



IAFC

INTERNATIONAL ASSOCIATION OF FIRE CHIEFS

Delivering the Message: RSG! Program Outreach Models for Your Success

2012 Webinar Series

Tuesday, March 13, 2012

11:00 am EST



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INTERNATIONAL ASSOCIATION OF FIRE CHIEFS

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INTERACTIVE PARTICIPATION

To submit questions during the webinar,

1. Use the **Q&A BOX** in the lower right corner of your WebEx™ event screen.
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WEBINAR SURVEY

At the conclusion of today's webinar,

Please take the time to complete a BRIEF SURVEY about your webinar experience.

We appreciate your candid and honest feedback.



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READY, SET, GO!

Outreach Success: Making Your Voice Heard on Wildland Fire Risks

RSG Quarterly Webinar Series, #2

RSG Webinar: Introductions

- Lucian Deaton
RSG! Program Manager
 - Outreach Guidance from the RSG! Program
 - The Role of the Fire Department
 - Introduction of Speakers and Topics



RSG Webinar: Outreach to Schools

- Fire Marshal Fred Hollis,
Socorro County, New Mexico, Fire & Emergency
Management
- Melissa Harris
Socorro County, New Mexico, Firewise
Communities Program



RSG Webinar: Outreach to Schools

- Socorro County Outreach to Elementary School Children
 - How Programs Began
 - Background of Effort
 - How We Got There



RSG Webinar: Outreach to Schools

- Funding for Outreach
 - State Fire Marshal's Office - Individual County Fire Departments
 - New Mexico Association of Counties - Bureau of Land Management - Wildfire Protection Grant
 - New Mexico Department of Homeland Security - Plans for Packs



RSG Webinar: Outreach to Schools

- Funding for Outreach
 - New Mexico State University – Southwest Border Food Safety and Defense Center
 - Secure Schools – Title III
 - Internal Funds



RSG Webinar: Outreach to Schools

- How We Got There
 - Building Relationships with Teachers and Principals
 - The “Take-Away” with the Students



RSG Webinar: In-Person Efforts

- Lucian Deaton
RSG! Program Manager
- Fire Chief Rich Cowger
Columbus, Montana



RSG Webinar: In-Person Efforts

- The RSG! Program National Action Guides
 - Methods of Use
 - Quantities Requested in 2011-Present
 - Role of National and State Level Guides
 - Other Resources For Local Presentation



RSG Webinar: In-Person Efforts

- Case Study: RSG! Program Outreach by Columbus, Montana, Fire Department
 - Building RSG! Program Understanding with Other Fire Departments In-State
 - Adapting National Materials to Fit the Local Flavor
 - Adding a Rancher and Rural Resident Section to Address Issues Specific to Those Types of Lifestyles



RSG Webinar: Media Outreach

- Wildland Fire Specialist Jacob Mitchell
Randall County Fire Department
Amarillo, Texas



RSG Webinar: Media Outreach

- Case Study: Randall County Fire Department and the 2011 Texas Wildland Fires
 - Media Exposure of Preparedness Messaging
 - Post-Fire Event and Your Audience
 - How a Department Makes its Message Heard



RSG Webinar: Media Outreach

- Case Study: Randall County Fire Department and the 2011 Texas Wildland Fires
 - Managing Expectations of Media Outreach Response
 - Competing Messages and Audience Attention
 - The Department's Next Steps



RSG Webinar: Special Needs Populations

- Lucian Deaton
RSG! Program Manager
- Fire Chief Rich Cowger
Columbus, Montana



RSG Webinar: Special Needs Populations

- Special Needs Populations
 - What are Special Needs Populations
 - Relationships with “Wildland Fire”
 - RSG! Program Local Action Guides Incorporating Special Needs Messaging



RSG Webinar: Special Needs Populations

- Case Study: Montana RSG! Program Action Guide Development
 - Identified that our area has a lot of older ranch families that are reluctant to leave due to the fact that that has been a generational operation
 - Identified that a lot of residents bought property to retire here but do not understand the fire environment



RSG Webinar: Special Needs Populations

- Case Study: Montana RSG! Program Action Guide Development
 - Identified that these new residents do not understand the capabilities and makeup of the local fire departments, ie:
 - Volunteer vs. Career Perceptions
 - Response Time and the Role of the Resident



RSG Webinar: Special Needs Populations

- Case Study: Montana RSG! Program Action Guide Development
 - Identified that with many of the retirees came another older set of new residents, many being parents that could no longer live by themselves.
 - Those folks are many times not ambulatory themselves
 - Assistance needed to get them moved



RSG Webinar - Discussion

- Questions & Answers
 - Please send us your questions by typing in the middle right box if you have not already



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MARK YOUR CALENDAR IAFC 2012 CONFERENCES WWW.IAFC.ORG

Global Forum For Leadership

FRI 2012   
FIRE-RESCUE INTERNATIONAL

August 1- 4, 2012
Colorado Convention Center
Denver, CO
www.iafc.org/fri

co-located
with FRI



Department of Defense Fire & Emergency Services Conference
July 30 – August 3, 2012
Sheraton Denver Downtown
Denver, CO
www.iafc.org/dod

**Wildland
2012
URBAN
Interface**

Wildland Urban Interface
March 25-29, 2012
Grand Sierra Resort and Casino
Reno, NV
www.iafc.org/wui



Fire-Rescue Med
May 5-8, 2012
The Orleans Hotel and Casino
Las Vegas, NV
www.iafc.org/frm



Executive Edge

Executive Edge

Various dates and locations throughout the year.
www.iafc.org/excedge

**International
Hazardous Materials**
Response Teams Conference

**International Hazardous
Materials Response
Teams Conference**
May 17-20, 2012
Baltimore Marriott Waterfront
Baltimore, MD
www.iafc.org/hazmat



Regional Events
Look for new regional offerings in 2012.
Check back for details on the specific
events with dates and locations.
www.iafc.org/conferences



VCOS Symposium in the Sun
November 8-11, 2012
Sheraton Sand Key
Clearwater, FL
www.iafc.org/VCOSsymposium

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Providing leadership and value for fire and emergency services since 1873.

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MARK YOUR CALENDAR

IAFC 2012 CONFERENCES

WWW.IAFC.ORG

Global Forum For Leadership



August 1-4, 2012
 Colorado Convention Center
 Denver, CO
www.iafc.org/fri

co-located
 with FRI



Department of Defense Fire & Emergency Services Conference
 July 30 – August 3, 2012
 Sheraton Denver Downtown
 Denver, CO
www.iafc.org/dod



Wildland Urban Interface
 March 25-29, 2012
 Grand Sierra Resort and Casino
 Reno, NV
www.iafc.org/wui



Fire-Rescue Med
 May 5-8, 2012
 The Orleans Hotel and Casino
 Las Vegas, NV
www.iafc.org/frm



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Executive Edge
 Various dates and locations throughout the year.
www.iafc.org/execedge



International Hazardous Materials Response Teams Conference
 May 17-20, 2012
 Baltimore Marriott Waterfront
 Baltimore, MD
www.iafc.org/hazmat



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**International Association
of Fire Chiefs**

Lead. Educate. Serve.



2012 Education & Learning



Providing the Best in Leadership Education

The IAFC provides the most comprehensive leadership education and training for all levels of officers and all aspects of fire and emergency services. The IAFC's expansive education offerings and learning opportunities will enhance your ability to achieve your full potential at any rank or in any specialty area.

Company Officer Leadership Symposium (COLS)

This program is the first of its kind providing leadership courses specifically created for company officers. Only the IAFC COLS is designed to meet the necessary job performance requirements (JPRs) according to NFPA standards.

Chief Officer Leadership Symposium (CHIEF)

The Chief Officer Leadership Symposium provides chief officers with a working knowledge of national and international trends in the fire service. Chief officers will meet standards as identified through NFPA 1021 and work on skills related to job performance requirements (JPRs) and areas of self-development.

Executive Chief Officer Leadership Symposium (ECO)

This is the newest level of IAFC Officer Development Program designed for experienced chief officers planning to make the transition to the role of fire chief. Here, experienced chiefs will get a look at the next level of responsibilities and how to successfully prepare themselves for their role as an executive leader.

Executive Edge™

Experience an executive leadership program that will teach you lessons not taught in any school. This program is designed to provide executive level career development and innovative ideas in a small group format different from any other leadership conference.



FRI brings together more than 12,000 of the most prominent fire and emergency service leaders from across North America and around the globe for the best in education, networking and exhibits. FRI provides outstanding leadership training for company officers, chief officers and fire chiefs. Beyond the classroom, FRI has over 600 exhibitors showcasing apparatus, equipment, gear and all of the latest fire service innovations.

Labor Management Initiative (LMI) Conference

The IAFC and the IAFF partner on the LMI Conference bringing fire chiefs and union presidents together for exceptional networking opportunities and dynamic education. This conference is designed to foster and enhance cooperative and collaborative labor-management relationships.

New Chief Leadership Symposium (NCLS)

The New Chief Leadership Symposium offers new and prospective chiefs the executive level skills and knowledge they need to succeed early on in their tenure. This program covers topics most chiefs have to learn the hard way— on the job. NCLS also consists of regional workshops focused on developing the core competencies of new chiefs.

The New Now

Times are changing and today's chiefs must be well equipped to face new challenges. This conference will provide participants with new research and data to help make informed, data-driven decisions. Attendees will meet with emerging leaders to discuss the image of the fire service and how to enhance public perceptions. Participants will leave prepared and motivated to face the new now.

Success & Sustainability Workshop

This interactive workshop will bring fire chiefs together with city and county managers to rethink and reshape how things are done to address realities of delivering efficient and affordable services moving forward in the 21st Century.

2012 Schedule

Company Officers

Company Officer Leadership Symposium

August 1-3
Denver, CO
Levels 1-3

Fire-Rescue International (FRI)

August 1-4
Denver, CO

Chief Officers

Chief Officer Leadership Symposium

August 1-3
Denver, CO
Levels 1 & 2

Executive Chief Officer Leadership Symposium

August 1-3
Denver, CO
Level 1

Fire-Rescue International (FRI)

August 1-4
Denver, CO

Labor-Management Initiative (LMI) Conference

January 2013
Phoenix, AZ

New Chief Leadership Workshop

May 3-4
Las Vegas, NV

Full Symposium:
January 2013

The New Now

September 20-21
Charlotte, NC

Fire & EMS Chiefs

Executive Edge

February 6-8
San Diego, CA

April 12-13
Providence, RI

June 4-5
Austin, TX

July 31- August 1
Denver, CO

November 15-16
New Orleans, LA

Fire-Rescue International (FRI)

August 1-4
Denver, CO

Labor-Management Initiative (LMI) Conference

January 2013
Phoenix, AZ

New Chief Leadership Workshop

May 3-4
Las Vegas, NV

Full Symposium:
January 2013

The New Now

September 20-21
Charlotte, NC

Success & Sustainability Workshop

Fall 2012
Phoenix, AZ

City/County Managers

Success & Sustainability Workshop

Fall 2012
Phoenix, AZ

Register for these conferences at www.iafc.org

Special Savings: IAFC Members receive discount pricing on all IAFC events.





Specialty Events

The IAFC is your trusted source for essential information put together by subject matter experts and taught by experienced leaders. When you attend an IAFC event you know it will be rich in content, challenge how you think about various concepts and provide unique opportunities to build a strong network of peers.

	<p>Wildland: Wildland Urban-Interface Conference (WUI)</p> <p>March 25-29 • Reno, NV www.iafc.org/wui</p>
	<p>EMS: Fire-Rescue Med (FRM)</p> <p>May 4-8 • Las Vegas, NV www.iafc.org/frm</p>
	<p>Hazmat: International Hazardous Materials Response Teams Conference</p> <p>May 17-20 • Baltimore, MD www.iafc.org/hazmat</p>
	<p>Federal & Military: Department of Defense Fire & Emergency Services Conference (DoD)</p> <p>July 30- August 3 • Denver, CO www.iafc.org/dod</p>
	<p>Volunteers: VCOS Symposium in the Sun</p> <p>November 8-11 • Clearwater Beach, FL www.iafc.org/vcosymposium</p>
<p><i>For the most current list of dates and locations, please visit www.iafc.org</i></p>	



Wildland Urban Interface (WUI) Conference

WUI brings together leaders from the local, state and federal levels to collaborate against the fastest growing fire threat in the wildland/urban interface. From education and mitigation to suppression strategies and policy, WUI offers extensive training, plus 40,000 square feet of exhibits. WUI addresses the toughest challenges facing the wildland firefighting community.

Fire-Rescue Med (FRM)

Fire-Rescue Med is the conference for fire-based EMS leaders, providing education and training on hiring and retaining EMTs, public and private integration challenges, embracing technology, billing for services, illness prevention programs and more. On the exhibit floor, attendees meet face-to-face with the vendors that provide critical products and services to the EMS community.

International Hazardous Materials Response Teams Conference

The IAFC's Hazmat Conference provides the latest classroom, hands-on and field trip-based training on what's new in hazmat. This conference covers all aspects of hazmat, including transportation, safety, WMD, gear, terrorism, mass decontamination, and bioterrorism. The hazmat exhibit floor includes both indoor and outdoor demonstrations of hazardous materials gear, equipment, and more.

Department of Defense: Fire & Emergency Service Training Conference (DoD)

The DoD conference is co-located with FRI giving participants the opportunity to network with Army, Marine Corps, Navy, Air Force, Coast Guard, OSD, and DLA peers to discuss fire service issues being faced today.

Volunteer and Combination Officers Section (VCOS) Symposium in the Sun

The VCOS Symposium addresses the unique needs of volunteer and combination departments including transitioning from a volunteer to a combination department, recruitment and retention, leadership, management and staffing.



eLearning

This collaborative learning experience benefits those with busy schedules and little time for education. Gain individualized learning that is both visual and auditory and provides attendees access to an online network of peers. A complete list of webinar and podcast topics can be found at www.iafc.org/elearning.

Your Education, Your Way

The IAFC's learning environments continue to expand as we adapt to the changing needs of our participants. Our education offerings consist of:

- **Conferences** that are a mix of large general sessions and small classroom breakouts with face-to-face networking and connection building
- **Regional Events** deliver the core content from larger national events and provide the opportunity for high-level training with local conveniences
- **IAFC On Demand** provides online access to all FRI sessions on the go. Check it out at www.iafc.org/OnDemand
- **Small group events** focus on group discussions and idea sharing
- **eLearning** allows attendees to benefit from education presented online providing the ability to engage with others from the convenience of their house, office, or even on the go

Unique Learning Opportunities

At the IAFC we know education goes beyond the classroom—it's also extremely important to our businesses in the marketplace. The IAFC has three new programs that allow for relationship building and information sharing between fire service leaders and companies

conneXions- is a three-day event that provides one-on-one discussions between top leaders from major markets and businesses as they learn from each other

Focus Groups- give participants an opportunity to be an influential voice in the marketplace by sharing their perceptions and opinions on products and advertising with participating companies

flex- is a hosted buyers program which allows qualified buyers to participate in FRI at no cost while also attending pre-scheduled appointments with participating vendors..



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