

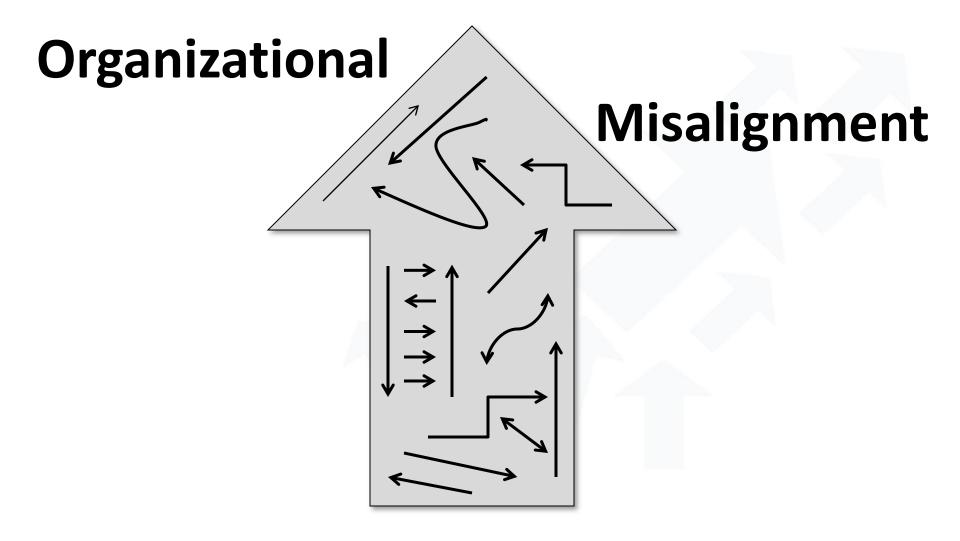




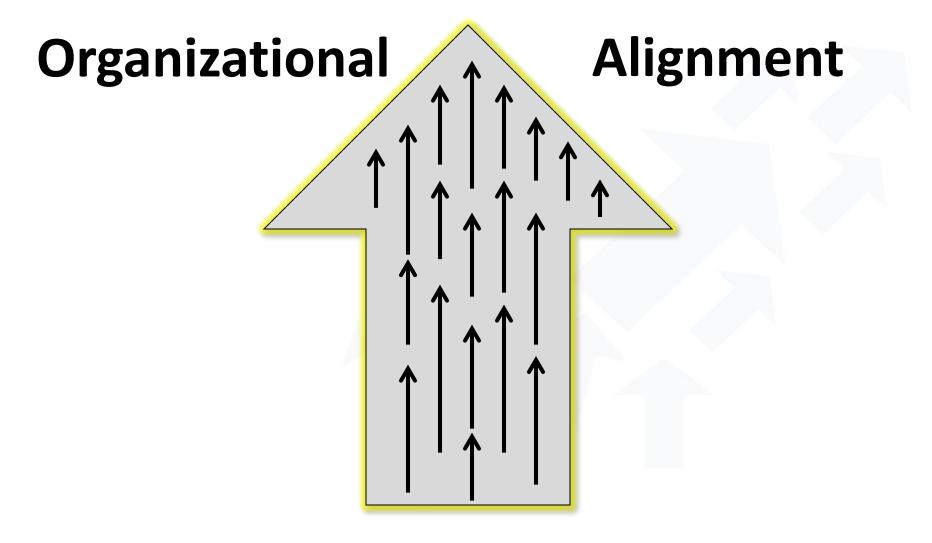
I'm Dr. Pat Lynch





















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



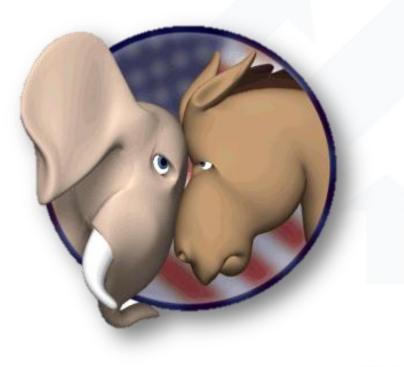


Dire economic conditions have devastated local and state budgets.





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

















proportional sharing budget political agendas resources outcomes methodology special interests cuts collateral damage



Can we provide X level of public safety?



How can we provide X level of public safety?



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OPTION 03

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Channel Public Support into Active Advocacy









THIS FIRE STATION TEMPORARILY CLOSED





Get Your Message Across

Effectively





Tell your audiences

What they need to know.

Not everything you know.



Step 1: Identify the value





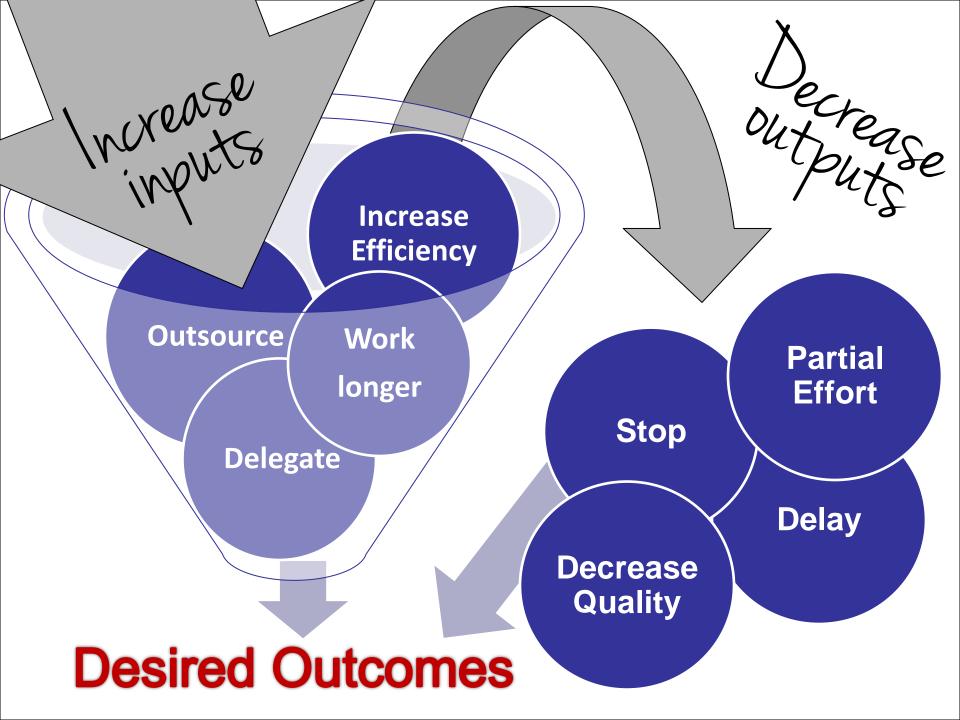














Step 2: Demonstrate the value





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

Your children. Your Pets. Your stuff.

Your voice matters.

Call your city council and oppose Prop XX



Pop Quiz

Which is more effective?

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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!







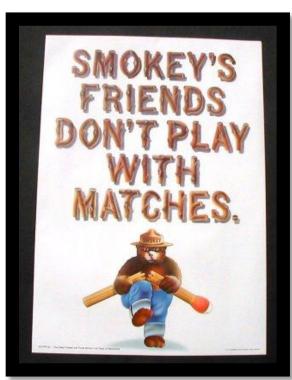
Warning: Life is important. Drive responsibly. Watch the road.

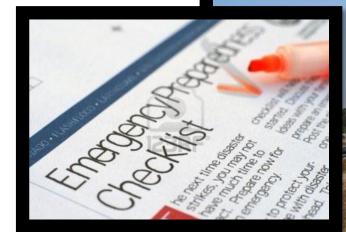
OPERATION TRAFFIX

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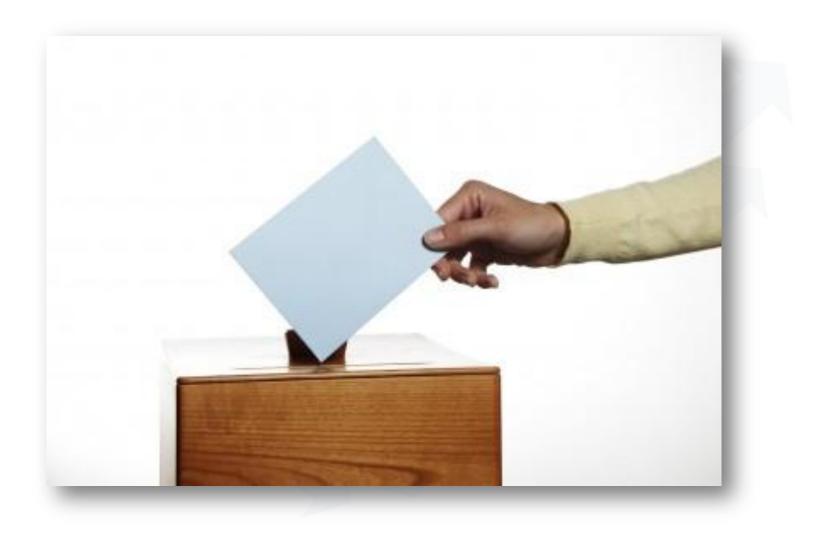
Participate Effectively in the Public Safety Conversation













Dur common goal:





Change. How will you prepare?









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