



## **IAFC Candidate Questions– 2018 Election**

### **Chief Jeremy Moore, Broken Arrow (Oklahoma) Fire Department**

- 1. What should be done to increase/encourage collaboration between career, combination and volunteer fire departments?**

As we build upon the professionalism of our industry we must work together and understand it is our differences and uniqueness that make us stronger. Each department regardless of size or salary has strengths that others don't have, and we must recognize that we all benefit from a collaborative approach rather than a competitive attitude.

To encourage the collaborative environment between departments the IAFC must continue to reinforce and promote the success stories of departments who have put aside their differences and worked together to provide an improved service to our customers. We must market the data of success stories that supports collaboration, such as reduced response times, increased fire ground staffing and safety, and decreased departmental expenditures. We must encourage common communications and joint training for all departments located within a close geographic area. The IAFC can help by continuing to support legislation and funding for P25 and FirstNet integration as well as funding to advance joint training programs while supporting state and Division educational opportunities.

#### **Summary**

- Advocate for Common Communications
- Promote joint training
- Support legislation and funding for collaborative endeavors
- Tout our success stories

- 2. What are your thoughts on the growing behavioral health issues in the fire service and how do you propose to deal with it?**

For far too long the chronic impact of exposures to firefighters has been overlooked. We are finally realizing the chronic effects of small amounts of carcinogens on our men and women, but only recently have we acknowledged the chronic effects of traumatic situations on the mental well-being of our profession. We must partner with experts who have dealt with PTSD, depression, substance abuse, and even suicide to find the right path for our firefighters. These issues are not new to society, but our traditional model of ignoring the problem is only making it worse. The IAFC must work with private and government organizations to provide funding and education for our members. We must work together to change the perception that we must bury those internal reactions to stressors. We must continue to promote and embrace total person wellness programs for every department. Healthy diet, exercise, and sleep has been proven to aid in the reduction of stress. We must develop a format for entry level and ongoing training that makes healthy lifestyles and mental awareness a part of our culture. Every department has the resources to learn about Peer Support teams, and we must promote and

prepare our officers to better deal with these situations. Lastly, the IAFC must be a proponent for consistency across the fire service when dealing with Worker's Compensation reform that effectively identifies and addresses PTSD and other mental wellness issues related to our livelihood and passion.

#### Summary

- Partner with Mental Wellness experts
- Continue to educate the fire service of the real effects of traumatic situations (Acknowledge the problem)
- Incorporate mental wellness education into every level of professional development training
- Encourage total wellness programs – Healthy diet and exercise
- Develop Peer Support teams and provide training for them
- Promote legislation or other Worker's Compensation reforms that consider mental wellness risks of firefighters

### 3. **How would you at a national level, educate the media and public that the fire service is now the "all-risk" response to any emergency?**

The IAFC should consider developing a marketing strategy for a nationwide campaign to grow the public's perception of our "all risks" services. Many departments have inadequate resources to have a dedicated Public Information Officer or the time and funding to develop a marketing plan. The IAFC can develop the messaging, the talking points, and even the strategy for larger and small departments to reach out to their media outlets and generate the media we want with the message we want. The campaign should include customizable stories as well as templates for print and social media. All of this should be available to our IAFC members with a step-by-step plan and educational opportunities. Together, we can reach every media outlet with a consistent and professional message regardless of an individual department's resources.

#### Summary

- The IAFC will develop a step-by-step "All Risk" marketing plan to include messaging, templates, and tips
- Distribute and educate all IAFC member departments on the nationwide marketing strategy
- Provide greater media relations training to include print, radio, television, and social media

### 4. **What would you do to foster a more diverse and inclusive IAFC?**

The IAFC must make a concerted effort to encourage diversity and inclusion. We should strive to visit departments with diverse firefighters and chief officers and encourage them specifically to become more involved with the IAFC. We must continue to encourage our diverse members to not only attend conferences, but to become more actively involved at every level of the IAFC. It is our diversity that makes us great. Furthermore, diverse chief officer come from diverse rookies. The IAFC must continue to provide recruitment tools and education to all departments, so efforts are taken at every department to have a diverse and inclusive department.

#### Summary

- Visit departments with diverse firefighters and chief officers and encourage their participation in the IAFC
- Encourage underrepresented IAFC members to consider greater participation in committees, Divisions, Sections and elected positions.
- Provide recruitment tools and education for departments struggling with diversity recruitment

### 5. **What role does the IAFC play in incorporating technology into the fire service?**

The IAFC must continue to provide venues for the introduction of new and innovative technology to the fire service. The IAFC must continue to support the funding of studies, research, and dissemination of new technologies from around the world. Our annual conferences provide the platform for these new concepts to reach our fire service leaders, but webinars and videos might be a successful medium for those who cannot attend the conferences. The IAFC must also continually promote the importance of a willingness to change among our profession. We must break free from the adage that we're unwilling to change as the world around us evolves. Any opportunity the IAFC has to promote and support the growth, development, and embracement of new ideas, practices, or technology should be taken.

#### Summary

- Continue to seek and bring new technologies to IAFC conferences and other venues
- Support the scientific research being done to advance our profession
- Identify other mediums to promote science and technology
- Advocate for an evolving and learning profession at every opportunity

### 6. **How have you incorporated community risk reduction into the planning, structure and operations of your department? How would you advocate for community risk reduction as an IAFC officer?**

Community risk reduction is in the actions of every firefighter every single day. Whether our crews are providing public education at a school, changing a smoke detector battery in a home during a medical emergency, or providing preventative health care to a high frequency patient, our department's mission is to "Serve Others" and it is not limited to fires and EMS. Recently, we have added positions to provide our customers with programs to reduce their dependency on emergency services, such as ambulance transport and emergency room visits. For the last few years we have been honored to participate in teaching our high school students CPR as a prerequisite to graduation. We recently introduced PulsePoint to our community in an effort to further reduce a patient's downtime without CPR after a cardiac arrest. This also helped pinpoint the location of every defibrillator in the community and provide users with directions to its location. As an IAFC officer, I will continue to research and advocate for effective and efficient programs and I will promote those to other departments. There are many successful initiatives throughout our profession and we should be learning from each other.

#### Summary

- Find departments doing creative effective and efficient community risk reduction
- Promote their programs and success to others for duplication

**7. Describe your current department and explain how your role helps you serve the IAFC.**

The Broken Arrow Fire Department is a mid-sized fire-based EMS department. As a suburb of Tulsa, Oklahoma we serve a population of approximately 110,000 citizens. With a major metropolitan department on our west border and combination and volunteer departments surrounding our other borders, we work closely with various agencies to serve the greater community. As a mid-sized Fire Chief, I have an excellent staff, but we are limited compared to some much larger departments, so that makes it necessary for me to have a strong knowledge of every aspect of the fire and EMS service. In my role, I must be well versed in the issues of my volunteer partners and the concerns of a metropolitan fire department. As the leader of the department I must be a visionary, a planner, and at times a cheerleader; but at our size there are days that I must also be an incident commander, a budget or data analyst, a grant writer, a human resource expert, an instructor, and fulfill many other roles as well. I believe that not one person has all the skills and abilities to do everything, but I also believe the most critical skill is a willingness to admit that you may not know or that you might need help. I have found that my ability to admit I need help and ask for assistance has been one of my greatest strengths and a key to my success at the Broken Arrow Fire Department. When elected, I will employ that same attitude and work ethic for every member of the IAFC.