



PUBLIC SAFETY INSIGHTS: How to Create a Community of Advocates

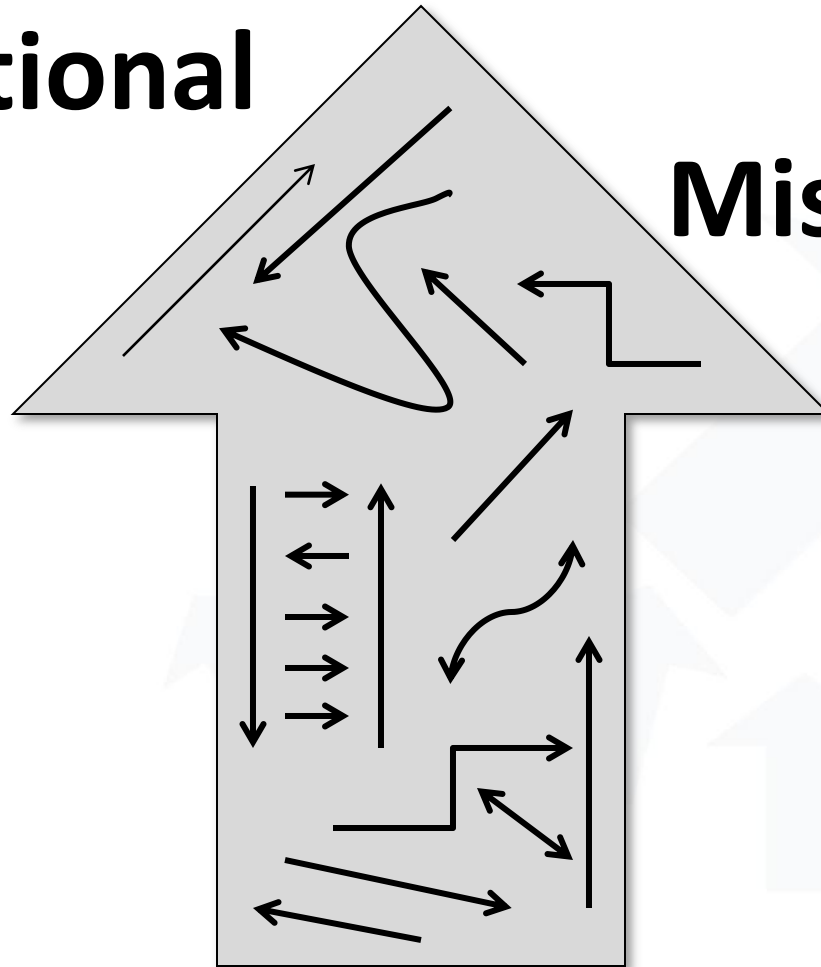
Hello

I'm Dr. Pat Lynch



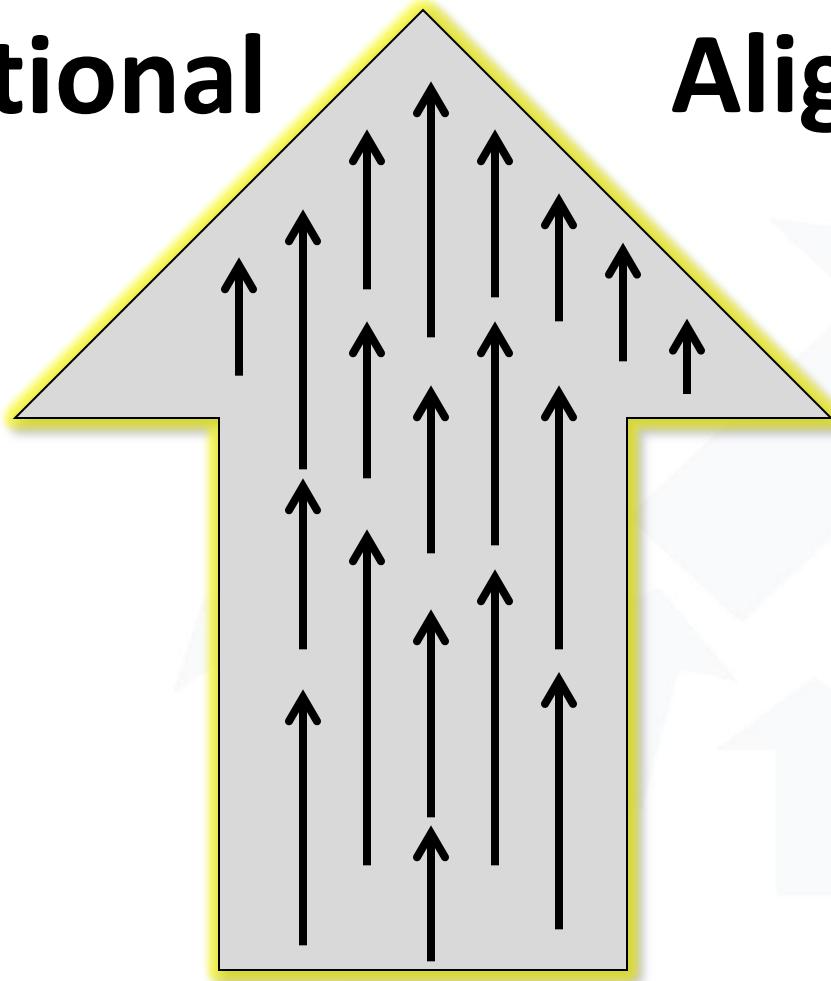
Organizational

Misalignment



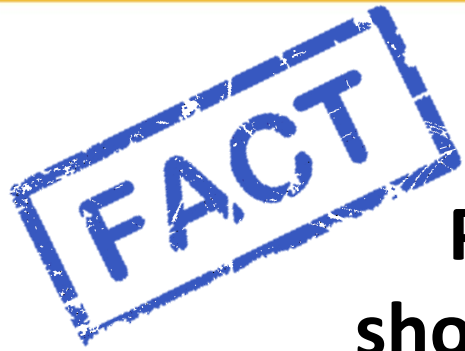
Organizational

Alignment



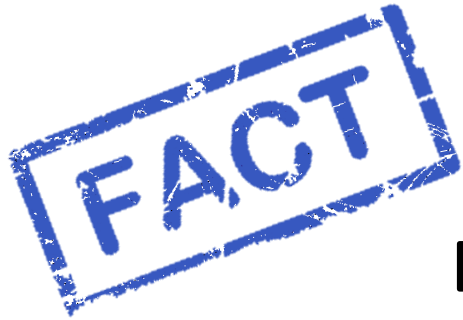






**People agree that public safety
should be government's top priority.**





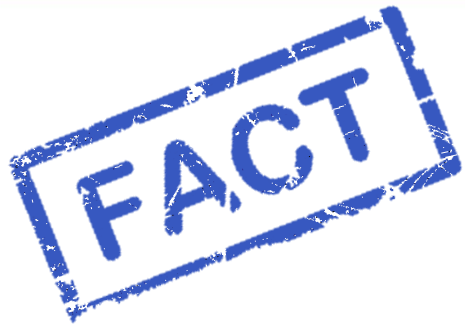
**Dire economic conditions have
devastated local and state budgets.**



FACT

Decision-makers are faced with tough choices that have political implications.





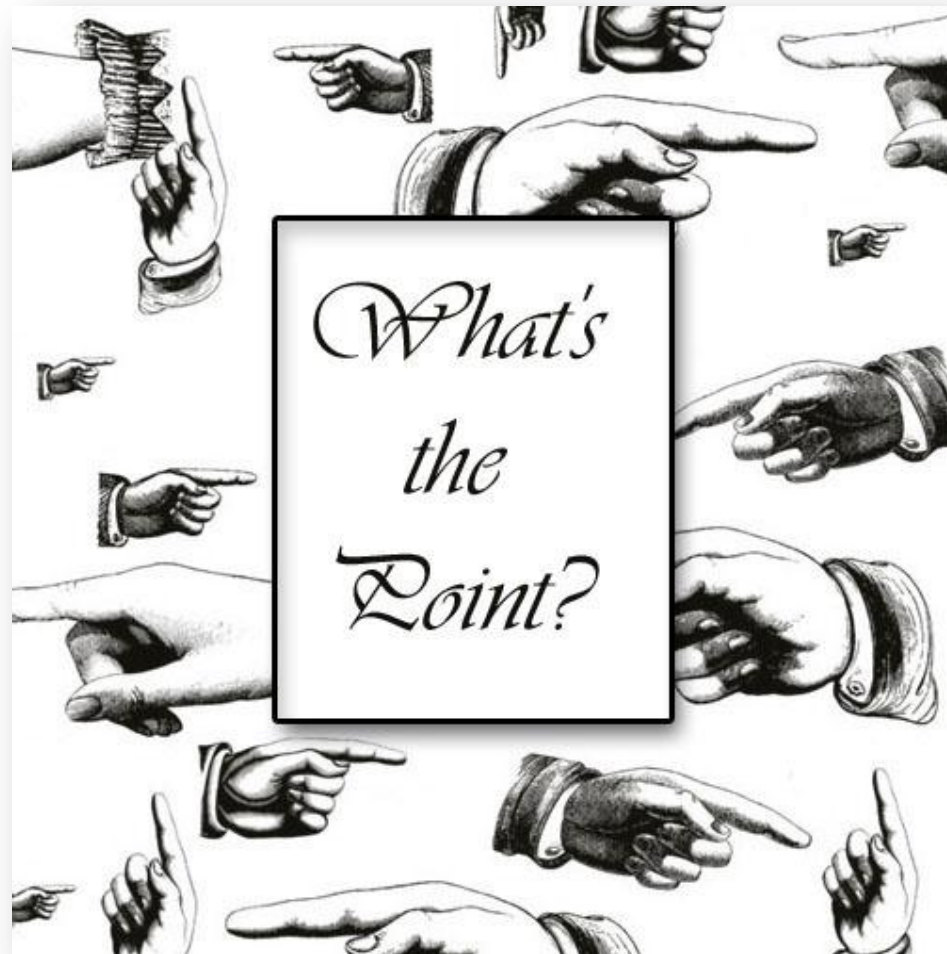
Public safety agencies have done a poor job of educating their communities.



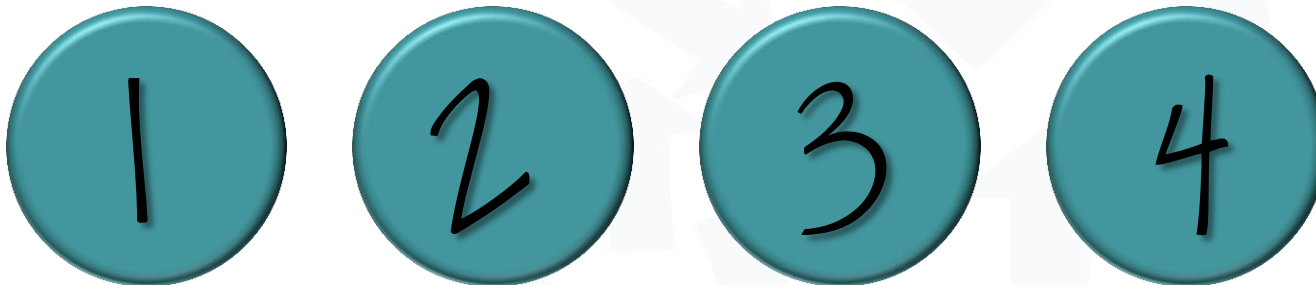


The provision of emergency services **will** change ...

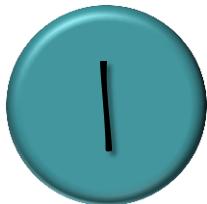
... the only question is **how**.



Agenda



Change the Conversation







Activists



Advocates

Advocates





outcomes

budget

proportional sharing

political agendas

resources

methodology

special interests

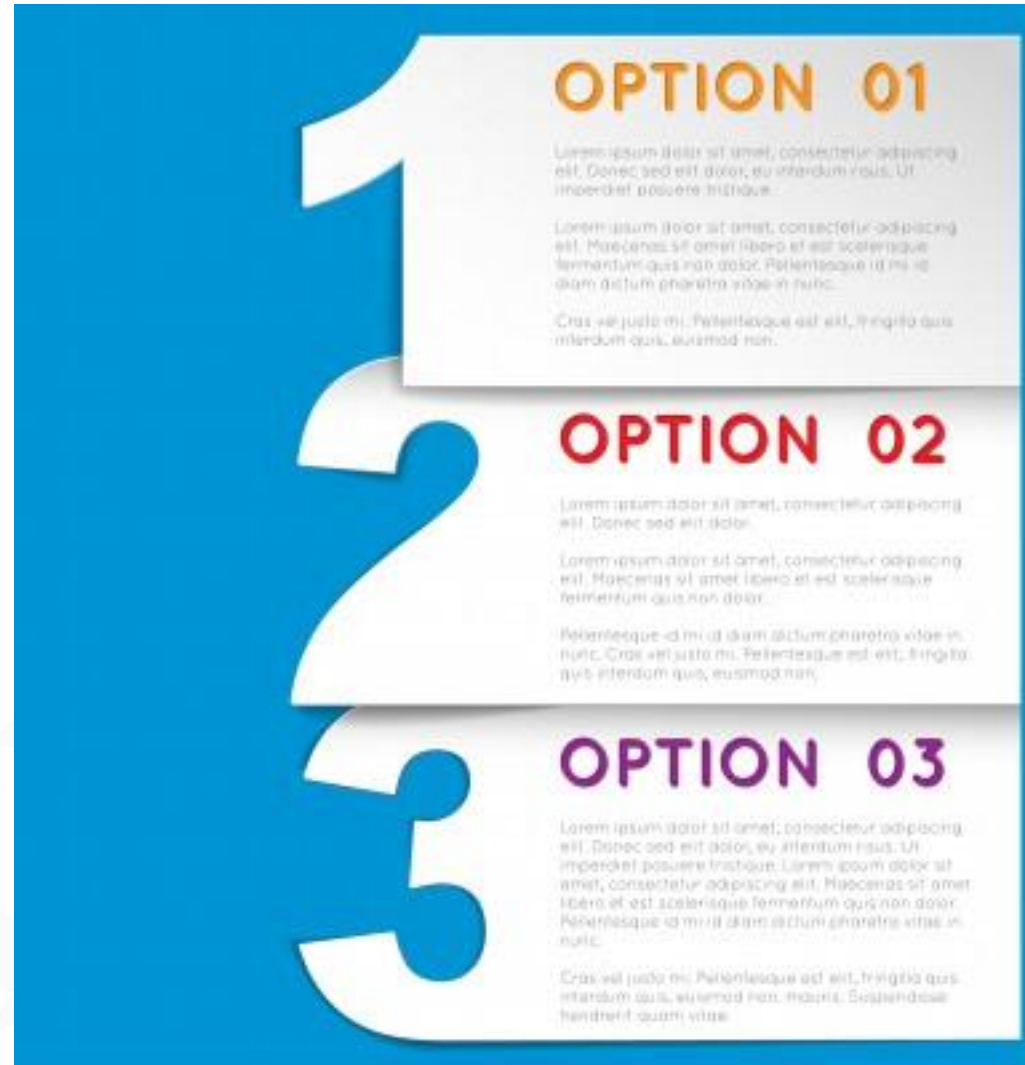
collateral damage

cuts

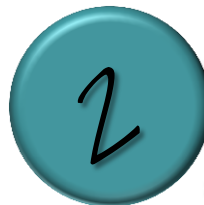
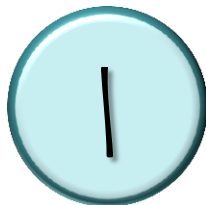
**Can we provide
X level of public safety?**



How can we
provide
X level of
public safety?



Channel Public Support into Active Advocacy







THIS FIRE STATION TEMPORARILY



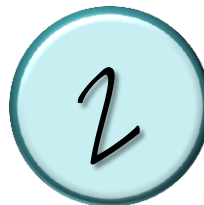
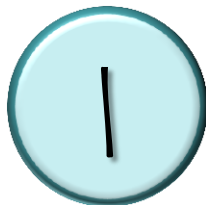
CLOSED



DUE TO STATE AND CITY BUDGET CUTS



Get Your Message Across Effectively



Tell your audiences

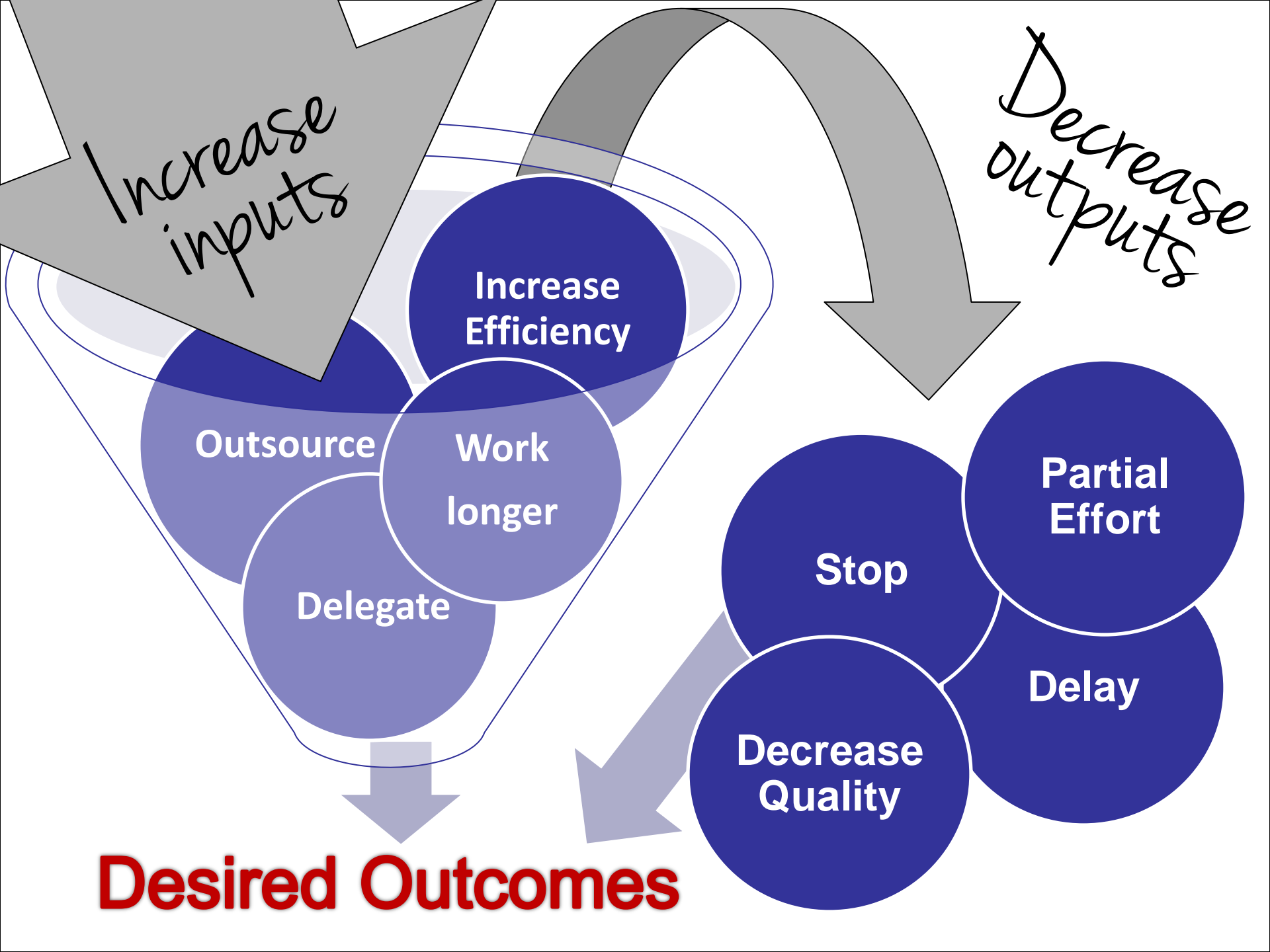
What they need to know.

Not everything you know.

Step 1: Identify the value







Step 2: Demonstrate the value





Federal law requires 4 firefighters on site to enter a building.
We have been cut to 3.

Your children. Your Pets. Your stuff.
Your voice matters.

Call your city council and oppose Prop XX

Pop Quiz

Which is more effective?

TOP 10 ROADWAY USER BAD BEHAVIORS

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Please e-mail us if you can provide translation into any other languages, and we will include here.

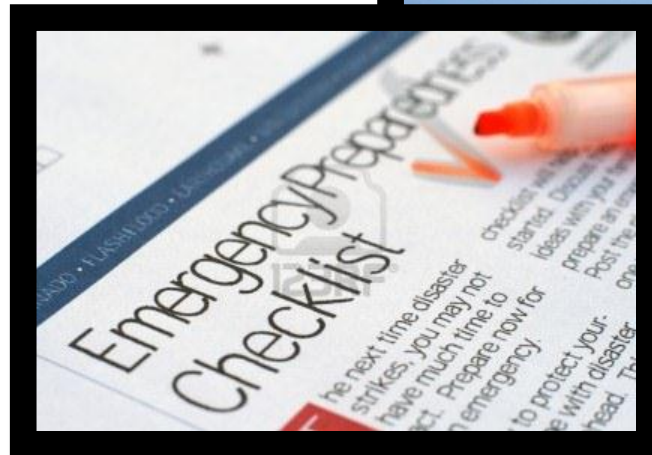
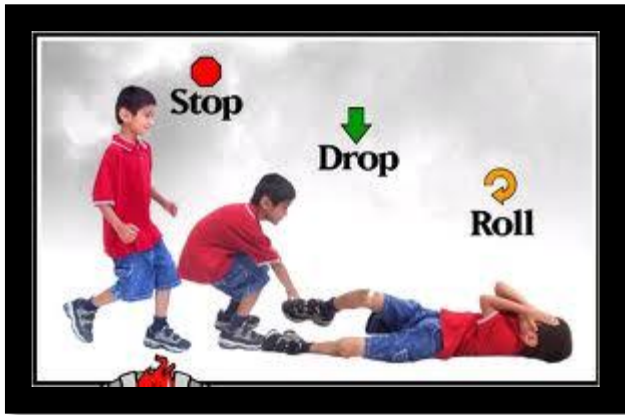
Top Ten Behaviors that Contribute to Crashes

- Driving too fast for conditions (speeding)
- Aggressive driving
- Inattentive driving (e.g., cell phone)
- Driving, cycling or running through red traffic lights
- Driving under the influence (DUI)
- Not yielding to pedestrians
- Walking without looking
- Walking outside crosswalks
- Bicycling against traffic
- Not buckling up!

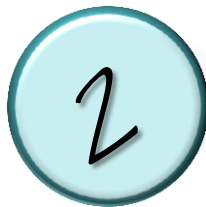
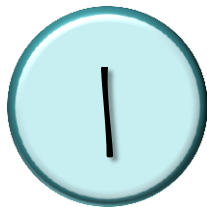


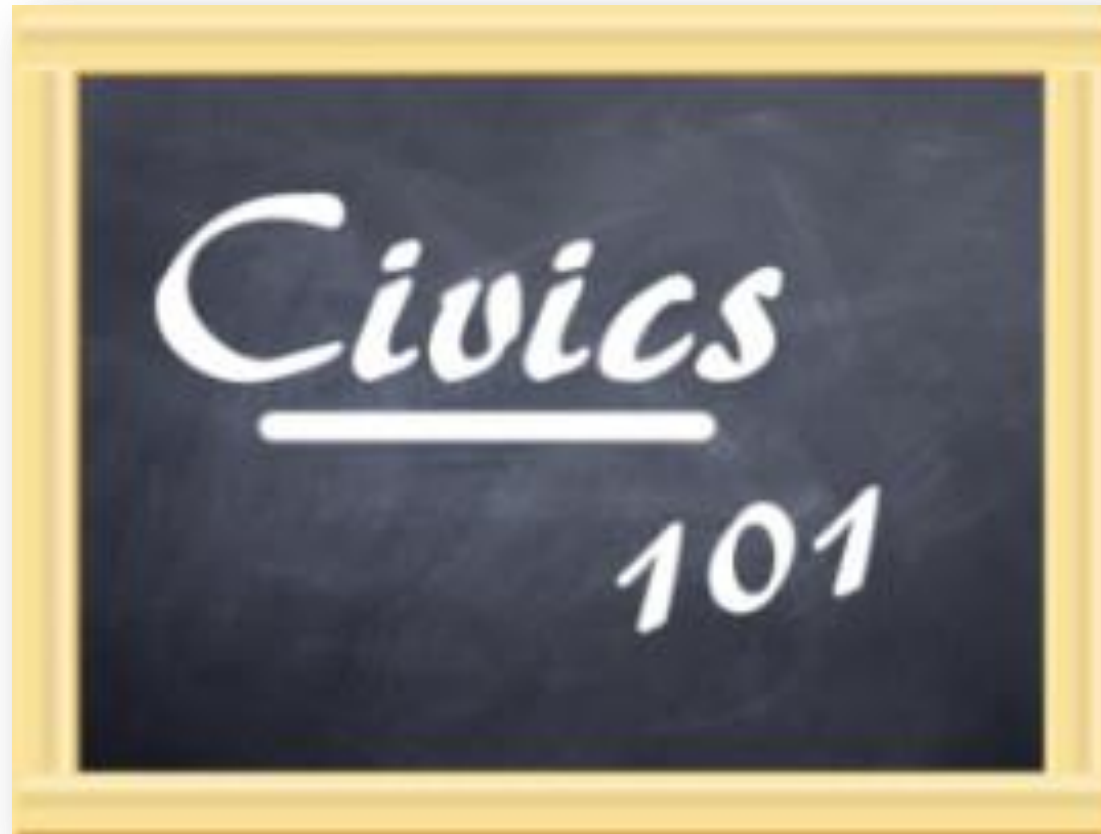
**Warning: Life is important.
Drive responsibly.
Watch the road.**

OPERATION TRAFFIX



Participate Effectively in the Public Safety Conversation







Our common goal:



Change.
How will you prepare?





Next Steps

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