

IAFF 2011 AFG Grant
Code Development Task Group Meeting
December 6th & 7th, 2011
IAFF Headquarters – Washington, DC

- Welcome by Sean DeCrane
- Pete Gorman welcomed the group on behalf of President Schaitberger and the IAFF;
- Pat Morrison addressed the group on behalf of the IAFF Burn Foundation
- Self introductions by group, Sean DeCrane, Jim Crawford, Russ Sanders, Sara Yerkes, Ken Kraus, Jason Averill, Mike Reilly, Bob James, Dave Tyler, Tony Burke, Pat Morrison, Denny Compton;
- Denny Compton addressed the group;
- Amy Acton from the Phoenix Society called in and addressed the group to explain what they can bring to the table. Explained the Phoenix Society is the only national group dedicated to assisting burn survivors return to normality in life. They have over 50 peer support programs in the US and Canada. They are training burn survivors to participate in the code community and share their stories. The group is also focusing on educating the fire service on the issues concerning burn survivors.
- Denny Compton: Explained the goals of the SWOT process. Covered what the agenda will be and expectations. Covered the questions being asked of the group which will cover the work of the group over these two days.
- Paul Maldonado: What is our target audience? Sean: Initially it is the career fire service but I see what we create applied in all areas of the fire service or even wider so don't limit the thoughts or ideas.
- Denny: Current level of effectiveness of the participation in the code process:
- Strengths
 - Reilly: Numbers, we have seen an increase of numbers of fire fighters participating especially where we have seen accusations of stacking.
 - Kraus: Reputation as are goals are to ensure our members go home in the morning. The battle we generally have is engineering versus reality.
 - Russ Sanders: Our availability of valid research as the fire service is bringing in third party research to our efforts.
 - Sara: Credibility as the fire service members bring the reputation of their service to the hearings and what their intentions of participation.
 - Bob James: We are starting to see more presence of the fire fighters themselves and not just Prevention people.
 - Jason: Application to a wider jurisdiction as the codes are national yet everything is local.
 - Jim Crawford: I think the fire service is the strongest when they are collaborating. If you get to the floor debate you are already behind.

- Kraus: The strength of the Union can be powerful but it can also be a detriment if it is one sided. I think communication between the services.
 - Russ: We need this participation at the State level. It isn't actually required for the IAFF representative to be at the local level but the local jurisdictions need to be active and they can be members.
 - Bob James: Have we communicated our concerns to Building Officials and that lack of communication is a weakness.
 - Sara: Building Officials tend to be shy and quiet as they try not to bring attention to themselves. They feel threatened by their legislatures who want business friendly environments.
 - Reilly:
 - Tyler: I attended a Fire Marshal's Round Table in Washington State and it was a great event so in Alaska we hosted something similar but we included the building officials and it has created an opportunity for dialogue.
 - Jason: We need good high quality data
 - Kraus: NFIRS has actually stopped collecting data on smoke migration.
 - Sara: Lack of collaboration between the fire service and others players.
 - Burke: We are too kind as we expend a lot of effort in helping people in recovering from an emergency. We embrace carelessness and we don't embrace the enforcement piece.
 - Jason: We are not prioritizing the issues.
 - Paul: We are too kind but it is the messaging as we tell the public we are going to save their lives and we don't deliver the message against carelessness. We don't expand on the information of the impact of the carelessness. The red fire truck is secondary to an event occurring.
 - Kraus: We have a lack of education to the public on the danger of fire and prevention.
- Opportunities:
 - Sara: Opportunity to educate the suppression members on the importance of prevention.
 - Tyler: Build in the passion, if they know the issue they tend to grab our passion.
 - Kraus: Our suppression members have no idea how something gets into the code and we are playing catching up.
 - Paul: If they recognize prevention they are bringing value to their communities.
 - Reilly: If we can target each fire service group and educate them on why and how something impacts them.
 - Crawford: Instill the value of a balanced approach to protecting the community. If you have these values you can identify individuals who are interested.
 - Jason: We have an opportunity to have so many organizations to put their names behind an effort to get this message across.
 - Tony: Focus efforts to move the ideas of this group forward.
 - Sara: We are attempting to visit the national Fire Service organizations and have our CEO visit them and encourage their participation and we have seen an improvement.

- Reilly: On the national level I would give it a B minus as the national organizations are recognizing the need to participate. On the local level it is a D as some local regulations restrict the ability to participate and what the level of influence is. In Virginia there is a very low influence from the fire service. We need greater influence at the local level.
 - Jason: I say it is a hit and miss, a good example is the ASTM Elevator Group as they met in one place consistently which allowed the same participants to be involved.
 - Paul: Traditionally suppression has relied on Prevention to address the code issues. Not sure if it is good or bad.
- What Should It Be:
 - Reilly: We should have a seat at the table and it should be fair.
 - Russ: But not a token seat. Most places allow one seat in a situation where they are 15 to 1. The situation should allow a fair opportunity to provide input and have a chance to educate participants and have influence.
 - NFPA/ICC: Have taken steps to provide input for the fire service and have representation at the national level.
 - Bob James: It sounds as if one person gets struck by a bus the fire service is not involved. We have a Fire Council with representatives from various fire service groups.
 - Crawford: The fire service needs a deeper bench for people to participate. We also need educated people being involved. A balanced representation is good and we need to focus on what we can accomplish with this group.
 - Reilly: Within our State it took us five years to identify individuals who could become involved.
 - Paul: We are not going to identify all of the local individuals who may be able to participate. We need to identify our goals.
 - Russ: There are many cases where representatives are from the fire service but in reality many representatives have never served in a suppression role.
 - Jason: One of the important things in Codes and Standards is continuity. You need to establish yourself and understand the procedures and that only comes from experience.
 - Identifying
 - Sean: The participation at the national level demonstrated the importance of our participation but I believe the goal out of this is to gain local participation which may in turn lead to greater participation at the national level.
 - Kraus: Can we look at fire fighter near misses and identify where codes could have made a difference.
 - Sean: We did that at the ABA and the presentation will be on the Spex Site.
 - What Prevents Our Involvement?
 - Jason: The cost of participation and travel where one department took the responsibility of hosting.
 - Crawford: But it is not always representative.
 - Russ: We recently signed an MOU with the IAFF for appointment to various committees.

- Kraus: Do we have educational tools on how fire fighters can do their jobs.
 - Sara: Can we reach out to the Local fire departments or do we have to go through the State Fire Marshal? Reilly: It depends on the State and you need to include State and Local adoptions. Sara: Is it appropriate to approach the local jurisdiction? Paul: Absolutely but I would also suggest utilizing the State Fire Marshal to identify priorities and the lay of the land.
 - Crawford: There is an opportunity for collaboration here with various groups and the IAFF. Focusing on the codes on five or six issues through a collaborative effort will be beneficial.
 - Sean: The goal here is to give different entities the avenue to reach local jurisdictions and also for us to educate the local unions why they should be open to discussions on how they can be effective in addressing the safety of their members.
 - Crawford: The goal here is to identify others besides the usual suspects and getting them involved.
 - Burke: The IAFF doesn't direct the State organizations. It is a process and it will take time.
 - Russ: We need to educate the members of the political situations especially how to work behind the scenes with Chiefs and State Fire Marshals.
- **Web site:**
 - Sean stepped out for a meeting
 - If there were an educational website developed to better educate the fire service (including fire fighters) in the code process, what tools could be included on the website and in what format?
 - What Tools
 - Questions and Answers – Blog
 - Links to NFPA, ICC, Resources
 - “Code Alert” – news flash, when, what, “call to action”, template testimony, myth busters, resources available, goes to Local Unions, you need to turn out; talking points; facts sheets; situational dependent, calendars; current event link
 - Reference for Resource Material – walk someone through the process, tutorial – how to read the code, how to interpret the code, how do you make a code change,
 - Tutorial – mentors
 - Online training – expert network academy – (HSC); CEUs?
 - UL/Fire Service courses are free – put them on IAFF website
 - KISS – hook the fire fighters; several pictures – what killed this fire fighters; vignette
 - Downloadable company drill – pre and post test
 - Mentoring
 - Push information from website; eblast; follow up with a phone call; more information from a live voice
 - Testimonials
 - Engage one on one; sustainability

interest. Sometimes making them in sections can be accomplished. Denny: Any categories where you don't use social media? Jane: Not really in fact there are items we will use the social media that we would not put on the web site.

- Crawford: It is fair to say fire fighters not really interested in Codes and Standards but they dedicate time to the social media so if you can just peek their interest. Burke: We have an Alert E-Mail how responsive are the members? Jane: We do see feedback if something is wrong. Jane: Why are fire fighters not interested in the codes? Group: Cultural and we have not made it a priority. Russ: We potty trained these guys correctly yet it did not stick with them. Crawford: Why did we lose them?
- Tyler: There are leaders and those with influence. Leaders can lead them to water but the influencers can convince them to drink.
- Crawford: I don't think the avenue of social media is as important as the hook as once you have people interested they will then want someplace to go.
- Denny: There is a big difference between change and institutional change. With change it goes away with the individual while institutional change remains when an individual leaves.
- Measurements:
 - Tyler: Attendance at the national level.
 - Russ: More participation at the Local and State level.
 - Denny: Where do we define politics as it applies to when fire service organizations are placed in a position where there are code adoption issues while facing other political issues such as pension.
 - Crawford: CDC has reduced the importance of funding for fire as 3000 people die from fire as opposed to 6,000,000 to heart disease. If we look at bite size pieces we can accomplish small steps that are manageable. If we can realize additional participation in these steps we will realize success.
 - Jason: I look at it as quality over quantity when it comes to initial testimonials maybe additional bodies at the voting sessions.
 - Kraus: If we can energize our target audience and increase some participation we will realize success.
 - Russ: I agree but we need quality of participation.
 - Reilly: We have been a victim of our own success because fire suppression. Since we reduced fires people think we don't do much.
 - Sean: We really have to get to the point of demonstrating our value to the community and there are ways to measure our saves but we have to buy in and deliver this message.
 - Russ: We also have to look at the cost factor of the impact of burn injuries and the costs of injuries. Crawford: Many people are faced with looking at the cost of protection and the resulting losses. We have to look at the time factor of time spent on fire scenes as opposed to the time spent on an EMS runs. We had 20% call volume but we spent 50% of our time on fire calls.

- Crawford: How do we measure the positive results to demonstrate the value of the Grant? If we can measure the hook then we can determine the value. We measure the response of the individuals going through the training.
- Paul: Do you think the 50 advocates can be deliverable.
- Branding and Marketing:
 - Inside the Fire Service: Consult professionals to gauge the results or potential impact. Tony: How do we engage the State Organizations where they take ownership instead of just this group? Do we create a plan where we relinquish ownership and the State and Locals take ownership? Sara: This should not have a brand to anyone organization but it should be a brand on its own. Russ: I agree with Sara that we don't compete on many issues nationally anymore and we are interested in increasing participation. Burke: Can we create a brand that participating is cool or the in thing to do. Paul: That is what a professional can do for us do the fire fighters want something new or to revisit an old issue. Rank and file fire fighters are not always open to new. Reilly: It is more to repackaging what has been successful. Crawford: The fact that we are here is new and the fact that the IAFF applied for the grant is new. One of the gaps we identified through the Vision 20/20 is that the fire service needs to be more involved in the code arena.
 - Denny: The model for the Fire-Based EMS that was successful may work here. Burke: We have models of where we have success where we establish the brand and push it down the ladder for local groups to take ownership of the program. Morrison: We have examples of these models and they have taken years. Paul: Is this old or new? Morrison: While it may not be new or old it is a new initiative. Russ: Are we really saying we want to move into the built environment? Sean: Yes. Burke: If we want fire fighters to become involved in an initiative they look for something new.
 - Russ: Think about the hook. If we look at 1710 it was plain the importance of staffing. We need to create the hook for the built environment. Morrison: People left that process feeling great on the impact of working together and what we can accomplish.
 - Jason: We spoke of putting a face to this and we have been creating a road map of our success and there is some push back on cost effectiveness and additional requirements. Russ: Many of these codes are cost saving issues also as the changes come into play, does NIST have a study on the cost changes.
 - Sean: Staying involved at the front end is a cost savings potentially by reducing the impact of technology changes as they are designed so the fire service has input to address our concerns. Sara: The challenge of once it is in the code we must stay involved to ensure it is adopted. We have states that are three cycles behind and the codes need to be adoptable. We also look at the enforcement aspect of the codes. Russ: We are developing 1730 which is the staffing for Fire Prevention and Ron Farr is the Chair. We are seeing cases where they are eliminating Fire Prevention Bureaus.
 - Rich Duffy joined the group.
 - Kraus: We have to get the local political buy-in. Reilly: The Locals and the Command Staff participation. Tried to Peter King and discuss the sprinkler issue and they believe it

fire fighter to read a power point is difficult. Sara: Agreed they could also present in person in each State.

- Crawford: We discussed creating the hook and then we also discuss utilizing a professional education material person to assist in creating the modules. I can share all of the material Vision 20/20 created.
- Burke: The number 50 doesn't sound as challenging as it did yesterday as people are offering their resources. Create a census statement here from the group.
- Bob James: We have training modules on everything from fire fighting tactics in ventilation and PV to how to be involved in the establishment of Standards. We can do many of these items in person.
- Tyler: We can use our influence to get this presentation scheduled at various seminars.
- Reilly: We have IAAI, Fire Marshals groups and more.
- Paul: What is our target audience? Burke: I think that is a good point, we didn't want a scattered approach but rather focus our efforts. We want a longer approach. We want to attract some individuals for longer term participation.
- Crawford: A stab at the goal "To increase the level of participation of the fire service in the codes and standards development" Emphasis on emergency operations. There are two pieces in identifying the fifty leaders and general training.
- Reilly: By providing these assets and reach out to the fire service we are exposing them to the process and thoughts and we will get some reaction. I think we need to market widespread and then identify the participants.
- Burke: So you are saying reach out widespread and in the process identify those who are interested in participating further.
- Crawford: In the general training we are trying to convince the fire service why they need to be involved. Some will agree but will not want to become code honks and attend the hearings but will show up when you need them.
- Kraus: We might want to identify moments where we can utilize as teaching moments. If we can track these salient incidents now maybe we can target that locale for a follow up reach out later.
- Paul: Is the hook for the fifty different then the masses? Reilly: I don't think so; we look for impact videos that grab their attention. We always use a two or three minute video to grab their attention followed by a thirty minute power point.
- Denny: Read the Mission Statement from Crawford. Burke: We are missing a call to action. Maybe a testimonial from the partners in this room asking for fire fighter participation. Sara: Maybe connecting the fire fighters with Chapters or Regional groups. The call to action can vary. Burke: Once we get them hooked can we manage them saying we may need you for four straight and full days but then we may not need you for two years. Sara: It would be a great experience for fire fighters to work with their State reps.
- Crawford: The call to action and the managing is a bit different. The call to action is working it through a process. Fire is Everyone's Fight has been researched and we found the market likes the response. Maybe for the hook or the action statement we go through a process to identify what will work for fire fighters.

- Create impact video
 - Create the hook and outreach tools
 - Educate a minimum level of ops fire fighters in codes
 - Training
 - Track and document of incidents that have code issues
 - Inserting prevention into the recruiting process and cadet training
 - Allow a minimum of one of the fifty to participate in a UL research project
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- Resources:
 - Sean: I know the resources in the room are second to none on this room and everyone has offered their assistance and resources.
 - Burke: It sounds like we have a lot of information in house and we may ask for links to narrow down the searches.
 - Russ: I will make many of our resources available but I would suggest we do not promote our own materials or codes and standards. Sara: I agree.
 - Burke: Do we look to establish a national codes committee as this is a work group.
 - Russ: There are people who are ICC and those NFPA and if there is anything in our programs that can be construed as a sell let us know and we can remove it from the presentation.
 - Sean: Does it help to create a specific power point template for the resources we post on our site.
Russ: We don't need credit or recognition just the material to get it out there. I think the IAFF logo is impactful and has been missing. Reilly: If we are reaching out to fire fighters it is something they will recognize.
 - Sara: We are happy to be involved and support the effort and that is why everyone voted for the GP to take the step out front.
 - Nelson: I think you have a good focus group but to be a committee but you are missing ISO and ASTM. The other item you are missing is the Wildland Urban Interface. There are a number of items that are missing in the Wildland codes issue. Reilly: This is designed to catch not just Union fire fighters but for all fire fighters. Paul: I kind of assumed we are including the Wildland. Nelson: We have not focused on hardening the wildland communities. Bob James: We have not hardened buildings exteriors to fire.
 - Burke: There are other agencies who can be involved such as HUD. Sean: We discussed having the volunteers but they will be next step. Kraus: We have a conference call at the IAFC-FLSS and I will make sure we include the meeting in the newsletter. Reilly: When the General President makes the statement and the decided message we need to carry the Consensus Statement.
 - Denny: I think it is important that everyone support the efforts created in this room.
 - Reilly: We should potentially apply for the extension early and for longer. Sean: We may want to get as much done as possible so we can identify what we can deliver and what we need to possibly identify for the next grant.
 - Kraus: Is it worth identifying a spokesperson? Like a star. Sean can support him but if we have a media person that people can identify with. We discussed various options.
 - Sean and Tony thanked the group.

Goals

To increase the level of participation by all members of the fire service, Prevention and Suppression forces, in the Codes and Standards processes.

To develop a consistent message, through market research, that identifies the goal of the grant initiative and is specific to the target audience of fire fighters.

Action Items (Prioritized by Group)

1. General President Schaitberger making a public statement, to the membership at the various IAFF conferences, on the importance of the work of the group and the IAFF support and involvement in the codes process.
2. The IAFF establish a consistent program of outreach to fire fighters on the importance of a balanced approach to fire protection: Prevention – Suppression – Community Outreach.
3. Develop an impact video that hooks fire fighters to the importance of the codes and standards.
4. Create the hook for fire fighter participation and the outreach tools to engage fire fighters.
5. Educate a minimum of fifty fire fighters, in each state, about the codes and standards development, adoption and enforcement processes.
6. Identify and develop fifty fire fighters to participate in the codes and standards process.
7. Identify, track and document incidents that represent examples of code problems that result in injuries and/or deaths.
8. Support the insertion of Prevention in the recruitment announcement process and the initial cadet training curriculum stressing the importance of code development on the fire fighter's work environment.
9. Allow a minimum of one of the fifty active fire fighters from the codes group to be present during research testing at Underwriters Laboratories.

SWOT Process

- Strengths:
 - Number of fire service stakeholders that show up at national hearings to move fire service issues forward;
 - Reputation;
 - Availability of comprehensive and valid research;
 - Credibility;
 - History – Hundreds of years of tragedy led to code development;
 - Strong when collaborating;
 - Professionalism – Uniform is important, Respect of the masses;
 - Mission is to Save Lives – History in reducing deaths;
 - Fire Prevention is pro-active so fire service has ability to be pro-actively control messaging;
 - Attendance at the code hearing meetings – Need to continue to increase presence;
 - Purpose of our participation, or goal, is purely about public safety and fire fighter safety. It is about saving lives and nothing more;
 - Ability to communicate;
 - Geographic distribution of representatives. Ability to participate at all levels of code development and adoption.

- Weaknesses:
 - Lack of involvement from the beginning of code development. Become a familiar presence not just a surprise at the end of the process;
 - Historical cuts to the Fire Department meant cuts to Prevention first and has negative implications regarding commitment to safety;
 - Lack of foresight and commitment to code development;
 - Education of the fire fighter concerning safety issues;
 - The political influence over the building officials;
 - Educating the building officials;
 - Fire Service generally lacks a culture that values a balanced mitigation approach to public safety;
 - Failure to implement the codes at the local level;
 - Lack of coordination of related fire groups (IAFF, IAFC, NASFM, etc);
 - Lack of high quality data from fire departments;
 - Lack of compromise and collaboration;
 - Prioritization of efforts, which issues should get the most attention;
 - Too kind as fire fighters in enforcement;
 - Carelessness as a society is okay;
 - Poor public education on fire issues.

Measurements of Success

- People reached/Departments participated/Impact
- Deliverables completed and Impact in first year
- Sustainability displayed
- Cognitive training delivered > Webinars & Podcasts
- Advocates and Mentors = 50
- Applications for NFPA Technical Committees

Branding & Marketing of Outcomes/Deliverables

- Inside Fire Service
 - Compelling Stories of safety
 - Focus Groups/Professionals
 - Emphasis at the Local and State levels
 - New focus initiative (start-up)
 - Expand into the built environment
 - Enforcement is critical
 - Labor and Management on the same page
 - PIO's
 - Code area a basic responsibility
 - Take ownership of your own work environment
 - This is what fire fighters do
- Outside Fire Service
 - Life safety and cost benefit
 - Realistic codes that can be adopted and enforced
 - Political realities and buy-in
 - Labor & Management on the same page
 - Congressional Fire Caucus
 - State-by-State effort
 - Media emphasis
 - Create demand from public for more safety
 - Grass roots/Public education

Website Tools and Format

- Question and Answer blog
- Links to ICC, NFPA & UL
- Code alert link
- Current events calendar
- Reference resources and materials

Questions Asked of the Group

1. Level of current involvement?
 - a. Situational
 - b. Encouraging
 - c. NFPA more than ICC
 - d. Making progress
 - e. Prevention more than Suppression
 - f. National B-; Local D
 - g. Hit or Miss
 - h. Some good examples

2. What should it be?
 - a. Educated seat at the table and not token (Local and State also)
 - b. Outlying code committees not just the usual
 - c. Prioritize key committees
 - d. Diverse view Representative is key
 - e. Continuity – experience
 - f. Venue for discussion
 - g. Training for new participants
 - h. Give fire fighters the tools to participate
 - i. Awareness
 - j. Integrate into analysis of the codes

3. What prevents involvement?
 - a. Cost of participation – some good examples
 - b. Ignorance
 - c. Lack of education
 - d. Intimidating
 - e. Lacks cultural value
 - f. Lack of data
 - g. Lack of Chief's support
 - h. Non-consistent practices

4. How can fire fighters be better educated in the codes process?
 - a. Need hook
 - b. Use what's available
 - c. Mentors
 - d. Communication or outreach strategy
 - e. Impact videos
 - f. Succession training
 - g. Use new blood