TRUMAN FIRE FORUM
WORKING GROUP REPORT

The Past, Present, and Future of the Fire Service

December 8 - 10, 2019

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We are pleased to present the findings of the Truman Fire Forum Working Group held in Washington, D.C. on December 8 - 10, 2019.

As Chairman of the Board for the National Fallen Firefighters Foundation (NFFF), it was my honor and pleasure to oversee these events. Over the course of those two days, we had a great deal of good discussion on the fire service’s past, but most importantly, its present and future.

President Harry S. Truman’s 1947 Conference on Fire Prevention sparked much of the progress of the last 80 years in improving the safety of our nation’s citizens and firefighters. This meeting, and the 17th Annual President Harry S. Truman Legacy Symposium and the President Truman Fire Forum held in May 2019, have built upon his efforts. We heard many of President Truman’s pressing concerns and challenges given a new voice. While we also heard affirmations of success, there was acknowledgement that much remains undone and new challenges require new approaches to address the current fire threat in the United States.

This meeting caps off our efforts in 2019 to lay the groundwork for the National Fire Service Research Agenda Symposium and the third Firefighter Life Safety Summit, both to be held in 2021. The discussions outlined in this report will serve as the starting point for both meetings.

It is a testament to the importance of our work that so many of our attendees were able to be present for two days in December, a time filled with end-of-year work and family commitments. I salute your dedication to our mission and thank you for your hard work and thoughtful discussion.

The event was funded by the Department of Homeland Security’s Federal Emergency Management Agency’s Assistance to Firefighters Fire Prevention & Safety Grant Program—Fire Prevention and Safety Grants. We appreciate their continued support of the National Fallen Firefighters Foundation and the fire service.

Sincerely,

Troy Markel
Chairman of the Board
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This event was supported by DHS/FEMA's Grant Program Directorate for Assistance to Firefighters Grant Program – Fire Prevention and Safety Grants.
Executive Summary

The National Fallen Firefighters Foundation (NFFF) hosted the Truman Fire Forum Working Group Meeting in Washington, DC on December 8-10, 2019. The meeting had a dual purpose:

1. Begin planning for the National Fire Service Research Agenda Symposium and the third Firefighter Life Safety Summit, both originally to be held in 2020, but had to be delayed due to the global COVID-19 Pandemic.

2. Continue prioritizing the fire prevention strategies identified at the 17th Annual President Harry S. Truman Legacy Symposium and the President Truman Fire Forum, held in May 2019 in Key West, Florida.

This report outlines the outcomes of these efforts by the meeting’s 87 attendees, who represented a wide variety of fire service interests – fire departments, state agencies, non-profits, and manufacturers (full attendee list available in Appendix A).

In working towards the meeting’s first purpose, attendees spent time deliberating on six critical strategy areas ahead of the 2021 events:

- Community Risk Reduction
- Data
- Marketing
- Research Agenda
- Sprinklers
- Technology

An additional 18 fire prevention strategies identified during the May meetings were prioritized by attendees. Much of the second day’s discussion focused on the importance of building and leveraging relationships to help the fire service improve the safety of its communities and of all firefighters. Attendees spoke to the need for the fire service to look to its external partners, many of them outside of its traditional relationships in achieving these goals. These relationships can help the fire service leverage every avenue available to tell the story of fire prevention.

This 2019-2021 series of meetings is built upon the legacy of President Harry S. Truman’s efforts to address the “menace of fire.” In 1947, angered by the ongoing, immense loss of life in fires, he called together a diverse group of experts to identify ways to stem the destruction. His legacy has continued over the last 72 years through landmark fire service efforts including:

- The follow-up on the America Burning report series
- Creation of the U.S. Fire Administration
- Creation of the National Fallen Firefighters Foundation
- Development of the 16 Firefighter Life Safety Initiatives
- Creation of the Assistance to Firefighters Grant (AFG) program
- Numerous other reports, meetings and efforts
Looking Towards 2021

In planning for the 2021 events, the NFFF will sustain President Truman’s legacy by using his direction as guiding principles.

16 Years of Firefighter Safety

Since 2004, the NFFF has worked to reduce line-of-duty injuries and deaths through research, education and training. In doing so, the Foundation has sponsored three major Firefighter Life Safety summits, and several mini summits.

Firefighter Safety Summits

The first Firefighter Life Safety Summit was held in Tampa, Florida in March 2004 to examine the fire service culture toward safety and survivability. The summit was a result of the US Fire Administration’s goal to reduce line-of-duty deaths (LODDs) by 50 percent over 10 years. More than 200 individuals - representing a broad spectrum of the fire service and related organizations - gathered for three days to assess current policies and training programs and recommend new approaches to drastically reduce firefighter LODDs. These discussions became the blueprint for the 16 Firefighter Life Safety Initiatives and the Foundation’s Everyone Goes Home® program, a unified agenda built by the fire service to reduce LODDs. In the following years, the NFFF sponsored five mini-summits to support Firefighter Life Safety Initiatives outreach. These mini-summits focused on Wildland Firefighting, Structural Firefighting, Emergency Vehicles and Road Safety, Health, Wellness & Fitness, and Fire Prevention. In 2007, second major summit was held in Novato, California to assess the success of the 16 Firefighter Life Safety Initiatives. The group reviewed and commented on 16 white papers that had been prepared by subject matter experts on each Firefighter Life Safety Initiative. The participants were tasked with proposing key strategies to achieve results outlined in each of the 16 white papers.

Firefighter Safety Summit Reports
- Second National Summit (2007)
- National Summit (TAMPA2) (2014)

Mini-Summit Reports
- Wildland Firefighter Summit (2005)
- Firefighter Life Safety Initiatives Program Summit (2005)
- Structural Firefighting Summit (2005)
- Health, Wellness, and Fitness Summit (2006)
- Prevention Mini-Summit (2007)
As the 10th anniversary of the first Tampa summit approached, it became clear that it was again time to assess the fire service’s success in implementing the 16 Firefighter Life Safety Initiatives and meeting LODD reduction goals. It was also the appropriate time to ask whether the 16 Firefighter Life Safety Initiatives are still on-target and to develop priorities and strategies for the next decade. TAMPA2 added recommendations to each of the 16 Firefighter Life Safety Initiatives and included a focus on the company officer/crew boss and the next generation of fire service leadership.

**National Research Agendas**

Firefighter Life Safety Initiative #7 specifically calls for the development of a national fire service research agenda to identify and coordinate research-based advances in firefighter health and safety. A series of symposia hosted by NFFF in 2005, 2011, and 2015 brought together fire service and research experts to develop a comprehensive list of fire service research priorities.

Reports were developed from each symposium, giving researchers the ability to demonstrate a project’s connection to fire service recommendations, a critical gateway to grant funding. Further use of the research agenda as a screening tool by grantors reflects the value of the research agenda. The third symposium added a jury to the process, convened as a secondary layer of oversight to further vet and refine the recommendations. Composed of selected experts from the fire service, the jury required representatives of the breakout groups to present and defend their recommendations before the assembled body. This rigorous process produced a deeply refined research agenda targeted to the highest priority needs of the fire service.
The Truman Legacy

President Truman’s legacy - along with America Burning and the Tampa summits provide historical guideposts as the NFFF approaches the critical events of 2021. The offer both continuity into the future and an opportunity to catalog and celebrate progress.

President Truman’s Speech

President Truman’s address to the attendees in 1947 resonates today. While progress is clear, there remains much that the fire service needs to do. Immense changes in our nation, both as a society and in the means available to deal with challenges, has required the fire service to evolve. During the May Truman Legacy Symposium held in May, luminaries from across the fire service were asked to provide a modern context to six key areas addressed by the 1947 conference. These presentations are available in the 17th Annual President Harry S. Truman Legacy Symposium and the President Truman Fire Forum report.

Five Areas of Focus

Breakout sessions provided time for attendees to provide more feedback on five areas of focus. A complete list of breakout session assignments is available in Appendix B.

The goal of these breakout groups: create actionable, clear direction to guide and influence improvements for the fire service. They were asked to help guide NFFF on the next steps, ensuring that their guidance applied to all levels of the fire service. At the same time, recognizing that the steps will be for the next generation of fire service educators and leaders to carry forward.

Specifically, they were tasked with developing three components:

1. A problem statement / discussion topic
2. Recommended strategies
3. Guidance on what the NFFF and other partners need to do to address the problem and strategies outlined in activities #1 and #2

In developing the problem statement / discussion topic, attendees were given the strategies developed during the May 2019 meetings to refine. The output of these discussions is provided below and will be used as the basis for the meetings to be held in 2021.
Community Risk Reduction

Truman Fire Forum Concept Statement

Integrate fire prevention and public education into the regular operations of the fire department. Key tenets of this strategy include encouraging fire departments to value fire prevention equally with operations, starting fire prevention education at the recruit level, viewing fire as a failure in the system, and understanding that the fire chief is ultimately responsible for Community Risk Reduction (CRR).

Recommended Problem Statement

No changes to the statement above.

Recommended Strategies

- Add CRR knowledge and skills to the NFPA professional development standards (using NFPA 1300: Standard on Community Risk Assessment and Community Risk Reduction Plan Development as a reference document).
- These changes would emphasize progressive knowledge and activity that begins with participation at the recruit level; continues through leading and developing CRR programs at the Fire Officer I and II levels; expands with implementing and evaluating the CRR program at Fire Officer III and IV levels; and provides an avenue for instructors to teach CRR program development. Standards to be targeted for these changes: NFPA 1001: Standard for Fire Fighter Professional Qualifications; NFPA 1021: Standard for Fire Officer Professional Qualifications; and NFPA 1041: Standard for Fire and Emergency Services Instructor Professional Qualifications.
- Encourage fire chiefs to:
  » Add CRR programs as part of the company officer job descriptions.
  » Include CRR in annual performance evaluations for firefighters and officers.
- Encourage career development programs to include CRR.
- Encourage city/town managers, mayors and county commissioners to actively support the development of CRR programs.
- Create a state-level incentivization program to encourage adoption of CRR models at the local level through competition.
- Create data collection models that provide quality, usable, relevant and pertinent data to the end user (i.e., consistent collection of data on civilian fire fatalities).
The Nation has been shocked by a long series of spectacular fires in the last few years – particularly in the last few months – which have resulted in such great loss of life and such widespread misery. Just the other day, the Texas City disaster drove home anew the lesson that we must find ways and means to combat the ever-present danger of fire and explosion.... But these fires which make the headlines are only a small fraction of the total. Thousands of lives are lost annually and tens of thousands of people are injured in the many less spectacular fires which occur hour after hour, day after day, throughout the year.

- President Truman, 1947

The Texas City disaster resulted in 405 deaths, 63 people were never identified. An additional 113 people were reported as missing.

Twenty-seven of the 28 members of the Texas City’s volunteer fire department were killed.

Three of the 4 members of the Texas City Heights volunteer fire department were killed.

As a nation, we are safer from fire than in 1947. NFPA's statistics maintained since the 1970s show marked progress in our fire prevention efforts:
- 48% decline in fires
- 50% decline in fire deaths
- 53% decrease in fire-related injuries

NFPA also calculates that the risk of dying in a reported fire has not decreased significantly in the U.S. in the last 40 years.

Why?

Our homes burn hotter and quicker than those built with older construction.

There is a sense of complacency within much of the public about fire risk.

Socioeconomic challenges that affect our most vulnerable populations also increase their fire risk.
Data

Truman Fire Forum Concept Statement

Use data, research, and science as a basis for improving fire prevention. Integrating data and research will give us the power to tell the story of why change is needed. Firefighters and fire officers are on the front lines of improving fire prevention efforts and it is critical that they know the value and importance of data – both locally and nationally. This strategy includes the proper funding of basic fire service research, including physiological, fire behavior, and others.

Recommended Problem Statement

No changes to the statement above.
Recommended Strategies

• Every member of the fire service is responsible for data.
  » Achieve this higher level of accountability by adding responsibility for data to job descriptions.
  » Build fire service-wide support for professional qualifications for fire service data analysts.

• Increase the value of data to the fire service.
  » Use data captured from outside of the fire service to enrich the data captured internally.
  » Place value on interpreting and using what data you have.
  » Find ways to share positive messages about data.
  » Build feedback loops within departments so that firefighters can understand their role in data and the value it brings to the department.

• Acknowledge that there may be too much data out there and that efforts should be made to capture only the data that is important and answers a need.
  » Leverage technology to reduce the burden of data capture on firefighters.
  » Data must be scalable to the needs and resources of each community.
  » Place higher emphasis on gathering quality data versus gathering as much data as possible.

• Fire service leaders must engage with data.
  » Have department members who can understand both data and the needs of the fire chief.
  » Fire chiefs must be present and engaged in data discussions so that their needs are reflected in the data products developed by their department.
  » Fire service leaders should consider spending time educating partners outside of the fire service on what their data needs are.

Recommended Partners and Actions

• Identify what data is needed by our partners at the federal and state levels.
• Partners with organizations who can provide additional funding sources for basic fire service research efforts.
• Develop private-public partnerships with organizations that have beneficial data (i.e., partnering with insurance companies to promote data-driven injury prevention programs).
• Identify organizations that can offer:
  » External data enrichment for health and safety reasons.
  » External data sources that matter beyond what we have today.
• Census and other outcome-based data.
• Develop relationships with non-traditional partners like Waze that can enrich fire service data and improve public awareness.
Marketing

Truman Fire Forum Concept Statement

Tell the fire prevention story. Use professional marketing expertise to get our message out so that as many people as possible are aware of and understand the importance of fire prevention.

Recommended Problem Statement

The group discussed the need to ensure that whenever possible, marketing messages must encompass all risks, not just fire prevention but rather community risk reduction (CRR).

Recommended Strategies

• Fire departments are more than just fire: fire prevention is a broad category of content, especially within the context of the expansion in the fire service mission and the advent of Community Risk Reduction. Fire prevention messages are often broad, inconsistent and lengthy. The fire service should:
  » Break down and segment the most pertinent messages.
  » Be more effective in the means and method in which messages are communicated, such as using shorter bursts of targeted information.
  » Be graphically and visually engaging.
  » Be honest and real – not every message can be rosy and positive.
  » Develop regional messaging.
  » Leverage modern communication platforms.
  » Ensure messaging is available in the appropriate languages.
  » Use research-based messaging that shows the real-world application of solutions.

• Build collaboration and advocate for funding across fire service organizations to affect messaging via “trickle-down” approach.

• Don’t underestimate the power of the individual firefighter as a champion of fire prevention messaging.
Recommended Partners and Actions

- USFA and NFPA’s effort to produce and disseminate appealing messaging.
- Collaborate across the fire service organizations to create consistent messaging and to seek funding.
  » Help fire departments by packaging together materials that they may not have the time or resources to develop.
  » Develop schedules that promote consistent messages across the country.
- Leverage corporate and other community contacts.
  » Partner with the National Ad Council.
  » Companies such as Disney and Pixar.
- Identify funding mechanism to support local efforts.

Sprinklers

Truman Fire Forum Concept Statement

Identify and act on creative strategies to increasing fire prevention methods, such as encouraging government agencies such as Housing and Urban Development (HUD) and the Department of Veterans Affairs (VA), who provide 48% of all new mortgages, to limit mortgage funding to homes without sprinklers.

Recommended Problem Statement

Structure fires today burn at much hotter temperatures and spread with greater speed, endangering lives. The public can be made safer through the adoption and enforcement of model codes and standards that support life safety and include 24/7 fire protection through early detection and fire suppression sprinkler systems.
Recommended Strategies

- Increase and improve education programs for fire officials, agency officials and elected/appointed officials.
  » Provide fire prevention and education programs across all federal agencies.
  » Share the US Fire Administration’s weekly fire fatality reports with Congress.
- Encourage all federal agencies to provide incentives for housing that complies with the latest national model codes and standards, by:
  » Leveraging federal housing mortgage programs to incentivize fire sprinklers.
  » Ensuring federal regulations comply with state and local codes and standards.
  » Ensuring federal housing programs utilize national model codes and standards.
- Use positive stories to highlight good outcomes and compare/contrast events to increase awareness.
  » Have advocates share their experiences and identify problems.
- Use data and research to highlight, explain, and prove the fire problem.
- Reach out to and engage with non-traditional partners to help with our cause.

Large-loss fires and irreplaceable museums and historical buildings such as the Notre Dame Cathedral can be opportunities to educate your community about fire safety.

Recommended Partners and Actions

- US Fire Administration: take the lead on sharing data and educational information with other federal agencies.
- All: leverage the existing collaboration between the Congressional Fire Services Institute (CFSI) and all fire organizations to educate government affairs personnel.
Technology

Truman Fire Forum Concept Statement

Marry modern solutions with modern challenges and problems. Since the events of 1947, our nation has only grown more complex – both in our use and access to technology and in our people. Technology and interactive applications that didn’t exist in 1947 now give us the power to reach the public in ways once unimaginable. With this, the diversity of our nation’s generations and ethnic cultures has changed fire prevention and we must account for these complexities in developing our messages.

Recommended Problem Statement

The breakout group noted the concept statement represented a broad, diverse set of stakeholders both external and internal to the fire service. To address this wide set of challenges, they developed strategies and actions based upon this concept of external and internal sets of stakeholders.
Recommended Strategies

• Segment external and internal stakeholders to push out messages most effective for their respective risks and needs.
  » Use research-based outcomes to modernize fire safety messaging content.

• Improve the use of technology, data collection, and technology behavior to meet the needs of both internal and external stakeholders.
  » Automate dissemination of public and fire safety alerts using existing technology.

• Find partners to help the fire service stay ahead of or at least in tune with technology so that the fire service is not behind in reacting to new technology (aka technology sensing).

• Partner with technology developers, integrators, and providers who have the expertise to assist the fire service in leveraging existing and emerging technology to deliver fire prevention messaging and education.

• Leverage data and technology to better identify at-risk population within our communities.

• Undertake smart improvements in data integration, capture, quality and use within the fire service by leveraging new and emerging technology solutions.

• Identify existing programs, partnerships and technology already in place before creating new efforts in order to minimize the resource and financial burdens on NFFF and other organizations.

Recommended Partners and Actions

• Fire service groups (i.e., IAFC/Metro Chiefs, CFSI)
• Volunteer and community groups (i.e. Red Cross)
• Technology developers, integrators, and providers (i.e., 3M, UL, Google, Apple, Facebook, Waze)
Research Agenda

The Research Agenda enables the fire service to articulate its research needs, particularly in the areas of safety, health and wellness. Research has helped firefighters to understand that their greatest risk may be their own body's reaction to firefighting. Setting of a Research Agenda provides critical support in allowing researchers to receive funding that will continue to look for solutions across multiple areas of the fire service.

The Research Agenda breakout group did not follow the same format as the previous groups but instead were tasked with providing guidance on the upcoming National Fire Service Research Agenda meeting. More information on the Research Agenda meetings is available on page 19.

The group members also discussed a need to present legitimate, digestible research outcomes. With the ubiquitous presence of the internet and the information it offers, it is important that the fire service be able to access clear, concise data backed up by validated research.

Uses of the Research Agenda

For funding decisions: Since the addition of the AFG Research and Development (R&D) grant program in 2005, FEMA has used the Research Agenda to help award its available dollars. Now, applications undergo a two-part review: first for fire service relevance followed up by a science review. The Research Agenda has helped the AFG/R&D program measure its progress since its inception.

For determining priority funding: For 2021, FEMA is looking into launching a competitive program to address a specific fire service need. Such an idea could be generated from the Research Agenda.

For researchers: Attendees noted two likely uses for this audience of the Research Agenda. Experienced researchers are likely to carefully consult the Research Agenda when formulating funding requests but as they are intimately involved with the development of the agenda, are not likely reviewing the priorities repeatedly to guide their work. New researchers, or at least those new to the fire service, may be looking to the priorities to guide their understanding of the fire service's research needs. The Research Agenda process has also brought some synergy with the fire service researchers, who often share their data and result freely within one another. This is a marked contrast to much of the rest of the research world, where competition for limited dollars often prevents researchers from truly collaborating.

For the fire service: The Research Agenda is mostly directed at the national level, not necessarily to the firehouse. Attendees spent a considerable amount of time discussing the need to better communicate research topics, processes, decisions and outcomes to all members of the fire service. There is often a sentiment that the research being conducted is duplicative. While studies may be looking into the same topics (such as fireground exposures), they are nuances and differences in the approaches. Research on health and wellness topics is often extremely complicated with varying factors that require multiple studies before causal factors can be identified as scientifically valid. In addition, there is no one source of funding for research. There are efforts at the federal level to ensure research is not redundant, but this is no easy task and doesn’t account for other funding sources.
The fire loss, in lives and in property, which occurs annually in our forests and rural areas makes up a highly important part of the annual toll. Such destruction of our precious natural resources is of concern to each of us.

- President Truman, 1947

In 2018, the three largest-loss fires were all wildfires that occurred in wildland/urban interface (WUI) communities in California.

- 92 people killed
- 22,000+ structures destroyed
- 480,000+ acres burned

Like the Texas City disaster, the Paradise fire destroyed nearly an entire community.

U.S. Department of Agriculture estimates that fire seasons last 78 days longer than they did in the 1970s.

As more and more people live in the WUI as a changing climate brings more extreme weather, wildland fires will continue to be a pressing concern for many communities.

Fires in the wildland and the WUI are blurring the lines between structural and wildland firefighters and bringing a new challenge: how to more safely integrate two facets of the fire service who have different tactics, equipment, operations and vocabulary.
Topics for Discussion

Topics listed below were the result of a lighting round of discussion and were not prioritized by the breakout group members.

- Cancer
- Cardiovascular disease
- Exposures
- Musculoskeletal health
- Firefighter health, safety and effectiveness
- Fatigue (physiological, impairing the mission)
- Sleep
- Shiftwork
- Reproductive health (men and women)
- Behavioral health (availability of mental health resources for firefighters when compared to their level of exposures to stressful incidents)
- Firefighter behavior
- Firefighter behavior during an incident (response to stress)
- Leadership
- Recruitment
- Community Risk Reduction
- Fire prevention messaging and communications
- Wildland fire messaging and communications
- Psychology of risk
- Human behavior/decision-making (i.e., what makes a homeowner decide to build defendable space around their home)
- Educational outputs and comparisons of curriculum
- Effectiveness and status of systems in buildings (false alarms), including if systems are conditioning both citizens and firefighters not to listen to these systems
- Applied research
- Culture change through success stories and best practices
- EMS systems
- Global systems in comparison to US efforts

Meeting Process and Mechanics

Attendees

- Media (beyond the fire service media) to help communicate a sense of urgency and need for change.
- Fire service members, age 40 and under, working together in a group to encourage open sharing of their ideas.
- Encourage attendance of fire service members from traditionally underrepresented populations including women and people of color.
- Geographic and department type diversity: encourage attendance from fire service members representing departments from across the country (especially west of the Mississippi) and from multiple department types and sizes; look for ways to remotely engage with people who otherwise would not be able to attend, either electronically or via satellite locations.
- Members from volunteer fire departments working together in a group to address some of the challenges particular to the volunteer fire service.
• Take a page from President Truman’s playbook: external organizations who may share some of the mission of the fire service including construction, ICMA and other organizations representing public officials, and technology companies such as Google.

• Wildland: members of the wildland community need to be in each working group, rather than in their own siloed group to encourage deeper integration of wildland challenges into the full fire service Research Agenda.

• Health and safety officers (including those within the volunteer ranks).

**Timeframe:** Friday to Sunday as it works for career and volunteer firefighters.

**Format**

• Balance the best pieces of the previous meeting processes and outcomes.

• Balance between broad aims and very specific boxes.

• Number of priorities in the end must be smaller than previous reports (more than 50); possible format of eight to nine topics, with priorities identified under the topics.

• Increasing fire service understanding of the complexity of research.

**Recommended Presentations**

The breakout group recommended the NFFF include presentations from other groups with experience and knowledge in developing research agendas for first responders: the InterAgency Board (IAB) and the Centers for Disease Control's National Occupational Research Agenda (NORA) for Public Safety.

Communication mechanisms to better translate research into practice: Attendees spent time discussing the availability of research to the fire service in usable formats. Research aggregators such as Google Scholar, the USFA research library and others provide a wide picture of the available research. Research clearinghouses such as the Cancer Alliance/Symposium meeting and FSTAR provide opportunities for research to be accessible in translated formats easily digestible for all firefighters. Having one spot available to serve as the go-to for research would help provide legitimacy and clarity on results and outcomes. If a fire chief is using research to make their case (a use of research that breakout group members found highlights that the culture of the fire service has changed in recent years to far more receptive to research), there should be a spot where they and their members can go to verify the information they are using.
Follow Up: Truman Symposium and the Truman Fire Forum (May 2019)

During the May 2019 Truman Fire Forum, Chief Dennis Compton, Past Chairman of the Board of Directors of the NFFF, facilitated a two-hour discussion with attendees to gather their recommendations on strategies to improve fire prevention, firefighter safety, and life safety. Their recommendations were captured during this session. Attendees then ranked their highest priorities; the five priorities below were the result of this process. These recommendations are considered by the NFFF to be the most important strategies for meeting the needs, demands and expectations of the fire service during the 2021 meetings:

**Priorities**

1. Integrate fire prevention and public education into the regular operations of the fire department. Key tenets of this strategy include encouraging fire departments to change their culture to value fire prevention equally with operations, starting fire prevention education at the recruit level, viewing fire as a failure in the system, and understanding that the fire chief is ultimately responsible for Community Risk Reduction (CRR).

2. Use data, research, and science as a basis for improving fire prevention. Integrating data and research will give us the power to tell the story of why change is needed. Firefighters and fire officers are on the front lines of this and it is critical that they know the value and importance of data – both locally and nationally. This strategy includes the proper funding of basic fire service research, including physiological, fire behavior, and others.

3. Marry modern solutions with modern challenges and problems. Since the events of 1947, our nation has only grown more complex – both in our use and access to technology and in our people. Technology and interactive applications that didn’t exist in 1947 now give us the power to reach the public in ways once unimaginable. With this, the diversity of our nation’s generations and ethnic cultures has changed fire prevention and we must account for these complexities in developing our messages.

4. Find new ways to leverage fire prevention safety efforts. Identify and act on creative strategies to increasing fire prevention methods, such as encouraging government agencies such as Housing and Urban Development (HUD) and the Department of Veterans Affairs (VA), who provide 48% of all new mortgages, to limit mortgage funding to homes without sprinklers.

5. Tell the fire prevention story. Use professional marketing expertise to get our message out so that as many people as possible are aware of and understand the importance of fire prevention.
18 Strategies for Moving Forward

Attendees also worked on prioritizing the remaining strategies for fire prevention identified during the May 2019 events. Below is the list of strategies in order of priority as voted on by December 2019 meeting attendees.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Strategy</th>
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<tbody>
<tr>
<td>6</td>
<td>Educate local, state and federal public officials at all levels on the value of fire protection and their obligation to provide it to our communities.</td>
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<tr>
<td>7</td>
<td>Convene a Presidential or Congressional commission to assess the nation’s fire problem and make recommendations on solutions, including funding, authorization, and authority.</td>
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<tr>
<td>8</td>
<td>Utilize expertise and skill sets from outside of the fire service to improve our efforts and programs. Include the communities we serve in these discussions.</td>
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<tr>
<td>9</td>
<td>Improve political acumen across the board in the fire service by sharing and understanding success stories. Provide appropriate support and resources for the Congressional Fire Services Institute (CSFI).</td>
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<tr>
<td>10</td>
<td>Use research to increase the efficacy of our public messaging. Improve the delivery of these messages.</td>
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<td>11</td>
<td>Define the role of the fire service in combatting wildland fires.</td>
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<tr>
<td>12</td>
<td>Improve relationships with our partners who can help us in improving the safety of our communities.</td>
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<tr>
<td>13</td>
<td>Provide a proper level of funding for the United States Fire Administration (USFA) so that it will be able to provide a leadership role in fire prevention efforts.</td>
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<tr>
<td>14</td>
<td>Understand and better articulate the economic versus emotional impact of fire. - quantify how fire, fire prevention, fire suppression. Phoenix ASU project of measuring fire loss.</td>
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Note: the recommendations above have been reworded for ease of understanding. No changes have been made in the content of each recommendation.

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<thead>
<tr>
<th>Priority</th>
<th>Strategy</th>
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<td>15</td>
<td>Educate the public on the importance of codes and standards, including the need to adopt them without change.</td>
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<td>16</td>
<td>Build and/or improve relationships with the Emergency Management community, to involve this critical community component in messaging and other processes.</td>
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<tr>
<td>17</td>
<td>Look at safety differently influence over control</td>
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<tr>
<td>18</td>
<td>Involvement of the fire service is needed in the fire and building code process and in the follow-up adoption of these codes.</td>
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<tr>
<td>19</td>
<td>Using blended learning with technology and vocational hands on.</td>
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<tr>
<td>20</td>
<td>Leverage the criteria development for the Assistance to Firefighters Grant (AFG) program to increase its ability to direct funding to fire prevention projects.</td>
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<tr>
<td>21</td>
<td>Raise awareness of the benefits and value of technology transfer to key legislators who can legislate stronger technology transfer programs moving forward.</td>
</tr>
<tr>
<td>22</td>
<td>Make sure the voice of the volunteer fire service is heard.</td>
</tr>
<tr>
<td>23</td>
<td>Use the National Fire Protection Association’s “ecosystem” concept as the framework for delivering fire prevention messaging.</td>
</tr>
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</table>
The Power and Importance of Relationships

Much of the second day’s discussion focused on the importance of building and leveraging relationships to help the fire service improve the safety of its communities and of all firefighters. In a session facilitated by Chief Dennis Compton, Past Chairman of the Board of Directors of the NFFF, attendees spoke to the need for the fire service to look to its external partners, many of them outside of its traditional relationships in achieving these goals. These relationships can help the fire service leverage every avenue available in supporting its expanding mission.

All 50 states enacted state fire-safe cigarette legislation.

Federal legislation provided businesses with economic incentives to install automatic fire sprinklers.

The Assistance to Firefighters Grant programs have provided billions of dollars in support to the fire service since 2001.

Organizations such as the Congressional Fire Services Institute (CFSI) advocate on behalf of the fire service with elected representatives and federal agencies while others work at the state level.

There is work to be done in educating and enabling our emerging leaders on the importance of this engagement. The fire service must continue to be part of the political process at the local, state and federal level.

*This Conference brings together for the first time the highest officials of municipalities, States, the Federal Government and national groups interested in fire prevention and in saving lives from fires.*

*We are approaching the fire problem on a truly national basis.*

- President Truman, 1947
Attendees affirmed the need for emerging leaders to build relationships as they move into positions of leadership across the fire service. Chief Ron Siarnicki, Executive Director of the NFFF, encouraged attendees to bring their agency’s own emerging leaders to meetings, to encourage them to commit to an active role in the efforts of NFFF and other associations. The NFFF has begun to develop more formal programming in support of these emerging leaders and encourages anyone interested in taking part to contact Rick Best, Advocate Manager for the Everyone Goes Home® program.

**Strategies to Achieve “Fire Service-Friendly” Federal Appointments**

In an era of tightening budgets and increasing difficulties in gaining support at the federal, state and local levels, it is more important than ever that the fire service understand federal processes and engage with elected and appointed officials and staff in the Executive and Legislative branches of government. Attendees brainstormed strategies for engaging with federal officials and in securing fire service-friendly appointments at the federal level:

- Collaboratively develop and maintain a pool of candidates for identified position.
- Encourage fire service members to consider positions in government after completing their fire service career.
- Publish articles about the importance of politics to the fire service in various mediums.
- Put leaders in positions of success by building a strong working relationship and by educating them on the fire service mission.
- Get to know the political and Senior Executive Service (SES) appointees that have responsibilities for programs that matter to the fire service.
- Develop and maintain relationships with the media; but also tell your own story through social media and other means.
- Promote the importance of the CFSI by highlighting their work and encouraging others to support their efforts, whether through their annual dinner or by joining the associates’ program. Encourage your congressional representatives to join the caucus.
- Bring future leaders to fire service leadership tables.
Appendix A: Attendees

Christina Allen  
Consultant  
National Fallen Firefighters Foundation

Steve Austin  
Project Manager  
Cumberland Valley Volunteer Firemen’s Association  
Emergency Responder Safety Institute

Gamaliel Baer, EdD  
Health and Wellness Coordinator  
Howard County Fire and Rescue

Barry Balliet  
CEO  
Provident  
Advisory Committee  
National Fallen Firefighters Foundation  
Board of Directors  
First Responder Center for Excellence

Marc Bashoor  
Executive Editor  
FireRescue1.com

Richard Best  
Advocate Manager  
National Fallen Firefighters Foundation

Johnny Brewington  
Chief  
Woodmere Fire, Rescue, & Emergency Medical Service (OH)

John M. Buckman III  
Owner  
WILDFire Productions

John Butler  
Fire Chief  
Fairfax County Fire and Rescue Department (VA)

Michaela Campbell  
Director of Government Affairs  
Congressional Fire Services Institute

Lorraine Carli  
Vice President of Outreach and Advocacy  
National Fire Protection Association

Scott Carrigan  
Fire Chief  
Salisbury Fire Department

Kelly Casillo  
Research Specialist  
National Fallen Firefighters Foundation

Dennis Compton  
National Fallen Firefighters Foundation

Timothy Cowan  
Deputy Fire Chief / Fire Marshal  
City of Oneida Fire Department

Clinton Curry  
Director of Operations in Key West  
Historic Tours of America

Jim Dalton  
Senior Policy Advisor  
National Fire Sprinkler Association

Clifton Truman Daniels  
Chicago, Illinois

Gregory Dean  
Fire and EMS Chief  
District of Columbia Fire and Emergency Medical Services Department (DC)
Appendix A: Attendees (Continued)

Charlie Dickinson  
Fire Chief, Retired, Pittsburgh Bureau of Fire  
Acting U.S. Fire Administrator (2005-2007)

John Dixon  
New Jersey State Lead Advocate  
Everyone Goes Home® Program

John Donnelly  
Assistant Chief  
District of Columbia Fire and Emergency Medical Services Department (DC)

David Eskew  
Market Manager  
Milliken ResQ

Yvonne Feijoo  
Fire Administration Emergency Management Coordinator  
Hallandale Beach Fire Rescue

Karl Fippinger  
Vice President, Fire and Disaster Mitigation  
International Code Council

Brian Geraci  
State Fire Marshal  
Office of the Maryland State Fire Marshal

John Granby  
Vice President Government Relations and Corporate Responsibility  
LION Group  
Board of Directors  
National Fallen Firefighters Foundation and First Responder Center for Excellence

Greg Guise  
National Fallen Firefighters Foundation

Bobby Halton  
Editorial Director  
Clarion Fire Rescue Group  
Educational Director  
FDIC

Tom Harbour  
Wildland Fire Consultant  
HarbourFire, LLC  
National Fallen Firefighters Foundation  
Chief Fire Officer  
Cornea

Lynn Hawkins  
Fire Programs Assistant  
National Fallen Firefighters Foundation

Billy Hinton  
Program Specialist  
National Fallen Firefighters Foundation

Brittany Hollerbach  
Postdoctoral Research Fellow  
Skidmore College

Charles Hood  
Chief  
San Antonio Fire Department (TX)  
Board of Directors  
National Fallen Firefighters Foundation and First Responder Center for Excellence

Tonya Hoover  
Superintendent  
U.S. Fire Administration - National Fire Academy

Angela Hughes  
President  
Women in Fire
Appendix A: Attendees (Continued)

Moses Jefferies IV  
Captain  
Nashville Fire Department (TN)

Bill Jenaway  
President  
Congressional Fire Services Institute

Tom Jenkins  
Fire Chief  
Rogers Fire Department  
International Association of Fire Chiefs

Jonathan Jones  
State Fire Marshal  
State of South Carolina

Steve Kerber  
Director  
UL Firefighter Safety Research Institute

Ed Klima  
Managing Director  
First Responder Center for Excellence

Melissa Knight  
Contractor  
National Fallen Firefighters Foundation

Christopher Koretski  
Lieutenant  
Watch Hill Fire Department (RI)

Kevin Kuntz  
Vice President & Chief Engineer  
ISO/ Verisk

Rich Marinucci  
Executive Director  
Fire Department Safety Officers Association

Troy Markel  
Chairman of the Board of Directors  
National Fallen Firefighters Foundation  
Board of Directors  
First Responder Center for Excellence  
President  
VFIS

Peter Matthews  
Editor-in-Chief  
Firehouse®

Chris May  
Montgomery County Fire & Rescue Service  
Maryland State Fireman’s Association

Ernest Mitchell  
Chairman of the Board of Directors  
First Responder Center for Excellence  
Board Member  
National Fallen Firefighters Foundation  

Lori Moore-Merrell  
President and CEO  
International Public Safety Data Institute

Mike Novak  
Region 7 Advocate Manager  
Everyone Goes Home® Program

Brenden Orth  
Pennsylvania State Advocate  
Everyone Goes Home® Program

Cathie Patterson  
Branch Chief  
FEMA
Appendix A: Attendees (Continued)

Vickie Pritchett
Director, Outreach & Government Relations
National Fire Sprinkler Association

Jenna Pritchett
Corporate Outreach
National Fallen Firefighters Foundation

Susan Proels
Director of Marketing
National Fallen Firefighters Foundation

Kevin Quinn
1st Vice Chairman
National Volunteer Fire Council

Shane Ray
President
National Fire Sprinkler Association

Terri Reid
Health/Safety Chairperson
International Association of Black Professional Firefighters

Derek Robinson
Fire Chief
Madison Township Fire Department (OH)

Kevin Roche
Partner
PSRM

Derek Roy
Global Application Engineering Manager
3M Scott Fire & Safety

Joanne Rund
Fire Chief
Baltimore County Fire Department (MD)

Russ Sanders
Regional Director, Central Region
National Fire Protection Association, Metropolitan Fire Chiefs

Dennis Schoen, Jr.
Captain
Sunland Park Fire Department (NM)

Stephen Schwartz
CEO/Co-owner
LION Group

Tim Sendelbach
Vice President / Chief of Public Safety Operations
iFIRE International

Ronald Siarnicki
Executive Director
National Fallen Firefighters Foundation

Denise Smith
Director
First Responder Health and Safety Laboratory, Skidmore College

Debbie Sobotka
Chief Executive Officer
Center for Public Safety Excellence

Daniel Speigel
Fire Chief
Wildwood City Fire Department (NJ)

Victor Stagnaro
Managing Director
National Fallen Firefighters Foundation

Dave Statter
National Fallen Firefighters Foundation
### Appendix A: Attendees (Continued)

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Affiliation</th>
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<tbody>
<tr>
<td>Seth Statler</td>
<td>Government Affairs, National Fire Protection Association, Board Member, National Fallen Firefighters Foundation</td>
</tr>
<tr>
<td>Scott Stephens</td>
<td>Executive Director, International Association of Arson Investigators</td>
</tr>
<tr>
<td>John Tippett</td>
<td>Director of Fire Service Programs, National Fallen Firefighters Foundation</td>
</tr>
<tr>
<td>Kate Tomanelli</td>
<td>Executive Director, Maryland State Fireman’s Association</td>
</tr>
<tr>
<td>Steven Tramel</td>
<td>Development Manager, Congressional Fire Service Institute</td>
</tr>
<tr>
<td>Christine Uhlhorn</td>
<td>Fire Chief, Howard County Fire and Rescue (MD)</td>
</tr>
<tr>
<td>Bruce Varner</td>
<td>President, Institution of Fire Engineers International, Board Advisor, Institution of Fire Engineers - USA</td>
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<tr>
<td>Josh Waldo</td>
<td>Fire Chief, Bozeman Fire Department (MT)</td>
</tr>
<tr>
<td>Bill Webb</td>
<td>Executive Director, Congressional Fire Services Institute, Vice Chairman of the Board of Directors, National Fallen Firefighters Foundation</td>
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<tr>
<td>Tom Weber</td>
<td>National Director Community Hazard Mitigation, ISO/A Verisk Business</td>
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<tr>
<td>Devon Wells</td>
<td>President, International Society of Fire Service Instructors</td>
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<tr>
<td>Ben West</td>
<td>Tennessee State Advocate, National Fallen Firefighters Foundation</td>
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<tr>
<td>Trisha Wolford</td>
<td>Fire Chief, Anne Arundel County Fire Department (MD)</td>
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<tr>
<td>Khalilah Yancey</td>
<td>Lieutenant, International Association of Black Professional Fire Fighters</td>
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## Appendix B: Breakout Group Assignments

### Community Risk Reduction

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<tr>
<th>Facilitator</th>
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<td>Lorraine Carli</td>
<td>Moses Jefferies IV</td>
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<td>Barry Balliet</td>
<td>Charlie Dickinson</td>
<td>Kevin Kuntz</td>
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<td>Johnny Brewington</td>
<td>Tom Harbour</td>
<td>Ernest Mitchell</td>
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<td>John Buckman</td>
<td>Jonathan Jones</td>
<td>Christine Uhlhorn</td>
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<td>Clinton Curry</td>
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<tr>
<td>Lori Moore-Merrell</td>
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<td>Gregory Dean</td>
<td>Karl Fippinger</td>
<td>Seth Statler</td>
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<td>Christina Allen</td>
<td>Bobby Halton</td>
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### Marketing

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<tr>
<td>Yvonne Feijoo</td>
<td>Susan Proels</td>
<td>Ben West</td>
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</table>
# Appendix B: Breakout Group Assignments

## Research Agenda

<table>
<thead>
<tr>
<th>Kevin Roche (Facilitator)</th>
<th>Gamaliel Baer, EdD (Scribe)</th>
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<tr>
<td>John Donnelly</td>
<td>Brenden Orth</td>
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<td>David Eskew</td>
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<td>Brittany Hollerbach</td>
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<tr>
<th>Gamaliel Baer, EdD (Scribe)</th>
<th>Stephen Schwartz</th>
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## Sprinklers

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<tr>
<th>Shane Ray (Facilitator)</th>
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<tr>
<td>Richard Best</td>
<td>Rich Marinucci</td>
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<td>Michaela Campbell</td>
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## Technology

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Our mission is to honor and remember America’s fallen fire heroes, to provide resources to assist their families in rebuilding their lives, and to reduce firefighter deaths and injuries.