RISK MITIGATION

INCIDENT PREVENTION

FIRE SERVICE

CRR 2019

Community Risk Reduction

LEADERSHIP

COMMUNITY PARTNERSHIPS

CONFERENCE: March 24 – 26, 2019

Peppermill Resort | Reno, NV

IAFC.org/CRRL

POWERED BY

#CRRL2019

WELCOME

The 2019 Community Risk Reduction Leadership Conference is **ALL NEW** and the **ONLY** conference geared specifically to the education and training needs of chief officers and other fire service managers seeking to create, execute, and evaluate measurably successful CRR platforms and programs.

Powered by the IAFC and the IAFC's Fire and Life Safety Section, this specialized leadership training will benefit fire service leaders with real-world wisdom by CRR trailblazers and innovative rising stars, all working together to pioneer the future of CRR in North America and leave with solutions you can count on today.

WHY ATTEND?

LEADERSHIP:
Specialized leadership training geared specifically to assess community risks and develop achievable strategy and operational plans.

RISK MITIGATION:
Tackle CRR with proven best practices to create, execute, and evaluate measurably successful CRR platforms and programs — from concept to implementation.

COMMUNITY PARTNERSHIP:
Explore vendors, product demos, and preview the latest tools and technologies to advance Community Risk Reduction locally.

WHO SHOULD ATTEND?

Fire Marshals
Chief Fire Officers & Commissioners
Fire Prevention Chiefs/Directors
Fire Prevention Staff
Fire & Life Safety Educators
CRR Specialists
Future Fire Prevention Leaders
Firefighters
Assistant Chiefs
Executive Fire Department Staff

POWERED BY

FIRE & LIFE SAFETY SECTION

The mission of the IAFC's Fire and Life Safety section (FLSS) is to reduce injury, life loss and property loss by advancing the field of fire prevention and life safety with leadership and vision for fire safety professionals.

POWERED BY

INTERNATIONAL ASSOCIATION OF FIRE CHIEFS (IAFC)

For over 140 years, the IAFC has been providing leadership to career and volunteer chiefs, chief fire officers and managers of emergency services. The IAFC represents the leadership of more than 1.2 million firefighters, and our members are the world's leading experts in firefighting, emergency medical service, terrorism response, hazardous materials, natural disasters, search and rescue, and public-safety legislation.

I'M GOING

REGISTER TODAY AT
IAFC.ORG/CRRL

#CRRL2019

SCHEDULE AT A GLANCE

SUNDAY, MARCH 24				
OPENING GENERAL SESSION				
1 – 4:30 PM	Community Risk Reduction: It's Probably Not What You Think It Is!	CRR - Much More Than Just Another Program		
4:30 – 6 PM	WELCOME RECEPTION			
MONDAY, MARCH 25				
GENERAL SESSION				
8 – 9:30 AM	Community Risk Reduction and Community Partnerships			
BREAKOUT SESSIONS				
10 – 11:00 AM	Building a Different Kind of Fire Department	Empowering Firefighters: A Practical Approach to CRR	Scottsdale — A CRR Success Story	Teaching and Technology: A Recipe for Successful Mitigation of Stove Top Cooking
11:15 AM – 12:15 PM	The Role of Home Fire Sprinklers in CRR	Smart Smoke Alarms and New UL Testing Standard for Safety and Performance	Community Risk Reduction: Moving from Process to Practice	Engaging Your Community to Reduce the Risk of Wildfire
12:15 – 1:45 PM	LUNCH			
BREAKOUT SESSIONS				
1:45 – 2:45 PM	CRR Triage: Start Where You Stand, You've Actually Already Started	Defining Performance Outcomes: Responding to Community Risk	Message Matters: Effective Tools and Training to Drive Behavior Change	NFPA: A Critical Part of the CRR Equation
3 – 4 PM	Making Positive Change During America's Heroin Epidemic	Cooktop Safety: Consideration for Reducing Burn Injuries	Public Health and Community Risk Reduction Harmony	Measuring and Reporting Outcomes That Matter
TUESDAY, MARCH 26				
BREAKOUT SESSIONS				
8:30 – 9:30 AM	Outcomes: Another Wicked Issue?		Tucson Collaborative Community Care (TC-3) Program: Reducing and Preventing 911 Calls	
CLOSING GENERAL SESSION				
10 AM – 12:30 PM	USFA Update		The Michael H. Minger Foundation	

CONFERENCE SESSIONS

SUNDAY, MARCH 24

OPENING GENERAL SESSION

1 – 4:30 PM

Community Risk Reduction: It's Probably Not What You Think It Is!

Community Risk Reduction (CRR) is really a process that leads to better outcomes in any fire and life safety arena, but especially for the fire service. This presentation will cover what CRR is — what it's not — and how it can shape the future of the fire service for the foreseeable future.

Jim Crawford, Project Manager, Vision 20/20

CRR — Much More Than Just Another Program

Community Risk Reduction (CRR) provides a platform for fire department leaders to assess risk, prevent harm, respond to incidents, and review the deployment and utilization of their resources to best protect their community. This session will explore CRR from that unique perspective, making current and future fire department leaders more effective in performing their various roles.

Dennis Compton, Chief (Ret.), Chairman, National Fallen Firefighters Foundation

MONDAY, MARCH 25

GENERAL SESSION

8 – 9:30 AM

Community Risk Reduction & Community Partnerships

IAFC Past President Tom Jenkins will discuss how community partnerships play a significant role in community risk reduction. The keynote address will be followed by a panel discussing how communities have established partnerships and that have aided in the advancement of CRR in their communities.

Tom Jenkins, Chief, 2017 IAFC President, Rogers (Ark.) Fire Department

10 – 11 AM | BREAKOUT SESSIONS

Building a Different Kind of Fire Department

Discover how the Bellevue Washington Fire Department used a data-informed approach to build an innovative tool to visualize risks for command staff, decision-makers, elected officials, and citizens. Identify risks specific to your community and strategies to integrate your greatest resource, your firefighters, into your outreach and education programs.

Kieron Gillmore, Business Process Analyst, Bellevue (WA) Fire Department; Heather Wong, Community Risk Reduction Specialist, Bellevue (WA) Fire Department

Empowering Firefighters: A Practical Approach to CRR

Join us as we take you on the Wilmington Fire Department's CRR journey to learn from our hits and misses. This breakout session will illustrate how to transform your department's CRR program from an "us/them" mentality to a "we're all in" philosophy. During our time together we will focus on a real-world approach to Community Risk Reduction, and instead of using a top-down approach, we'll show you how to lead from the bottom up.

Wendy Gianinni-King, Community Risk Coordinator, Wilmington (NC) Fire Department; Chris Walker, Battalion Chief/Fire Marshal, Wilmington (NC) Fire Department

Scottsdale: A CRR Success Story

This session will illustrate how consistent implementation of effective programs like mandatory residential sprinklers, Firewise for extensive urban interface issues, and assembly crowd manager training for special events helped Scottsdale in its effort toward being a safe community. This is a session created just for you.

Jim Ford, Deputy Fire Chief, City of Scottsdale (AZ) Fire Department

Teaching and Technology: A Recipe for Successful Mitigation of Stove Top Cooking

Come discover one of the most popular presentations from Vision 20/20's 2018 Model Performance in CRR Symposium. This session highlights how the Massachusetts, Worcester Fire Department (WFD) tackled the severe problem of cooking fires in their city. Learn how after a thorough risk assessment with the Worcester Housing Authority, revealed 759 apartments (862 residents) in 4 buildings had an average of 12 fires/month to now zero during phase 2 of the project in 2018.

Annmarie Pickett, Lieutenant, Worcester (MA) Fire Department

11:15 AM – 12:15 PM | BREAKOUT SESSIONS

The Role of Home Fire Sprinklers in CRR

If you have a home fire today, you are more likely to die than you were in 1980. In less than two minutes a fire can become deadly and the contents in them are creating dangerous fire scenarios for occupants and first responders. Join Lorraine Carli's session as she discusses resources and tools available to advocate for home fire sprinkler requirements where possible. In areas where sprinklers are not permitted by code, Carli will discuss programs AHJs can use to offer developer incentives to protect subdivisions, providing examples of successful programs.

Lorraine Carli, Vice President of Outreach and Advocacy, NFPA

Smart Smoke Alarms and New UL Testing Standard for Safety and Performance

Are you ready for the new "smart" fire alarms? This session will give an overview of the latest safety and performance requirements for these new smoke alarms that are expected in the 2019 marketplace. Discover how these smart smoke alarms will enhance safety in residential occupancies through "multi-criteria" sensing technology and how these new alarms will be less likely to alert from nuisance sources such as cooking smoke.

Sean DeCrane, Manager of Industry Relations, UL; David Mills, Principle Engineer, UL

Community Risk Reduction: Moving from Process to Practice

Learn how implementing CRR within the Tucson Fire Department evolved their culture from that of "Hero to Guardian." This session will review lessons learned along the way and the programs that were implemented as a result of working through the CRR process.

Mike Carsten, Deputy Chief, Tucson (AZ) Fire Department

Engaging Your Community to Reduce the Risk of Wildfire

Over the past several years the Western United States has experienced an increase in destructive and deadly fires in the Urban Interface. This course will highlight several successful community engagement programs in Carson City that focus on public awareness and reducing the threat and severity of wildfire in the Wildland Urban Interface.

Sean Slamon, Fire Chief, Carson City (NV) Fire Department

CONFERENCE SESSIONS

1:45 – 2:45 PM | BREAKOUT SESSIONS

CRR Triage: Start Where You Stand, You've Actually Already Started

Don't become overwhelmed with the Community Risk Reduction (CRR) process, like triage during a mass casualty incident (MCI) "Start Where you Stand!" Whether you start small or large, the important thing is that you start. We will look at organizing, prioritizing, collecting data, implementing, measuring, and collaborating. Contrary to popular belief, CRR isn't just the Fire Department's job. There are lots of other organizations already doing CRR activities out there and we need to collaborate with them. Fast paced and engaging, get ready to "Start Where you Stand!"

Brent Faulkner, CEO, Virtual CRR, Inc.

Defining Performance Outcomes: Responding to Community Risk

Communities today must find a credible method of measuring the performance of one of their most expensive and critical services, the fire department. With the increased responsibilities of emergency management and homeland security, measuring company performance outcomes is quickly becoming a vital component of every fire chief's business portfolio and a critical part of credibly responding to community risk. Don't miss out on this one of a kind session.

Jim White, Director, Valencia College School of Public Safety

Message Matters: Effective Tools and Training to Drive Behavior Change

Focused fire departments embrace prevention and public education as key success strategies. Every encounter with the public is an opportunity to reduce risk by promoting safer actions. This session highlights new training and outreach tools to prepare fire department personnel, including line firefighters, to deliver accurate, consistent, and high-impact fire and life safety messages to your community, free of charge.

Meri-K Appy, Manager of Education and Outreach, Vision 20/20; Margaret (Peg) Carson, Operations Manager, Vision 20/20

NFPA: A Critical Part of the CRR Equation

If there is one thing we know to be true, it is that CRR cannot be practiced in a vacuum. Successful implementation calls for data analysis, a comprehensive risk assessment, strategic partnerships, community engagement, and much more. Come learn how the NFPA can serve your CRR needs!

Chelsea Rubadou, Community Risk Reduction Strategist, National Fire Protection Association (NFPA)

3 – 4 PM | BREAKOUT SESSIONS

Cooktop Safety: Consideration for Reducing Burn Injuries

Fires beginning with cooking appliances account for the largest share of home structure fires and associated fire injuries in the US and Canada. This session provides an analysis of the problem, identifies the factors associated with these injuries, and reviews code and product standard solutions. Understanding these issues allows you to better protect citizens of your community through CRR efforts.

Howard Hopper, Regulatory Services Manager, UL; Greg Rogers, Fire Marshal, Spokane Valley (WA) Fire Department

Public Health and Community Risk Reduction Harmony

Community Risk Reduction (CRR) and public health share the same goals and many of the same approaches to preventing injuries and reducing their impact on the quality of life of individuals and populations. Both using data-driven approaches to understand community needs and use evidence-based interventions to meet those needs, as well as, consider their available resources (time, personnel, finances) and the policies and politics within their organizations and jurisdictions that can facilitate or hinder the prevention of work. Join us for this captivating presentation as we highlight how a longstanding partnership between academic public health specialists and fire service professionals led to innovation in reducing injury risks in multiple communities across the U.S. Examples will be drawn from work in Maryland, Arizona, New York, Minnesota, Michigan, and Washington.

Andrea Gielen, Professor & Director, Johns Hopkins Center for Injury Research & Policy

Making Positive Change During America's Heroin Epidemic

West Virginia has been hit especially hard with the Opioid/Health Epidemic. The small community of Huntington, WV chose to own the problem and become the center of solutions. Chief Rader will share their significant journey.

Jan Rader, Fire Chief, City of Huntington (West Virginia) Fire Department

TUESDAY, MARCH 26

8:30 – 9:30 AM | BREAKOUT SESSIONS

Outcomes: Another Wicked Issue?

Join the discussion as we focus on the need for outcomes in the fire service in this breakout session. Outcomes must be the next evolution (or maybe revolution) for emergency services to their communities. Leaders must recognize the limits to their emergency response capabilities based on a comprehensive risk assessment and data. True outcome measurement will provide a path leaders need for sound decision-making and changing the paradigm of service delivery. Be a part of the change.

Karl Ristow, CFAI Program Director, Center for Public Safety Excellence

Tucson Collaborative Community Care (TC-3) Program: Reducing and Preventing 911 Calls

Understanding that we are asked to do more with less, the Tucson Fire Department (TFD) has developed and implemented, the Tucson Collaborative Community Care (TC-3) program, a program that is actively reducing over-utilization of the 911 system. Learn how TC-3 has positively impacted compassion fatigue amongst the commissioned workforce and enables emergency personnel to remain in-service for time sensitive calls. Also, join us as we discuss the importance of empowering our community members with resources that encourage them to meet their personal goals while still promoting independence and self-reliance.

Natalie Becker, Community Services Outreach Coordinator, Tucson (Arizona) Fire Department; Susan Rizzi, Field Navigator/Paramedic, Tucson (Arizona) Fire Department

10 AM – 12:30 PM

CLOSING GENERAL SESSION

KEYNOTE ADDRESS: The Michael H. Minger Foundation

Discover the significant work of the Michael H. Minger Foundation and the challenges of changing the culture about the reality and devastation of fire. The Foundation works closely with programs that deal with access and functional needs in our campus communities and raises awareness of how to better serve this demographic.

Gail Minger, President, Michael Minger Foundation

CONFERENCE INFORMATION

CONFERENCE REGISTRATION RATES

	Early bird On or Before 2/14/19	After 2/14/19
FLSS & IAFC Member	$350	$400
IAFC Member	$375	$425
Non-Member	$425	$475

EASY ONLINE REGISTRATION
GO TO IAFC.ORG/CRRL

HOTEL & TRAVEL INFORMATION

WHERE TO STAY
PEPPERMILL RESORT

Rate: Peppermill Tower – $79/night
Tuscany Tower – $109/night

Online: IAFC.org/CRR
Phone: 1-800-282-2444
Location: 2707 S. Virginia Street, Reno, NV, 89502

The above room rates are available Friday, March 22 – Friday, March 29, 2019. **Reservations must be made by Thursday, February 28, 2019.** After February 28, reservations will be based on availability and current rate. Please make your reservations early to ensure availability.

HOW TO GET THERE
American Airlines Is pleased to offer discounted rates for IAFC CRR Conference attendees. **Use code 1839SS** when making your travel arrangements. For additional information on travel and airline discounts visit our website at **IAFC.org/CRRL.**

The Reno Tahoe International Airport is 3 miles from the Peppermill Resort & Spa. The Peppermill has a complimentary shuttle that runs every 1/2 hour and picks up from the North Exit of Baggage Claim.

BE A SPONSOR

Session Sponsor
($2,500)

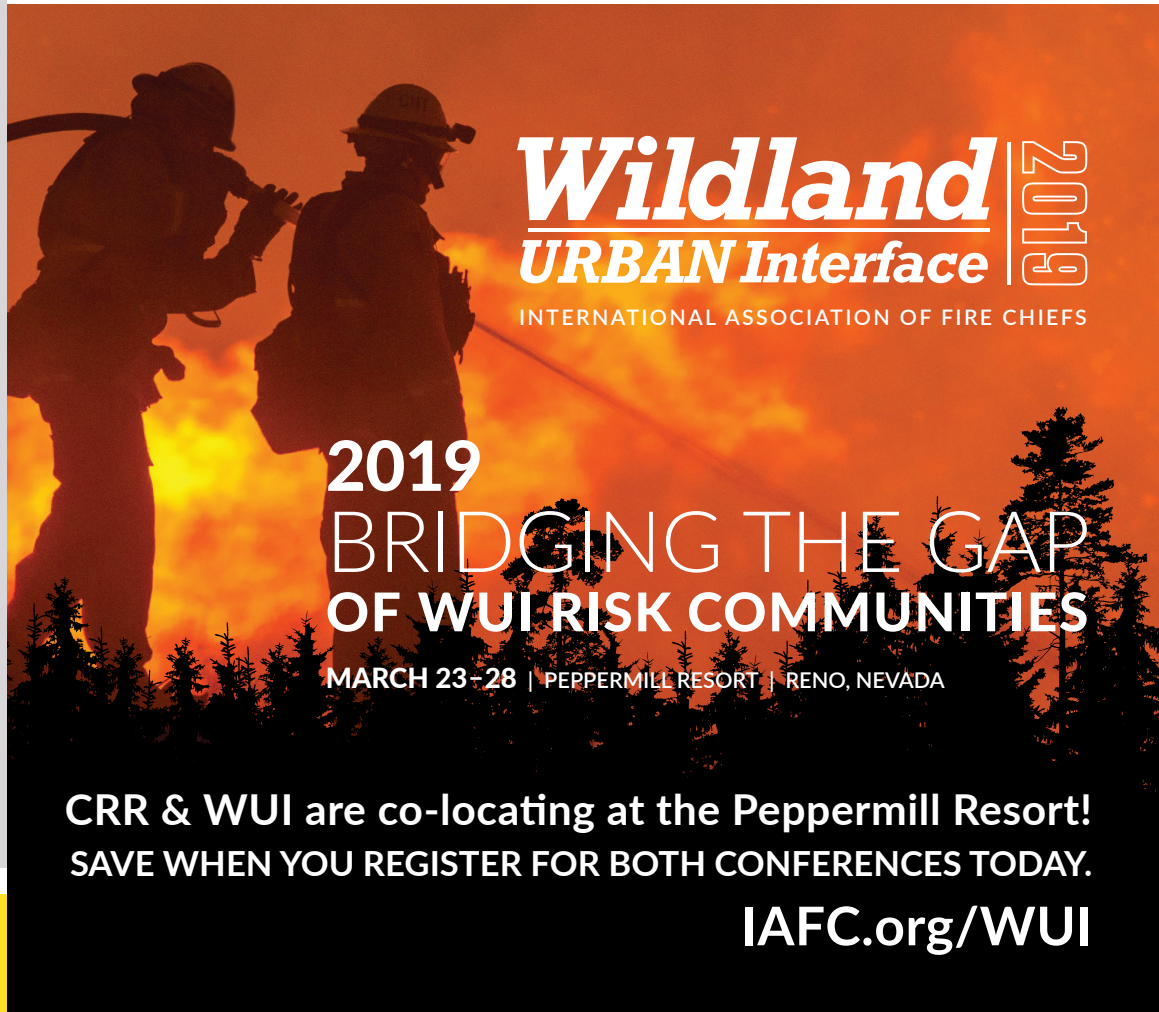
The IAFC will work with you to match your company to a session that makes sense for both your company goals and the session topic.

- Opportunity to present at and introduce [1] session – up to [2] minutes
- [1] 6' table, [2] chairs and wastebasket in exhibit area
- Podium recognition during General Session - [1] post on Twitter
- Sponsor logo included in [1] email campaign
- Sponsor logo recognition in official onsite guide
- Sponsor logo on the sponsor page of the IAFC's Community Risk Reduction Leadership Conference website
- Complimentary pre- and post-show attendee list – mailing list in Excel format, does not include phone or email

Table Top Exhibitor
($1,000)

- [1] 6' table, [2] chairs and wastebasket in exhibit area
- Company listing in Onsite Guide

If there is an opportunity you are interested in that is not listed here, please contact Taylor Munday at tmunday@iafc.org or 703-537-4824.



CRR 2019

Community Risk Reduction

POWERED BY

LIFE SAFETY FIRE SECTION

I'M GOING

REGISTER TODAY AT
IAFC.ORG/CRRL

@IAFC @firechiefs @IAFC

#CRRL2019

International Association of Fire Chiefs
4795 Meadow Wood Lane
Suite 100
Chantilly, VA 20151