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## 2016 Vision 20/20 – Community Risk Reduction (CRR) Promotional Materials

- Symposium in VA will have 3 - 45min. train-the-trainer sessions for the CRR Vision 20/20 resources
- These sessions and materials will focus on:
  - CRR Planning Guide
  - Risk Assessment Guide
  - CRR Planning Guide
  - Home Safety Visit Guide (and video)
  - CRR Video
  - On-line CRR Training Link
  - Friendship Video Apps
- Mike Senchyna and Jim Crawford will facilitate each of the three train-the-trainer sessions.
- **Promotional materials will include:**
  1. Introduction identifying the value and selling points for the Vision 20/20 CRR resources
  2. Power-Point including summary information of identified CRR resources,
  3. Three videos identified above (CRR, Home Safety Visit, Friendship App)
  4. An instruction outline with suggestions on how and where to present information
- **Selling points that will be emphasized:**
  1. The concept of CRR is beneficial for the fire department and the community.
  2. The need for risk assessment
  3. The importance of having a plan to follow
  4. The role of home safety visits - a staple of CRR success
  5. Training opportunities
  6. Available Vision 20/20 resources
  7. Case studies of successful implementations (2-3 examples)