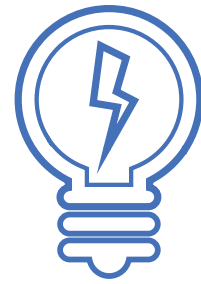


CRITICAL ISSUE A: RE-IDENTIFICATION



Initiative 1: Celebrate the heritage of the fire and emergency services while recognizing that services provided have evolved and will continue to experience significant changes over the next 30 years.

Strategies:

1. Explore changes to agency names to better reflect the services provided.
2. Engage storytellers and fire and emergency services experts who can provide a modern perspective of the adaptability of the fire and emergency services.
3. Recognize that the fire and emergency services are well positioned to be the hub of service delivery outside the typical emergency response system.
4. Establish focus on the community as the organizational priority.
5. Implement risk reduction, medical and injury prevention, and related social service support efforts for their community.

Actions

- Exalt and reward internal and external activities that support risk reduction and medical and injury prevention efforts.
 - Establish messaging strategies for clarifying and supporting the role of first responders in addressing risk reduction, medical and injury prevention, and social services support.
 - Set agency goals and strategies to reduce the number of 911 emergency calls, which reduces risk to the community and the first responder.
6. Provide for better service to the customer, through the deployment of personnel with the appropriate skills needed for the service(s) to be provided. For example, use advanced medical providers, social workers, mental health professionals, and other support service providers as a component of an agency's resource deployment.

Case Study: Mesa Fire & Medical Department (MFMD)

Location: Mesa, AZ

Coverage Area: 511,000 residents over 138 square miles

No. of Employees: 561

Annual Calls for Service: 68,000

With more than 75 percent of calls for service being medical in nature, in 2012 the department re-identified itself by changing its name to Mesa Fire & Medical Department. Building from this name change, MFMD began reidentifying itself in additional ways. These include deploying smaller medical response units, partnering with crisis counselors to staff a behavioral health unit, and coordinating regular immunization clinics that provide free vaccinations to the insured. MFMD has developed a community outreach division focused on reducing non-emergency 911 calls by providing education and social services. This division conducts such varied functions as training children on CPR, safe driving, and installing grab bars in homes.

