



IAFC

INTERNATIONAL ASSOCIATION OF FIRE CHIEFS

Impressing the Community and Rallying Key Support

2013 Webinar Series

Tuesday, June 4, 2013

11:00 am EST

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PRESENTATION

Toward the conclusion of today's webinar,

A copy of the presentation and supporting documents will be made available to you.



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Hello.

I'm Dr. Pat Lynch



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1. Identify what you are “selling”

Learning Objectives

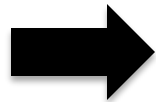
2. Market the value

3. Mitigate obstacles to change

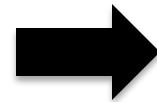


What is your true value?

how



what



impact



Seattle Fire Department

Average Response Times, First-In, Code Red 1995-2008 (in minutes)

Year	Advanced Life Support	Basic Life Support	Fire, Rescue, Haz-Mat
2012	3.67	3.74	4.15
2011	3.81	3.89	4.22
2010	3.84	3.94	4.22
2009	3.93	4.02	4.33
2008	3.76	3.75	4.32
2007	3.72	3.68	4.28
2006	3.69	3.69	4.31
2005	3.72	3.65	4.23
2004	3.86	3.83	4.33
2003	3.98	3.77	4.30
2002	4.01	3.75	4.24
2001	4.02	3.73	4.25
2000	3.92	3.68	4.22
1999	3.91	3.68	4.21
1998	3.78	3.54	4.14
1997	3.80	3.56	4.16
1996	3.84	3.55	4.15
1995	3.79	3.49	4.01

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So what?



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How do you communicate your value?



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1

MINDSET

Focus your
approach

2

MESSAGE

Identify who
& what

3

METHODS

Identify practices
& protocols

4

MAP

Develop
a plan

5

MANAGE

Implement
the plan

6

MEASURE

Assess progress
& achievement

7

MAINTAIN

Replenish &
refresh process

Marketing Plan

Tips to Increase Marketing Effectiveness

- Be consistent
- Provide value
- Give people a reason to return/
ask for more
- Make yourself easily accessible
- Ensure content is audience-appropriate



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Communicating the *Value Story*



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- Checklists
- Articles
- Booklets
- Newsletters
- Photos
- Stories

- Daily conversations
- Alliances/partnerships
- Surveys/focus groups
- Videos and YouTube
- Podcasts and iTunes

- Web site
- Blog
- Social media
- TV and radio
- Networking
- Behavior

- Pro bono activities
- CERT
- Hands-on experiences
- Programs
- Mentoring

Your
Value

- Workshops
- Press releases
- Testimonials
- Quoted in media
- Speaking

(Adapted from Alan Weiss, used with permission)

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www.fairfaxcounty.gov/fr



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www.austintexas.gov/departments/fire



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Tualatin Valley Fire & Rescue's Community Academy



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Video Testimonials for Community Academy:
http://youtu.be/_Ige3YA3-tY



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SAFD S.A.F.E. House





SAFD S.A.F.E. House





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Long Beach Fire Department

... more than fighting fires



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Leveraging Social Media to Communicate Value



Tri-County Fire Protection District

April 23 

In March, 24 firefighters attended 141.5 hours of training totaling 668.25 hours for the year.

Like · Comment · Share



5



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Leveraging Social Media to Communicate Value



Waynesville Rural Fire Protection District

April 28 🌐

Friday we received word that the Federal Emergency Management Agency has awarded the Pulaski County Fire Chiefs Assn. a \$288,000.00 grant. This grant will be used to purchase training equipment used at the Fire Chiefs training site located at the old Waynesville Middle School. This equipment will allow all county fire departments to conduct live fire training without leaving the county, it will also help draw firefighters from around the state to the Fire Chiefs Regional training held every September. We would also like to thank the Pulaski County Commission, and the WR6 school board for providing space at the County Annex for the Fire Chiefs Assn. Training Center. This space has been used so far to train over 300 firefighters in the last 3 years

Leveraging Social Media to Communicate Value



Clark County Fire Department shared Clark County, Nevada's album.
March 15

Volunteer Firefighters Train to Fight Propane Fires (8 photos)

Volunteer Firefighters Train to Fight Propane Fires

Updated about 2 months ago

Volunteer firefighters at Mount Charleston, Sandy Valley and other rural communities in Clark County are undergoing specialized training this month to fight propane tank fires. Many homes in rural areas use large-capacity, 250- to 500-gallon propane or liquefied petroleum gas (LPG) tanks for heating and cooking. LPG fuel is a mixture of butane and propane, and the tanks are usually located in close proximity to homes as a primary fuel source. Clark County is using a real tank and live fire simulation equipment as part of the training to make the practice sessions as realistic as possible. The simulation equipment is on loan from the Nevada State Fire Marshal's office.



Leveraging Social Media to Communicate Value



Denver Fire Department shared Denver Firefighters Museum's photo.

April 22

Happy Fun Fact Friday!
Have you ever wondered how heavy firefighter's gear is? well...

Firefighters are trained to be nimble and careful while working around through fires and other disasters, despite wearing heavy, bulky protective gear.... [See More](#)



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Change

Resistance Mitigation

- ➡ Big picture
- ➡ WIIFM/Enlightened self-interest
- ➡ Walk the talk



Resistance Mitigation

➡ “What’s your evidence?”

➡ Framing

➡ Supervisory skills



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Victim?

or

Empowered?



Your choice

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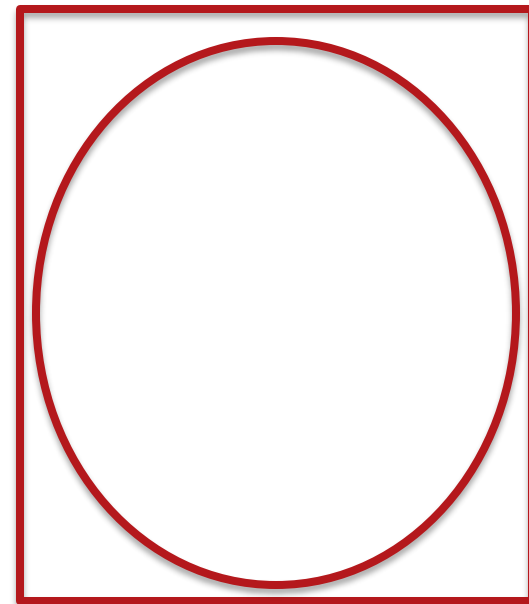
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Long Beach Fire Department Captains' Academy

Resistance Mitigation

- ➡ Don't try to square a circle
- ➡ Procedural fairness
- ➡ Remove the elephant from the living room



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What elephant?

Tomassi



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IAFC Resources

IAFC report:

“Taking Responsibility for Positive Public Perception”

IAFC KnowledgeNet group:

Positive Public Image Community

IAFC Fire Service Image Task Force

IAFC conferences

cost effectiveness



FRI 2013 Workshop

Are You Optimizing Your Effectiveness?
➔ *How Does Your Community Know?*

Thursday, August 15th
1:00 -2:30 p.m.



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Contact **Pat Lynch, Ph.D** Business Alignment Strategies, Inc



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Questions?



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