

# November 2009 Newsletter

## Everyone Goes Home® - Year Five

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## Looking Forward in Year Five of the Advocacy Program

It is truly an honor to have been asked to return and serve as the Advocacy Manager for year five of the *Everyone Goes Home*® program. Back by my side to help lead us through is the Assistant Advocate Manager Steve Kimple, as well as, Dan McDonough, who will serve in a special projects and advisory role for the Advocacy program.

## Growing the Advocates Program in 2009 - 2010

The 2009-2010 effort will focus on growing the Advocates Program, making it more responsive, providing them the resources and tools to be effective and measuring their progress. In FY 2009, the Advocates Program will reach out to fire academies, chiefs and training officers and "senior" respected fire personnel to establish a lasting culture of firefighter safety in firehouses across the country.

## National Fallen Firefighters Foundation's Vision for Year Five

The *Everyone Goes Home*® Program team should aggressively pursue Courage to Be Safe® outreach delivery in a manner that focuses on program saturation and embedding it at all levels of the fire service including, firefighters, officers, chiefs, stations and companies, departments, states, regions and the nation.

## Who Moved My Culture?

I know many of you have read or heard about the book, *Who Moved My Cheese?* For those who haven't, you should invest in a copy of it and spend the 30 minutes or so for you to read it. This book speaks volumes about change!

## National Fallen Firefighters Foundation Supports the U.S. Fire Administration's ***Install. Inspect. Protect. Campaign***

More than 3,000 people die in home fires each year in the United States; most of whom are in homes without a working smoke alarm. To prevent these deaths, the U.S. Fire Administration (USFA), a division of the Federal Emergency Management Agency (FEMA) is sponsoring a nationwide *Install. Inspect. Protect. Campaign* designed to raise awareness about how working, properly installed smoke alarms can lower a person's chances of dying in a fire.



Spotlighting one of the 16 Firefighter Life Safety Initiatives each month

## Initiative #4 - All firefighters must be empowered to stop unsafe practices.

More on Initiative #4:

- [What is Your Department Doing to Empower Firefighters to Be Safe?](#)
- [Courage, Motivation, Inspiration](#) (Previous Article)
- [Defining Moments](#) (Previous Article)
- [Empowerment](#) (Learning Media)
- [Firefighter Life Safety Initiatives Research Database](#)
- [Is Your Department a "Teaching" Department?](#) (Previous Article)
- [Look At Yourself - Then Make a Change](#) (Previous Article)
- [What a Difference a Day Makes...](#) (Previous Article)

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



## FEATURED Events

### [Beyond Hoses & Helmets](#)

Ralston Fire Department (NE)

November 21, 2009

Read More: » [About the Event](#)

**Install. Inspect. Protect.**  
*Smoke alarms save lives.*

FEMA

[Click here for more information.](#)

### [Install. Inspect. Protect. Campaign Resources](#)

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).

# Everyone Goes Home® - Year Five

Rich Marinucci

**Everyone Goes Home®** Program Director

Ever since the National Fallen Firefighters Foundation received word that it was successful with its FIRE Act grant, members of the *Everyone Goes Home®* program have been planning for the implementation of the projects identified in the year five application. I have been retained to manage the program and I am excited about the possibilities. I am fortunate to have a dedicated team who are all committed to the mission of reducing line-of-duty deaths (LODDs).

The *Everyone Goes Home®* program is focusing its efforts on a few basic premises.

1. Target the main causes of LODD - health, roadway, and during operations.
2. Consider programs that fit into the one year time period of the grant.
3. Work on partnerships that improve outcomes and provide a long-term solution.
4. Pursue methods that improve on the outreach of the program, seeking ways to reach more of the fire service with the safety message.
5. Build upon the successes of the previous four years of the program.

One of the major initiatives is to enhance the advocate program. This is a grassroots effort of *Everyone Goes Home®* intended to take the Foundation's message to as many fire stations and firefighters as possible. Chief Billy Hayes of the Washington, D.C. Fire Department, has accepted the challenge to improve on the basic concept of this outreach effort. This will be accomplished through better communication and direction to the regional and state advocates, a plan to visit fire departments, and to recruit more individuals willing to assist with these efforts.

In year four, an outstanding training package was produced and sent to every fire department in the United States. Hopefully your organization received this package. In year five we will not be doing this, but instead will take a more proactive approach in assisting departments in using this training. Departments have been given tools to help and now need to use them to assist with their training.

The Courage to Be Safe ® training program has been well received and is an outstanding training tool. This year, the *Everyone Goes Home®* program will increase efforts to seek adoption of this training package to ensure its sustainability independent of the success of future grant applications. The *Everyone Goes Home®* program will continue with Courage to Be Safe ® but will also look for ways to partner with others. In addition, *Everyone Goes Home®* will look to develop its second program - Leadership, Accountability, Courage, and Knowledge (LACK) which is designed to assist officers in promoting the appropriate safety message.

There is no doubt this will be an exciting year. We look forward to continuing with our efforts and pursuing innovative ways to promoting the mission of [National Fallen Firefighters Foundation](#) and *Everyone Goes Home®*. If you are interested and have the time to help, let us know. Feel free to visit our website at: [www.everyonegoeshome.com](http://www.everyonegoeshome.com) for more information.

# Looking Forward in Year Five of the Advocacy Program

Billy D. Hayes  
Advocacy Manager

It is truly an honor to have been asked to return and serve as the Advocacy Manager for year five of the *Everyone Goes Home*® program. Back by my side to help lead us through is the Assistant Advocate Manager Steve Kimple, as well as, Dan McDonough, who will serve in a special projects and advisory role for the Advocacy program.

Our goal for this year is clear: Communication! Many of the initiatives that will be implemented will require just that, communication. Through the success of the Advocacy Outreach Pilot Project conducted in Region V last year, we saw that communication was the key to success. From the coordinator setting up meetings, to the advocate meeting with local departments, to the completion of surveys to track data, and to the summary report that was published, continuous communication was the prevailing factor. This year, we will replicate that same project in all regions, but more importantly, replicate that communication model for all that we do.

In addition, regional advocates will be tasked with communicating more with the state advocates for coordination of activities, and state advocates will be tasked with the responsibility of becoming more involved at a larger state level, rather than a more local jurisdictional level. We know many advocates have been very successful in their endeavors, therefore, we will also be offering best practice webinars throughout the year for advocates to not only have a forum to share their experiences and seek assistance, but to offer training to make us all more proficient.

Communication with departments, firefighters, state agencies and associations, Courage to Be Safe® instructors, conferences, and among the Advocacy Program team...no doubt, this will be quite the challenge. We ask you to make this commitment to yourself and the *Everyone Goes Home*® Program. If we all do this, then I know this will be the best year ever.

With that, I look forward to working with each of you in year five. We will soon be meeting to formulate all the goals and objectives, and that information will be forthcoming to all of you. Please know that you are the heart and soul of the *Everyone Goes Home*® program. Without you, we cannot be successful, and our mission of reducing firefighter injuries and line- of-duty deaths will be in jeopardy. As we operate year to year on grant funding, I will close by challenging you to identify ways that this program can continue on successfully long after grant funding has come to an end. As always, please feel free to contact me at [BillyDHayes@aol.com](mailto:BillyDHayes@aol.com). Be safe and best wishes!

# Growing the Advocates Program in 2009-2010

George Haddow  
Advocates Outreach Program

The 2009-2010 effort will focus on growing the Advocates Program, making it more responsive, providing them the resources and tools to be effective and measuring their progress. In FY 2009, the Advocates Program will reach out to fire academies, chiefs and training officers and "senior" respected fire personnel to establish a lasting culture of firefighter safety in firehouses across the country.

To support this effort we will develop new partnerships with health and traffic safety groups, enhance the Everyone Goes Home® website, apply new web technologies and the internet for training and program delivery, reform the speakers bureau with new content and delivery training for consistency of messages, disseminate successful lessons learned and incorporate a fire prevention component that will support and enhance achieving our goals for the Advocates Program.

For 2009-2010, the Advocates program will focus on these top priorities:

1. Adopting the Firefighter Safety Training programs and curriculum in state fire training academies.
2. Working directly with fire chiefs and training officers to incorporate fire safety into all aspects of firefighting in individual firehouses.
3. Engaging directly with "senior" fire personnel who are respected and looked up to in individual firehouses to establish a safety culture in the firehouse.
4. Improving program delivery, adoption of lessons learned, training and communications through an enhanced [Everyone Goes Home® website](#) and other uses of the Internet.

The 10 Regional Advocates will take direct responsibility for securing the adoption of firefighter safety programs and curriculum in the state fire training academies. In 2004-2005, the State of Pennsylvania instituted the Courage to Be Safe® training program in all of its fire academies and LODDs fell on average more than 50% each year from the 2004 number. State and Local Advocates will be responsible for reaching out to fire chiefs and training officers.

Working with their regional advocates, each state and local advocate will identify those firehouses in their state that they will visit over the course of the grant period and the types of information to be collected and distributed in each firehouse. Advocates will report back through the Advocates Tracking Database the results of their visits. The number of visits to each firehouse will be determined and the state and local advocates will be held accountable for making these visits. Adequate financial resources to support travel to the firehouses is essential to the success of this program.

# National Fallen Firefighters Foundation's Vision for Year Five

Ron Dennis

**Everyone Goes Home®** Program Speakers & Conference Liaison

What is the National Fallen Firefighters Foundation's Vision for Year Five? We believe:

The *Everyone Goes Home®* Program team should aggressively pursue Courage to Be Safe® outreach delivery in a manner that focuses on program saturation and embedding it at all levels of the fire service including, individual firefighters, officers, chiefs, stations and companies, departments, states, regions and the nation.

An appropriate organization should take on the Courage to Be Safe® program delivery. The National Fire Academy could absorb the program as an outreach delivery. It would then be available to all states through T.R.A.D.E. Arizona has volunteered to be the "Applicant State" through our State Fire Marshal's Office and State Training Coordinator. However, we would not rule out other viable delivery options if this one doesn't work or we could use more than one option provided the National Fallen Firefighters Foundation's *Everyone Goes Home®* Program remains as "base camp" for program revisions and technical support.

Promoting the Courage to Be Safe® and other *Everyone Goes Home®* programs to a wider audience may include:

- Developing a master training schedule to include national, regional and state conferences.
- Pursuing the opportunity to highlight *Everyone Goes Home®* programs on conference agendas, and identify speakers and/or other *Everyone Goes Home®* representatives.
- Developing a speakers bureau for Courage to Be Safe® and Safety Through Leadership at the regional, state and national levels.
- Identifying a budget for program delivery and stay within the budget.
- Posting the speakers bureau information on the website and marketing the delivery of courses through the bureau.
- Scheduling regional Train-the-Trainer programs for LACK and developing and implementing a delivery plan.
- Promoting the four Life Safety Resource Kits more aggressively as solid training and motivation resources for program implementation. The 16 initiatives are too broad by themselves but can be tackled one at a time with meaningful training tools that we have already produced.
- Focus our efforts on the "Six Domains" and the root causes identified in the L.A.C.K program as the basis for promoting the initiatives as an alternative to just selling the initiatives one at a time. That way we can zero in on those initiatives and solution strategies that really make a difference.
- Developing webcast training resources and implementing a delivery schedule.

By using a multi-pronged approach that is simultaneously being pursued by all of the regional and state advocates and supported by the *Everyone Goes Home®* planning team, we can have a more significant impact on a larger audience with more measurable results. At the same time, we need to stay focused on the three or four most critical domains and roots causes and then identify which initiatives can be used as anchor points for training and "embedding."

Finally, we need to constantly promote the following most critical components for achieving success at advocating our mission. These components were first given to us as our blueprint by Chief Rich Marinucci in Dallas at FRI in 2006 when the Advocates Program began.

- Demonstrate a clear sense of urgency - Every senseless LODD is a reminder of this need.
- Demonstrate and share best practices.
- Involve loved ones/relevant stakeholders (family, crew members, survivors).
- Display constant reminders- EVERYWHERE and EVERY DAY.
- Promote rising standards of excellence by continuously improving safety benchmarks.
- Celebrate successes-reward positive behaviors.

# Who Moved My Culture?

Fire Chief Freddy Howell  
NSB Kings Bay, GA

I know many of you have read or heard about the book, *Who Moved My Cheese?* For those who haven't, you should invest in a copy of it and spend the 30 minutes or so for you to read it. This book speaks volumes about change! It has been a great help to me over the past few years with all of the changes and experiences I have endured. That's another story! From the time I entered into the fire service until now, there has been one thing which I can honestly say has never changed and that is CHANGE! Not a day goes by in the fire service, like most organizations, where we don't experience change. For example, the development of the "16 Life Safety Initiatives" which we hope helps promote change in the fire service. Let's look at the "Who Moved My Cheese" concept and how it relates to the "16 Life Safety Initiatives" and the fire service.

In the book, we meet Hem, the little character that didn't want to change. He did not want anything in his life to change. However, he soon either had to change or be extinct. We also meet, Haw who noticed how Sniff and Scurry changed to find more cheese and followed their lead. Even though it was hard, Haw changed and found that once he overcame his fear he could change and enjoy it. So, we have two characters - Hem, who didn't want or like change and was resistant to it - and Haw, who was a lot like Hem but noticed he had to change to find more cheese and be happy. So which character are you as it relates to the fire service Hem or Haw?

During the first few pages of the story you find out that Sniff, Scurry, Hem, and Haw are happy because they have cheese and "having cheese makes you happy." We relate that to being part of the fire service and being part of an honorable trusted organization dedicated to saving lives and property. "The more important your cheese is to you, the more you want to hold on to it." The longer we are in the fire service the more we embrace the traditions and culture that it holds. We have to stay mindful of the changes just as Haw wrote on the wall for Hem, "If you do not change, you can become extinct."

The fire service and its leaders can't be afraid to change. We have to anticipate and monitor change to promote a new culture that is more safety oriented. We need to adopt procedures and recommendations that have been developed to make our business safer and our firefighters healthier. We need to acquire funding to purchase new equipment while supporting the development for better procedures, equipment and technology. Hem wrote, "Movement in a new direction helps you find new cheese." But for the fire service to move, we have to read and believe in Hem's next quote. "The quicker you let go of old cheese the sooner you find new cheese." If we don't let go of our old beliefs and change our culture, adopt and support the "16 Life safety Initiatives," then we can expect history to repeat itself. I guess that's why, Hem wrote, "Old beliefs do not lead you to new cheese."

Change is never easy nor is changing the culture and the mindset of thousands of fire professionals who may have generations of firefighters in their families. Change can be slow however, with the development and implementation of the Everyone Goes Home "16 Life Safety Initiatives," we are moving in the right direction. In which direction is your department headed? We have to become role models, not only as individuals, but also as entire departments so other departments will be championed to change as well. But for others to change, they have to see a difference in our behaviors, beliefs, and actions. As Haw wrote, "When you see that you can find and enjoy new cheese, you change course."

Years ago my chief came back from the National Fire Academy with a new word and concept that we all laughed about. The word was "paradigm" and the concept was "a paradigm shift." Paradigm basically means we hold particular beliefs about what is true, what is effective and what is valuable. A paradigm shift is the development of different perspectives on what we hold as true, effective and valuable. We, as the fire service and leaders, have to promote a paradigm shift. A good place to start is to follow Haw's next writing. "Noticing small changes early helps you adapt to the bigger changes that are to come." To accomplish this we should use the eating an elephant approach - take small bites at a time. For instance, implement what we have control over such as: Incident Command on all incidents with an accountability system and a safety officer, stopping unsafe acts like backing of apparatus, and the list goes on.

To sum up the book "Who Moved My Cheese" and how it relates to "Who Moved My Culture" we have to acknowledge that change happens and we have to anticipate and monitor change. When change takes place, we have to adapt to change quickly and then enjoy it again and again because one thing is constant - CHANGE! Are you like Haw? Have you adopted the "16 Life Safety Initiatives?" Or, are you like Hem?

# National Fallen Firefighters Foundation Supports the U.S. Fire Administration's *Install. Inspect. Protect. Campaign*

## Encouraging residents to install smoke alarms and sprinklers

More than 3,000 people die in home fires each year in the United States; most of whom are in homes without a working smoke alarm. To prevent these deaths, the U.S. Fire Administration (USFA), a division of the Federal Emergency Management Agency (FEMA) is sponsoring a nationwide ***Install. Inspect. Protect. Campaign*** designed to raise awareness about how working, properly installed smoke alarms can lower a person's chances of dying in a fire. The National Fallen Firefighters Foundation and the Everyone Goes Home® Program are supporting this critical effort to reduce injuries and the loss of life.

The USFA's ***Install. Inspect. Protect. Campaign*** is aimed at encouraging Americans to practice fire safety by installing and maintaining smoke alarms and residential fire sprinklers, which can help save the lives of residents and fire fighters, practicing fire escape plans, and performing a home safety walk-through to remove fire hazards from the home. The campaign is promoting fire safety through a free Campaign Toolkit disc; educational materials; print, radio and television PSAs; children's materials, community organization-sponsored events and a consumer-friendly campaign website.

"The National Fallen Firefighters Foundation is proud to be a partner with the USFA in this very relevant campaign. Far too many people have died in fires as a result of not having working smoke alarms or sprinklers. One person killed in a home fire is just too many," said Chief Ron Siarnicki, NFFF Executive Director. "Together, we can educate our communities and help save lives."

"If a fire breaks out in your home while you're asleep, how will you know? Having a working smoke alarm is like having a fire safety official on duty in your home, 24 hours a day." said Deputy U.S. Fire Administrator Glenn A. Gaines. "Working smoke alarms will alert you to the fire and we know conclusively, a residential sprinkler system can help put the fire out." Gaines adds, "Smoke alarms and sprinklers are able to provide residents the time it takes to get everyone out of the house, before firefighters have to come in."

When both smoke alarms and fire sprinklers are present in a home, the risk of dying in a fire is reduced by 82 percent, when compared to a residence without either. According to the National Fire Protection Association, between 2003-2006, almost two-thirds of home fire deaths resulted from fires in homes with no smoke alarms or no working smoke alarms.

The USFA offers a few helpful tips on smoke alarms and sprinklers:

- Place properly installed and maintained smoke alarms both inside and outside of sleeping areas and on every level of your home.
- Interconnected smoke alarms are best, because if one sounds, they all sound.
- Get smoke alarms that can sound fast. The U.S. Fire Administration recommends that every residence and place where people sleep be equipped with both ionization and photoelectric smoke alarms or dual sensor smoke alarms, which contain both ionization and photoelectric smoke sensors.
- Inspect and test smoke alarms monthly and change alkaline batteries at least once every year, or as



**Install. Inspect. Protect.**

***Smoke alarms save lives.***



FEMA [Click here for more information.](#)

instructed. You can use a date you already know, like your birthday or when you change your clocks as a reminder.

- If possible, install residential fire sprinklers in your home.
- Avoid painting or covering the fire sprinkler, because that will affect the sensitivity to heat.

Organizations in partnership with the U.S. Fire Administration's ***Install. Inspect. Protect. Campaign*** include the American Fire Sprinkler Association, Burn Institute, Everyone Goes Home, Fire and Emergency Manufacturers and Services Association, Fire Department Safety Officers Association, Home Fire Sprinkler Coalition, Home Safety Council, International Association of Black Professional Firefighters, International Association of Fire Chiefs, International Association of Women in Fire & Emergency Services, NASFM Fire Research and Education Foundation, National Association of Hispanic Firefighters, National Association of State Fire Marshals, National Fallen Firefighters Foundation, National Fire Protection Association, National Fire Sprinkler Association, National Volunteer Fire Council, and SAFE KIDS Worldwide.

For more information on the ***Install. Inspect. Protect. Campaign*** and other fire prevention information, please visit [www.usfa.dhs.gov/smokealarms](http://www.usfa.dhs.gov/smokealarms).