersey to about 100, out of which, maybe only half were teaching. That statement empowered me to commit my time and effort in presenting the program. That day has made all the difference in my life. Because like most firefighters with more than 20 years of experience, I was one of the pictures used in the presentation. I think back about the macho image of riding the back step of a speeding fire truck, standing while putting on an S.C.B.A., no seatbelts and the list goes on, you know, the thought that nothing will happen to me because I have a badge...yeah that was me.

As a career captain and volunteer fire chief, I believe that the *Everyone Goes Home*® and *Courage to Be Safe (SM)* programs have changed me personally by bringing the 16 Life Safety Initiatives to the forefront of my thoughts when showing up to work, teaching a probationary firefighter, or encouraging a veteran to think about their actions. I actually keep a copy of the 16 Initiatives taped to the file cabinet next to my desk.

My first presentation was to a group of high school students who participate in a Tech-Prep program which includes Firefighter I, EMT, and Building Construction. During the class I stressed the need for firefighters to wear seatbelts and that as young firefighters the first and easiest thing to accomplish when they were allowed on the apparatus would be to buckle up. The program concluded and they were on their way. As they left, I wondered if they would remember anything I talked about by time they left the building.

The next day the class showed up again and conversations started. I couldn't believe what I was hearing. One student was talking about a fire call that he was able to go on and how when he got on the apparatus he buckled up. He then stated that the Lieutenant who was sitting in the back questioned what he was doing and actually made fun of him. The young firefighter didn't back down. He remained steadfast and stayed buckled and actually told the officer information that he had heard in the class the day before. The officer ignored the young firefighter on the way to the run but did change his outlook by buckling up on the way back. I thanked him for listening and for trying to make a change in his department.

My recommendation to my brother and sister instructors is not to wait for departments to come to you. You need to constantly push the program. Anytime you have a chance to relate something that is going on in your town related to the program, take that opportunity. Go to different association meetings, try to get someone there who has taken the class to confirm your convictions and let them help in selling the class. Lastly, remind them that the class is FREE. I don't know about you, but I don't know a firefighter who isn't looking for something free.

My passion comes from living the life of a firefighter 24 hours a day, 7 days a week. As a career fire captain, volunteer fire chief, New Jersey State certified instructor and a rescue specialist with New Jersey Task Force 1 - U.S.A.R. team, I have the opportunity to draw on all my experiences to connect with the target audience. I truly

believe in the message of the *Everyone Goes Home*® program and *Courage to Be Safe*(SM) training program and I think that the students are able to pick up on that.

Lastly, I draw on my family - my wife Luann, my boys Anthony, Bryan, and Steven, and our soon to be had little girl. Knowing that they expect me home at the end of the shift is enough to help me get the message across to everyone else. None of this would be possible without the understanding of my wife Luann, who knows all too well the life of a firefighter. In 1986, she experienced the line-of-duty death of her cousin Joseph Woods of the Trenton Fire Department.

I would like to take this opportunity to thank the *Everyone Goes Home*® program for the honor of receiving one of the *Everyone Goes Home*® Challenge Coins and to be given the opportunity to be considered for the National Seal of Excellence Award. It is truly one of the highlights of my career in the fire service.

# Courage, Motivation, Inspiration

**By Justin Capaul**  
**Engineer, Kootenai County Fire & Rescue (Post Falls, Idaho)**  
***Courage to Be Safe(SM)* Trainer**

Where do you get the courage to change culture? Where do you get the heart, the will, the determination to make a difference in the fire service? How do you become a leader, gain the trust of your brothers/sisters, and continue to get the job done on a daily basis, both in and out of the firehouse? These are questions that every firefighter around the world will ask themselves at some point in their careers, and the answers to these questions are never easy to identify.

When we talk about changing culture, the first thing that most people focus on is the word "change." As we all know, change in most departments does not come easy. The *Courage to Be Safe(SM)* training built on change. It emphasizes the need to change culture, to change the way we do business, and most importantly, change the way we accept line-of-duty deaths as "normal." The message that the National Fallen Firefighters Foundation is trying to instill through this program is "change." So how do we get the courage to stand up in front of our brothers and sisters and stress the need for change? It starts with you. It starts with me. It is up to us, us as firefighters, drivers, company officers, chief officers, and us, as brothers and sisters, to know our profession, know our mission, and take initiative. *Courage to Be Safe* training instills in us that our message is *Everyone Goes Home®* at the end of the shift, after every run, and ultimately at the end of our careers. Our mission is this: "Ensure that every fire department in the United States is aware of the 16 Firefighter Life Safety Initiatives and to work in conjunction with fire department organizations to ensure fire departments have the resources to implement the initiatives." I point these out because it is imperative that we know and live the message and the mission before trying to spread them to others around us. Knowing and living this will give you the respect, the dignity, and most importantly the courage you need to initiate change.

Once you understand the message and the mission, you need to find the motivation. There are many different places you can find this motivation. The National Fallen Firefighters Foundation and the *Everyone Goes Home®* program offer much of this motivation through presentations, motivational videos, and newsletters with articles written by those we respect and admire. Losing brothers and sisters might also give you the motivation needed to spread the message and live the mission. For me, my motivation comes from many different places. In the beginning, I was motivated after reading about line-of-duty deaths, day after day, year after year. Motivation also comes from understanding that 25 percent of LODDs can be prevented overnight if every firefighter in the nation was to simply wear a seat belt. Also, knowing that in 2006, NFPA reported over 60 percent of medical LODDs could have been avoided had those members received annual physical exams. I also found motivation in reading a 10-year study by the NFPA, about half of American firefighters who died of sudden cardiac arrest or suffered heart attacks had known heart conditions and about 75 percent had heart conditions that simple medical testing could have detected.

My motivation also comes from being a 4th generation firefighter in my family and knowing that they look to me to make my difference in the fire service. The greatest part of my motivation comes from my wife, and knowing that I have a son due in June and that they count on me to come home after every shift. In June of 2008, I was diagnosed with testicular cancer that was found during an annual physical exam, as mentioned in Initiative 6.

Everyone's motivation is different, which is what makes this program great. Spreading your personal motivation really touches the audience. Knowing the message, knowing the mission, and partnering them up with motivation and inspiration, gives you the recipe for courage.

I taught a *Courage to Be Safe(sm)* program at a neighboring fire department several months ago. The day after I taught the class, I had a voice mail left on my phone. When I listened to the message, an officer from that department had called me to thank me for coming up, but most importantly to thank me for changing the culture of his department. He stated to me that "you did change the culture and you did make an impact with those that attended." I saved this message on my phone and thought about it for another couple of days. I called him back and we talked for over an hour. I wanted him to know that it wasn't me that changed the culture of his fire department. My job was simply to find my courage, share the mission and spread the message. I made sure he understood that it would take courage on their part to live by the 16 Firefighter Life Safety Initiatives and ensure everyday that *Everyone Goes Home®*.

I share this story with you for two reasons, as I still have this message saved on my phone. The message that this officer left me serves as my inspiration to continue to do the job, to continue teaching, and to continue to try to make a difference in and out of the firehouse. This voicemail is a continued reminder of my passion, my mission, and my message. It is up to us to change the culture, live the brotherhood, and know our jobs. It is up to us to start a department-wide safety committee following NFPA 1500, to take initiative and stop unsafe practices, to continue to learn, read, and teach everyday for the betterment of the fire service. It is up to us to change the culture and the *Courage to Be Safe(sm)* training program does change culture.

I try to always remember the oath I took when I joined Local 2856 "...do you further promise that you will never knowingly wrong a brother/sister, or see him/her wronged? ...to all of this you pledge your honor to observe, and keep as long as life remains..." I'll end this with a quote from my dad who has over twenty years in the fire service, "for years it has brought me great joy and peace knowing that I was a part of the greatest group in the world, the brotherhood of firefighters. Today I have not lost that joy and peace but sadness has crept in. Sadness knowing no other profession, no other group, and no other people in the world can experience, the brotherhood of firefighters, as I have for over 20 years and my brothers and sisters will forever."

I will ask you again. Where do **you** get the courage to change culture? Where do **you** get the heart, the will, the determination to make a difference in the fire service? How do **you** become a leader, gain the trust of your brothers/sisters, and continue to get the job done on a daily basis, both in and out of the firehouse?



*Justin is a fourth generation firefighter with Kootenai County (ID) Fire & Rescue in Post Falls, Idaho. He has an Associates degree in Fire Science and is working on a Bachelors degree in Business Management. Throughout his 8 year career he has become an Engineer and EMT-I. Justin is involved with the Idaho State Region I Hazmat team and an Idaho Level I instructor.*

# Strengthening Partnerships to Ensure That Everyone Goes Home®

**By Susan Nicol**

While he may be the new guy at the U.S. Fire Administration, Glenn Gaines needs no introduction to the *Everyone Goes Home*® program or the National Fallen Firefighters Foundation.

"I love and admire what they do," said Gaines, the new Deputy Administrator of the USFA.

Gaines, who was fire chief in Fairfax County, Va. for eight years, said he is impressed by the compassion of the National Fallen Firefighters Foundation staff and survivors for families of fallen heroes.

Gaines, who is acting USFA Administrator until someone is selected by President Obama, said he will do whatever it takes to reduce the staggering number of firefighter injuries and deaths.

"It breaks my heart to have to sign a letter to the family of a fallen firefighter. It's so sad. I can't imagine the pain..."

That's why Gaines said he's so committed to helping prevent another family from getting one of those letters.

"There are many things that we can do to promote firefighter safety," he said, adding that he has already spoken with officials at the National Fire Fighter Near-Miss program.

Gaines said he is interested to learn the top issues or situations that resulted in near-misses. He'll use that information to develop a plan.

"I believe situation awareness is essential to protecting personnel. Firefighters need to do a correct size-up before making decisions about what should happen in the next few moments..."

Gaines said the USFA staff is committed to making sure everyone goes home after their shifts, and includes safety messages in every course offered by the National Fire Academy whether it's taught on campus, online or regionally.

"We have to keep smart people in our ranks," he said, adding that they understand the importance of safe practices.

He also believes the fire service pulls out all the stops to promote health and fitness. "People have to be ready and capable of doing their jobs, which are stressful enough."

Gaines said he's disturbed by the number of responders who die of heart attacks and strokes. "We need to focus our efforts on prevention and promoting a healthy lifestyle."

He also is concerned about the ever increasing number of personnel killed in crashes. "The majority of these

deaths are preventable... you can't help the public if you don't arrive safely..."

Gaines said officers have to step up, and enforce the rules. The use of seat belts, stopping at intersections and controlling speed are among things he believes would stem the rising tide of crashes.

He said it is important personnel are prepared, and ready to get out the door quickly when the call is dispatched. "You can't make up the time on the road."

Gaines said he's looking forward to strengthening partnerships to ensure that *Everyone Goes Home*®.

# Former Fairfax County Fire Chief Named as Deputy Assistant Administrator for the United States Fire Administration

## U.S. Fire Administration News Release

Acting Federal Emergency Management Agency Administrator Nancy Ward has announced the appointment of former Fairfax County Fire Chief Glenn Gaines as the new Deputy Assistant Administrator for the United States Fire Administration (USFA). A well respected member of the International Association of Fire Chiefs and its Metropolitan Fire Chiefs Section, Chief Gaines has spent the past eight years as a principal architect and manager of both the Assistance to Firefighters and SAFER grant programs. In this new role, Chief Gaines brings to the position of Deputy United States Fire Administrator a keen understanding of the needs of career, combination, and volunteer fire departments and the issues affecting them during these unique times in our Nation's history.

"One of the top priorities of FEMA is to ensure the nation's fire service and residents are served by highly qualified fire leadership committed to the prevention, response, and recovery from fire in all communities," said Acting FEMA Administrator Ward. "Chief Gaines brings to his new position the breadth and experience at all levels of government, including his service to the Assistance to Firefighters Grant program, which this nation and FEMA needs to further ensure a fire safe nation."

Chief Glenn Gaines started as a volunteer firefighter and fire officer and rose through the various ranks until finally serving as Fire Chief of a metropolitan community serving a population of over one million people. Throughout his career, Gaines has served in key roles in the areas of training, prevention, and operations, as well as overseeing a nationally recognized Urban Search and Rescue (USAR) team which has been deployed many times both within the U.S. and internationally to disasters. Chief Gaines holds a degree in Fire Administration and has served as an instructor at USFA's National Fire Academy since 1991.

# Fire Prevention Education: It's Not Just For Kids Anymore

**By Andy Marsh**  
**Training Officer, Mount Oliver Fire Department**

Lately, so much has been discussed about firefighter safety. We tend to think about firefighter safety as it relates to the fireground, accountability systems, offensive vs. defensive fire strategies, rapid intervention teams, and so on. What often times is left off of that list is fire prevention. Fire prevention and education are key components of firefighter safety. When it appears on our list, and I have a suspicion that in the future it will more often, we struggle with how we will deliver our programs. Quite a few departments provide "open houses." These events allow our residents an opportunity to see what equipment and apparatus we have obtained through their tax or fundraising dollars and also provide "meet and greet" sessions between us and our residents. The open houses also allow the public a chance to better acquaint themselves with those who are serving their community. These residents will look around, maybe ask some questions and leave with a few pamphlets. However, what did they really learn? Where do you think those pamphlets ended up?

In my own department as I am sure in many others as well, we provide fire safety classes for the "little ones." For me, in the past 12 years I have seen many children from pre-school, K and 1st grades. I try to keep them engaged in fire safety exercises like "Stop, Drop and Roll," and "Stay Low and Go." I instruct them on the importance of not playing with matches and helping out with the "cool stuff" in the kitchen to stay away from the "hot stuff." That age group, typically, has a short attention span and, because of that, we need to be more creative in how we deliver our messages about fire safety. You see, they will remember the visit to the firehouse, but what about the messages? Unless they have a parent in attendance, I'm afraid it gets lost. Furthermore, we should not hold these kids responsible for delivering fire safety messages to the adults in their lives. So where do we start? Our children are the next generation. What are we doing to prepare them to be fire safe? How do we get the adults in their lives more proactive in fire prevention?

We are in a unique era, not only in the fire service, but as a Nation. We are currently in an era that includes four generations of adults. Never have we had to deal with as many as we do now. That is a great challenge, especially when we talk about fire prevention. Each of these generations comes with their own unique and interesting characteristics. Each generation requires a specific approach and your fire prevention message must be suited to the generation of your audience. The four generations I will use for this article, are the Traditionalists, The Baby Boomers, The Generation X-ers, and The Generation Y-ers aka the "Millenials." I will try to identify those characteristics which I believe to be important and beneficial of each generation as it relates to the delivery of adult education in fire safety. Just as children require specific teaching techniques, the adult generations also require generation specific teaching techniques.

For our "traditionalists" we need to understand that while they may not be proficient with the internet, they are not clueless about it either. They appreciate printed materials, but you might want to use a larger font and darker print when addressing this group. It is also important to be respectful, polite, and pleasant with this group as well as with all of the generations you are addressing. If possible, include one or two seniors in the delivery and presentation of your message. This will provide someone with whom this group of learners can identify with and may also help you be perceived as someone who is credible and indeed may better your program.

For our "baby boomers," it is important to show that we care. There are approximately 70 million baby boomers, potentially a large and influential audience. As with any audience, we must maintain their interest. To do that, we

need to understand that the "boomers" usually enjoy making a social contribution. I have also noticed that this generation tends to usually find personal satisfaction in their work. How do these factors come into play when speaking about fire prevention education? When spreading the fire prevention message to the "baby boomers," we may consider giving a specific task to allow them to contribute and feel personally responsible for their input. Knowing what you can and need to do is often the first step.

Our generation X-ers very much tend to be an independent group with a strong sense of self. This generation relies on their friends much more than previous generations discussed and have been in part defined by the "latch key" term. They are often not afraid to engage in open and straightforward discussions and they definitely expect to be heard. I have also noticed that in my experience, X-ers may be less inclined to seek out their instructors outside of the classroom. I believe that I am part of both the "boomers" and the "X-ers." Both of my parents worked and they grew up with technological advances happening all around them. They, as well as myself, expect technology to be an integral part of communication. In fact, some would say that communication is a cornerstone of the mentality of a generation X-er. They have been surrounded by MTV, computers and laptops, CD's and Power Point from their very beginnings. That is why it is so very important to use technology as a communication tool when trying to share the fire prevention message with those of Generation X. When we think of potential outreach, this generation is close to 60 million people. What a great audience to capture, especially in fire prevention!

Fire prevention is so very important. My department has recently realized the need and the importance of fire prevention and has taken action by forming a "Fire Prevention Committee." Truth be told, we always knew the necessity and importance of fire prevention, we just did not follow through very well. This committee is not a large one as I guessed might happen. This is a group that will not be throwing ladders, stretching hand lines or supply lines, or anything else that would lend to the glamour and prestige that we perceive firefighting to be. The challenge is to focus on what we will be doing as a group and that is saving lives. That is what it is all about! In fact, our mission statement in the fire service is to save lives, protect property and preserve the environment. An added benefit is that fire prevention may potentially lead to a decrease in firefighter line of duty injuries and fatalities. That is my theory anyway. How do we get that "buy in" from our firefighters that fire prevention is a key component of saving lives? Where do we start?

From my perspective, I believe that we need to focus on the many generations we encounter on a daily basis. I am certain that many of these generations are found in our own departments and also in our response districts. I am not here to tell you how to run your fire prevention committee, battalion, division or whatever you may call it. I will suggest to you that potential success rests among your approach to spreading the message and how you approach your intended audience. I do encourage you to learn more about these generations and really think about how to approach them. You may not agree with all of the members of each generation, or completely understand them, but you should be aware that they are out there and be mindful of them. I suspect that when we put the various individuals from each generation from our departments out there in the public that great and live saving things will occur!



*Captain Andy Marsh is the Training Officer, a Community Safety Educator and a 29 year member of the Mount Oliver Fire Department, a small borough completely surrounded by the City of Pittsburgh and located in Allegheny County, Pennsylvania. Andy is an adjunct instructor with the Community College of Allegheny County's Public Safety Institute. He may be reached at [ffanjemt2@msn.com](mailto:ffanjemt2@msn.com).*

# Message from the Advocate Manager

I want to take this opportunity to personally thank all of the Regional and State Advocates for all the hard work you have demonstrated to help reduce firefighter line-of-duty deaths and make our industry safer.

I know many of you did not have the opportunity to attend the *Everyone Goes Home*® Safety Summit that was held last month in Emmitsburg. It proved to be a huge success not only by the numbers of those who did attend, or the speakers who presented, but by the follow-up that has occurred. Several new Advocates have been added, with many more expressing an interest to participate in the program. I've always believed that success in a conference comes afterwards and not during. Please take time to thank Rich Marinucci, Linda Stone, Laurie Hazime, Ron Dennis, and Steve Kimple for all the great work they did, as did many others, in making the Summit a great event.

As you know, our nation faces one of the most difficult economic situations in decades. With that being said, there is NO guarantee that funding from the Department of Homeland Security will occur for the next grant period. Therefore, we have to focus on the communication and the grass roots efforts of spreading the message. While funding is needed to develop new and better programs for you to use, please know that your primary responsibility is to be the voice in your state and region. Communicate, coordinate, follow-up, and communicate more. Not only do our brothers and sisters whom have made the ultimate sacrifice deserve it, but those that may occur today or tomorrow do as well.

Celebrate success! I know that is not a popular thing to say when we still are losing firefighters. Many times the numbers don't reflect your efforts, but you have to imagine how much higher they might be without your efforts. The *Everyone Goes Home*® program has become one of the most popular firefighter safety programs in the country and is present at every major fire service conference. We are doing unprecedented things and trying to change the fire service culture with a relatively small group of Advocates in a small amount of time. You are making it happen and it is my honor to be a part of such a select and dedicated group. I personally thank you. I know we have a long way to go, and I know we have the right team to make it happen. You are the best.

If there is anything that Steve Kimple or I can do for you, please feel free to call upon us!

Yours through life safety and fire prevention,  
**Billy D. Hayes, Advocate Manager**

# Walking the Talk: Training an Essential Part of Survival in Lidgerwood, North Dakota

By Rick Graba, *Everyone Go Home*® North Dakota State Advocate

The morning of March 24, 2009 both Brooks Martin and I had read a news article about a fire in Lidgerwood, North Dakota. The community of Lidgerwood has a 26 member, all volunteer fire department. The success of this incident and lessons learned and reinforced are a direct result of this fire department's commitment to the 16 Life Safety Initiatives and the *Everyone Go Home*® program.

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- » [Fire Claims Buildings in Lidgerwood](#)
- » **WDAY Video:** [Bar Burns Down](#)

A close friend of ours, Rick Jorgenson, is the training officer for the Lidgerwood Fire Department. Rick's commitment to firefighter safety and wellbeing is well known throughout North Dakota and that is why he is a *Courage to Be Safe(sm)* facilitator. Brooks and I sent Rick J. an email inquiring about the fire. What follows are the emails that Rick J. sent to us about the fire. In his most recent email Rick wanted to share with "everyone" about the Mayday they called and why the *Courage to Be Safe(sm)* program is the link that makes *Everyone Go Home*®.



Rick Jorgenson, earlier in 2009, at the at North Dakota Fire School discusses situational awareness.



**March 24th, 2009**

Rick,  
**We just saw the news about the fire. Is everyone is ok?**

Rick G. & Brooks

March 24th, 2009

Rick G. and Brooks,

We are OK. I did have to call a Mayday. We did our first attack into the building. We went in, got about 75 feet and started pushing the fire back. We went in deeper to try and knock it down. We were just about to the back of the building but we reached our "point of no return" and needed to head out. I'm not sure if there were chairs and tables stacked up against a wall that fell, but when we tried to withdraw our hoseline was covered with chairs, tables and I don't know what else. We couldn't retreat with the nozzle. The line was caught and we just couldn't pull it so I called a Mayday. Bo, Warren and I followed the hoseline out through chairs and debris. We got to the door just as Warren's low air alarm started. He said he was scared enough to make a hole through the brick wall with the TNT tool. Only injuries are that we all have burns on our necks. Not sure how it got that hot so quick. The fire was probably burning in the void spaces between ceiling levels. Thank goodness for training! Without it, I'm not sure the outcome would have been the same. I'm not saying we weren't a little nervous but we all felt a lot more comfortable having trained on this.

We had 15 departments mutual aid on this call. They were called by our emergency manager.

Our statement to every group before doing anything in an IDLH environment, even overhaul, was "No building is worth a firefighter's life!"

Courage to Be Safe & Stay Safe Always,  
Rick Jorgenson



**March 31, 2009**

**Rick G. & Brooks,**

I want everyone to know about the Mayday we called last Monday night. When we decided to get out of the building, Warren's air was at 1100 PSI. Bo's and my air were at 1400 PSI. It took us a little while to get out of the building. Believe me we were moving as fast as we could. I didn't know it right away, but when Bo ran into the RIT guys coming to get us, they banged helmets pretty good. That was about 15 feet inside the building. Warren's low air alarm went off just as we were exiting. He had used approximately 600 PSI to get out of the building. If we wouldn't have monitored our air supply and waited for the bell, he would have been 100 PSI short. Our retreat went fairly smooth, and we did not have many problems following the line out. If there had been more chairs and debris to go through, it would have taken more air to get out. It all ties together, incident command, risk assessment, advancing the initial attack line, air management, firefighter survival, calling a mayday, situational awareness, RIT, and having the Courage to Be Safe. It's kind of like a chain, if you miss one link or forget to monitor one part, you may not get a chance to make that mistake again!

**Stay Safe,  
Rick Jorgenson**

**April 13th, 2009**

**Rick & Brooks,**

Thanks for the helping get the message out to everyone. What we did should be nothing but standard operating procedure for every department in this country. What it took to do it was training, common sense, and discipline. It was very difficult not to press on to the back door of that bar but we had to be disciplined enough to realize that it wasn't worth our safety. When every firefighter and department has the tools, training and discipline to make the right decisions, we will get closer to accomplishing the goals of the Everyone Goes Home® program.

**Stay Safe and Have the Courage to Be Safe,  
Rick Jorgenson**



The responses we received from Rick were no surprise to us. That is what happens when a fire department's leadership and its members truly walk the Courage to Be Safe(sm) so *Everyone Goes Home®* talk and train like their lives depend on it, because it did!

*When planting for a year, plant corn.  
When planting for a decade, plant trees.  
When planting for life, train and educate people!*

**Rick Graba, North Dakota Advocate  
Brooks Martin, North Dakota, Region VIII Advocate**

# USFA Announces Arson Awareness Week Theme for 2009

## United States Fire Administration News Release

The United States Fire Administration (USFA) announces the theme for the 2009 Arson Awareness Week: Arson for Profit. USFA and its partners will use the week of May 3rd to the 9th to focus public attention on the alarming statistics about Arson for Profit and hopes to expand the resources and support necessary to reduce this crime.

Arson for Profit, or economic arson, is when businesses or individuals set fires to reduce financial loss, recoup initial investments, or dispose of depreciated assets usually for a payout from insurance companies. The USFA is partnering with the [Coalition Against Insurance Fraud](#), the [Bureau of Alcohol, Tobacco, Firearms and Explosives \(ATF\)](#) and the [International Association of Arson Investigators \(IAAI\)](#).

"Each year firefighters and innocent civilians are needlessly put in danger, injured and killed as a result of arson fires," said Glenn A. Gaines, Acting United States Fire Administrator. "We are pleased to partner with the law enforcement community on efforts to reduce the crime of arson."

According to the National Fire Protection Association (NFPA), in 2005 an estimated 323,900 intentional fires reported to U.S. fire departments resulted in 490 civilian fire deaths, 3 firefighter on-duty deaths, 1,500 civilian fire injuries, 7,600 firefighter on-duty injuries and \$1.102 billion in direct property damage. "Arson is a costly crime that's being fanned by the flames of recession. Firefighters and innocent families are endangered when desperate people illegally torch their homes, businesses and cars for insurance bailouts," according to Dennis Jay, Executive Director, Coalition Against Insurance Fraud. "Arson also is raising insurance premiums at a time of great stress on honest people's pocketbooks. All Americans are victims of arson, and we all must work to ensure fewer arson matches are ever lit."

The Federal Bureau of Investigation's 2007 Uniform Crime Reporting statistics showed the average dollar loss for all types of arson was \$17,289. For structures, arson damages were \$32,364 on average and \$7,890 for motor vehicles. Arsons of industrial and manufacturing structures resulted in the highest average dollar losses—an average of \$114,699 per arson.

"Arson is one of the most heinous crimes imaginable. When the arsonist unleashes fire, he does so with a callous disregard for what the outcome will be. He cares not a whit about the firefighters that will risk their lives responding to the fire, the innocent victims that may be disfigured or killed, the neighboring residents or businesses that may suffer damage or destruction, the blight his deeds will leave on a community or the financial costs that burned property imposes on society," said Ken Finley, IAAI-CFI, President, International Association of Arson Investigators. "Please join us in our never ending fight against those who use fire as a vicious tool for their own gain."

The USFA's National Fire Incident Reporting System (NFIRS) states the two leading causes of civilian deaths are arson, at 28 percent, and smoking, at 18 percent. Arson is, by far, the leading cause of property loss, at 26 percent. Arson is an enormous problem in the United States, especially to outside and non-residential structure properties.

David M. Wulf, Chief of the ATF's National Center for Explosives Training and Research adds, "In view of the economy and uncertainty within the housing market, arson for profit presents an increased concern to both fire service and law enforcement agencies." For more information, including a media kit for the 2009 Arson Awareness Week campaign, go to [www.usfa.dhs.gov/aaw](http://www.usfa.dhs.gov/aaw)



## 2009 Fire/EMS Safety, Health and Survival Week - June 14 - 20, 2009

### First of Four Key Areas: Safety - Emergency Driving

The [IAFC](#) and the [IAFF](#) are asking you to Protect Yourself: Your Safety, Health and Survival Are Your Responsibility. We're calling on all fire/EMS departments and all IAFF affiliates to participate in the 2009 Fire/EMS Safety, Health and Survival Week scheduled for June 14-20.

The recommended focus of this year's Safety Week will incorporate four key areas where standard operating procedures, policies and initiatives - along with the training and enforcement that support them - can limit fire and EMS personnel's risk of injury or death:

- Safety: Emergency Driving (Enough Is Enough - End Senseless Deaths)
- Health: Fire Fighter Heart Disease and Cancer Education and Prevention
- Survival: Structural Size-Up and Situational Awareness
- Chiefs: Be the Leader in Safety

To support your planning, we'll provide you with information about each of the 2009 key areas. Below is the first area for your consideration. Look for the second key area to be included in the [May 1 On Scene](#).

### First of Four Key Areas: Safety: Emergency Driving (Enough Is Enough - End Senseless Death)

During Safety Week, we encourage all fire/EMS personnel to demonstrate they are truly dedicated to protecting themselves and the lives and safety of others by adopting an individual safe-driving code.

Start by never driving above posted speeds any time you're responding to or returning from an alarm or incident. Drive the fire apparatus or your personal vehicle with great respect for your coworkers and the community you serve, allowing for your safe arrival on the scene to provide assistance to others. Response times are important, but not at the expense of losing a life in the process.

It's been proven time and time again that wearing a seatbelt save lives. Start by saving your own by wearing a seatbelt every time you ride in any type of vehicle! No exceptions!

Driving through an intersection in front of oncoming traffic is one of the most dangerous things we do, putting all of the crew at high risk. You should always stop and ensure every other vehicle at the intersection sees your vehicle and allows you to drive through. Never assume they'll stop for you. Look the other driver in the eye and make sure they are stopped to allow you to proceed.

Keep watching the [Safety Week website](#) for more information on this year's program and planning resources developed by the IAFC Safety, Health and Survival Section.

**Related:**

- [First of Four Key Areas: Safety - Emergency Driving](#)
- [2009 Fire/EMS Safety, Health and Survival Week to be Held June 14-20, 2009](#)
- **2009 Safety Week Website:** [www.iafc.org/safetyweek](http://www.iafc.org/safetyweek)

# Number of Apparatus Crashes Unsettling

**By Susan Nicol**

Fire officials call the number of apparatus crashes across the country unsettling.

"The recent wreck involving a ladder truck in Boston that claimed the life of Lt. Kevin Kelley spells the need for mechanics with expertise in fixing emergency service apparatus," said Mary McCormack, Executive Director of the Fire Department Safety Officers Association.

"You have to know what you are doing. Maintaining a fire truck is not the same as working on a car," she said.

With the economy the way it is now, many departments across the country also will be considering refurbishing their rigs instead of purchasing new ones.

That option may sound like a good cost-saving idea, but McCormack said fire officials need to be very careful. They must ensure that the work is done properly.

McCormack said the report that followed the tragic Boston crash should serve as a wake-up call. "This is a prime example of what can happen when vehicles are not maintained properly•"

Although the nation is in the midst of a recession, about 600 people attended the recent FDSOA seminar in Florida that focused on apparatus design.

Manufacturers, mechanics, as well as fire and safety officers participated in the event that featured a myriad of issues relating to vehicle design, safety and technology.

McCormack said manufacturers can add all the latest safety technology in the world to a vehicle. But that alone won't make a difference if the person behind the wheel lacks skill and training.

"We have to change the culture or mindset," she said, adding that she is surprised at the way some firefighters still act behind the wheel.

McCormack said the number of crashes across the country almost daily disturbs her. Driver error is often cited as a cause.

She said people need specialized training before they get behind the wheel especially in a tanker or tender. Any movement or shift in water can cause the driver to lose control.

A number of fatal crashes last year involved tenders and tankers.

McCormack said 21 years ago she was approached by two concerned people. "They said we needed to do something about the number of apparatus wrecks and lack of driving skills."

"I took it to my boss, who said he'd think about it," she said, adding that the boss also was her husband, the late Ed McCormack.

She was relentless, and eventually sold the idea to her husband, then Executive Director of the International Society of Fire Service Instructors, which would become FDSOA.

"I finally convinced him that we needed to tackle this issue of apparatus safety," she said, adding that safe driving naturally went hand-in-hand.

"It's unfortunate," she said, "that firefighters across the nation continue to be injured and killed in crashes."

McCormack said her organization's commitment to reducing those statistics remains as dedicated as ever.

**Related:**

- » [FDSOA Apparatus Conference Presentations](#)
- » [Boston.com: Fire Truck Crash Kills Firefighter, Injures 6](#)
- » [Statter911 Blog: Ladder Truck Hits Building in Boston](#)
- » [Fire Department Safety Officers Association \(FDSOA\)](#)