**Why is Community Risk Reduction important?**

- Our communities demand an integrated approach that balances emergency response capabilities with proactive measures that work together to reduce risks.
- CRR empowers station leaders to tailor their proactive strategies to meet local risks and improve efficiency.
- Partner with other community organizations to accomplish risk management objectives, and to enhance our relationship with the public we serve.

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**Community Risk Reduction (CRR) is the identification and prioritization of risks followed by the integrated application of resources to improve public safety and reduce increasing call volumes.**

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**CRR is NOT a new concept for the fire service!**

- CRR is NOT just a name change for fire prevention. It is an integration of all our protection strategies – including emergency operations and prevention/mitigation efforts.
- Fire Departments have been doing CRR under a variety of names for years.
- Home safety visits have been singled out as one of the more effective measures that the fire service can take to improve public safety.

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**Is YOUR department on board?**

- Are you making CRR part of your department’s core mission?
- Do your personnel know how to identify risks, and apply CRR initiatives to reduce them?
- Does your department understand that, similar to Community Policing, CRR programs are necessary to control rising emergency incident rates and costs, while resources for fire departments are receiving cuts?

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For more information, resources and free materials visit:

**Vision 20/20**

[www.strategicfire.org](http://www.strategicfire.org)

**Washington Association of Fire Marshals**

[www.homesafetyvisit.org](http://www.homesafetyvisit.org)

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