



Speaker 1: Welcome to CRR Radio, from the Vision 2020 Project.

Ed Comeau: Welcome to CRR Radio. My name's Ed Comeau with the Vision 2020 Project. Today, we're talking about a new project that's getting some serious traction across the nation, and we have three guests who will be giving us a lot more information on it. I'd like to ask them to introduce themselves. We'll start with you, Chris.

Chris Walker: Hi. Chris Walker, battalion chief and fire marshal of the Wilmington, North Carolina Fire Department.

Ed Comeau: Deanna?

Deanna Harrington: Deanna Harrington, battalion chief overseeing CRR for the Arvada Fire Protection District in Colorado.

Ed Comeau: And Josh?

Josh Fulbright: Josh Fulbright, section chief of community risk reduction at the Office of State Fire Marshal in South Carolina.

Ed Comeau: And I appreciate all you guys taking the time to join us today. This really a first, too, that we've had three people on at the same time here on CRR Radio, but there's a lot of great information we do want to get out there. Chris, I'd like to start with you if we could. Can you kind of give us the big overview of just what is CRR Week?

Chris Walker: Sure, sure. I think we have to go all the way back to the very beginning. I was having a really quick conversation with Josh, trying to think back to exactly which Vision 2020 meeting we were at. I know it was probably three or four years ago, and you know how these meetings go where we're doing group work. We were sitting at the South Carolina table. It was back when I was a technical advisor for South Carolina, which by the way, didn't really need me when they got Josh, but anyway, and I was sitting beside Mary Marchone. And as this always happens, there's always a conversation going on out within the group, maybe you have two or three people or sub-groups.

Mary Marchone actually brought up a CRR Day. "Why don't we have a national CRR day, Chris?" And I said, "I don't know. That's a great question Mary." And she and I were just having this side conversation, not talking to everyone else, and we were talking about what it might look like. But we just tabled it right there. I don't even know, Josh, you may be able to answer this, I don't even know if we even brought it up to the rest of the group. Do you recall that?

- Josh Fulbright: I don't believe that we brought it up to the rest of the group. I think the conversation in regards to a CRR Day or even a Week has continued throughout the years, multiple side-bar conversations.
- Chris Walker: That's right. So now, let's fast forward to this year at the Leadership in CRR Conference in Reno, Nevada. Again, conversations, sidebar conversations about possibly a CRR Day, CRR Week, and not wanting to compete obviously with Fire Prevention Week, because we're really thinking about two different methods. And I think, Ed, you and I had a conversation and Wendy Giannini, who is the CRR Coordinator for the Wilmington Fire Department, and we were just having a very off discussion about CRR Week or CRR Day. Actually more specifically, I think we were still talking about it as CRR Day. And from that point forward, we said well let's...sitting down and having a cup of coffee and bringing Josh in and Deanna in, we're thinking about leaders from the east, leaders from the west. We brought Chris Brunette in from Colorado, and we're just sitting talking about what it might look like and hashing it out and then it went from a day to a week and literally all this happened within a half hour, and we're "like let's do it."
- And it doesn't get much more grassroots than that, and that's really the derivative and that's where it derived, I should say, and it kind of grew into the week and talking about focusing on the process. I went and talked that very day after we broke for our little conversation, our little sidebar conversation, I went and spoke with Jim, Jim Crawford, and he said "hey that sounds like a fantastic idea." But he said, "you know we want to make sure that we do it the right way, that you guys do it the right way." And from that, it just kept snowballing and I think it's gained a lot of traction, people are really excited about it. And that's pretty much the 10,000 foot overview of how it got started.
- Ed Comeau: So when is CRR Week going to happen? What did you guys kind of land on?
- Chris Walker: Monday, January the 20th, which falls in line with the National Day of Service.
- Ed Comeau: Which is Martin Luther King Day, which seems like a very natural sort of thing that we want to do to kick this whole thing off.
- Chris Walker: That is correct.
- Ed Comeau: Who is it focusing towards? I mean, is CRR Week something for the public, is it for the fire service? Who is the intended audience on CRR Week?
- Chris Walker: 100% the fire service. Our secondary focus group obviously will be our citizens, but this is for the fire service. I think Fire Prevention Week, we're focusing on public safety. You know, when Mary and I were initially talking about this way back when that day, we feel like there's a lot of, specifically in rural departments, they're not really sure still what CRR is versus fire prevention. This is going to focus mainly on the fire service and getting it out there, and the

process of coming up with a plan, you know the 5 E's. So anyway, back to your question, definitely the focus is primarily the fire service.

Ed Comeau: And Deanna, Chris had just mentioned the 5 E's and it's a week long program. What's the structure for that week to help guide departments and what they can do when it comes to CRR?

Deanna Harrington: So the week has been set up so that each day of the week, there will be a different focus on one of the 5 E's, meaning the five different strategies that can be implemented to intervene once a risk has been identified and prioritized. And so it will start with Monday, which will be focused on Education, and Tuesday will be Engineering, Wednesday will be focusing on Enforcement, Thursday on Economic Incentive, Friday on Emergency Response to complete the 5 E's, and then Saturday and Sunday have been set up to promote any of the 5 E's in really trying to get some resources out to volunteer departments who might be able to put forth a little bit more effort on the weekend.

Ed Comeau: And Monday, which is Martin Luther King Day, you know, with the focus being on Education, smoke alarms are just a natural for that sort of day, isn't it? Going out into the community and installing smoke alarms?

Deanna Harrington: Yes. For the past several years, that's really been a focus, and I think it's a growing trend across the nation, that people have put forth effort on Martin Luther King Day to get out in their communities and visit homes and install smoke alarms.

Ed Comeau: And I recall that Josh was the one that came up with focusing on Saturday and Sunday for volunteer departments, which you have a lot of in South Carolina, don't you Josh?

Josh Fulbright: Most certainly, Ed. We've got over 70% volunteer and that's not unlike a lot of other places across the country, but we've seen here that a lot of these weeks tend to start on Sunday. So really the drive here would to start our week on Monday and then make full opportunity of the coming Saturday and Sunday and the evening hours, as well, for our volunteer fire service.

Ed Comeau: I mean, implementing CRR for the specific challenges or special challenges for volunteer departments, aren't they, in terms of getting out into the community, getting the people on the departments on board when it comes to CRR?

Josh Fulbright: Definitely. We struggle here with resources, time...really the big thing, the big push here for us here in South Carolina and things we have seen, successes across the country at some of our meetings, we've talked about the value of partnerships. So we want to make sure that in kicking off some of these events throughout the course of this week, not only in 2020 but hopefully in years to come, there's a real value and emphasis on partnerships and engaging partnerships for local CRR.

- Ed Comeau: Now, this is moving really fast. I mean, I think, when was Reno? I think that was March, wasn't it guys, that we all sat down and over that cup of coffee, it's always amazing to what happens over a cup of coffee versus in some of the formal sessions. But now, fast forward to April and not even fast forwarding, just a month later, Josh, Deanna, you were down in D.C. at a CRR leadership conference down there put on by Vision 2020 and CFSI and you rolled it out. What kind of reaction did you get? Deanna, I'll start with you. You know, what kind of reaction did you hear from people on the whole idea?
- Deanna Harrington: You know, people seemed very excited and really embraced the concept. There was a lot of rallying and getting behind it and we were thrilled to ultimately find individuals all across the nation that were wanting to get involved and even having Vision 2020 lending their support for this entire CRR Week concept was really well received.
- Ed Comeau: How about you, Josh? What did the people you talked to have to say about it?
- Josh Fulbright: It was really great to see all the different fire service organizations in the room, from NFA, NFPA CFSI, etc., that were willing to come to the table to have the conversations. It was really nice to go back to phone conference with other folks who are helping to spearhead this effort from Arnold Baker out in Washington to Kathy Clay into Wyoming, and others that Chris has already mentioned. A lot of synergy and energy, both, moving forward.
- Ed Comeau: And you were mentioning Arnold Baker and some of the others, I mean, when I look at the CRR week website, which by the way is crrweek.org, if you're looking for more information, it is just that. It's a grassroots across the nation kind of movement with representation from both paid, volunteer, state, local, it's very much a grassroots movement going forward, isn't it?
- Josh Fulbright: Certainly. I think everybody who is working to push this forward has seen the value of CRR in their own communities, they've seen the value of embracing data and looking through the 5 E's and seeing which of those they can apply to address specific situations. In some cases, there's more than one E that applies. We're all focused on those outcomes versus outputs in our daily work and so, I think this will be a effort that we all can get behind starting in the beginning of the year and work to drive our efforts throughout the course of the year.
- Ed Comeau: Now, Chris, even though it's kind of laid out, Monday's Education, Tuesday's Engineering, Wednesday's Enforcement, that sort of thing, those are just guidelines that the local AHJ can use, right? I mean, there's not a real structure to it that they have to follow, is there? Because all risk is local, I mean, they know the risk better than anybody else so how they do it is really up to them, isn't it?
- Chris Walker: That's exactly right, that's exactly right. And depending on your location, your type of department, your type of community, all the different demographics,



you know, you can make CRR Week whatever you'd like to make CRR Week. We're just hoping to supply some tools, some information, to give people the resources that they can make their community safer and actually just learn the process themselves. It's something that your department or your community has never even heard of, wow, we've made just a tremendous impact, hopefully, on making a community safer.

Ed Comeau: And given that there's no real organization behind this, everybody's chipping in in some way, shape, or form to put stuff together, and you can't do something without a logo. Deanna, Michelle came up with a really good logo, didn't she?

Deanna Harrington: She sure did. I was really thrilled with what she came up with, putting that together.

Ed Comeau: And it's a logo that's on the website that anybody can download and use, too, and that's one of the conversations that's happening is, what to do with resources like this. The website's going to be growing and getting more on it so there will be a lot of resources there. And there already are a lot of resources out there, but it's just going to be pulled together in kind of a one-stop shop. Chris? People want more information and what's coming down the road? What can you tell us?

Chris Walker: Well, we're hoping to continue to build the website out a little bit more for information. We have meetings that we...you know the next couple of probably months, we're really going to hopefully build this thing out and put some more resources together and add it to the website. We have Twitter, Instagram, I mean the sky's the limit, really, with this. We're hoping to attract more and more states or communities or folks to take part. As far as contact, just email us, send us your ideas, we'll get back with you. This is a grassroots effort that we hope we can just plant little seeds and start growing it all across the nation.

Ed Comeau: Well, we've been talking about CRR Week with battalion chief Chris Walker with the Wilmington, North Carolina Fire Department, battalion chief Deanna Harrington with the Arvada Fire Protection District in Colorado, and section chief Josh Fulbright with the South Carolina State Fire Marshal's office. Thanks everyone for taking the time to fill us in about CRR Week. I think it's just fantastic what's going on here. You guys are doing a great job on it.

Chris Walker: Thank you very much, Ed. Thanks for having us.

Deanna Harrington: Thanks, Ed.

Josh Fulbright: Thanks, Ed.

Ed Comeau: Well, you can learn more about CRR Week at their website, www.crrweek.org, again that's www.crrweek.org. And as Chris had mentioned, you can follow



***CRR Week – What Is It All About?
Conversation with Chiefs Fulbright, Harrington and Walker
CRR Radio www.StrategicFire.org/crrweek***

them on Facebook and Twitter @CRRWeek, and I'll be sure to include all of this in the show notes as well. If you aren't already subscribed to CRR Radio, you can do it through your favorite podcast app, whether it's Apple Podcast, Stitcher, Outcast, or some other app. Just search for CRR Radio, hit the subscribe button, and you can get CRR radio automatically downloaded whenever we come out with a new episode which is about every two weeks now. CRR Radio is a production of the Vision 2020 project. It's edited by Rich Palmer and produced by me, Ed Comeau. Thanks for listening, and we'll see you next time on CRR Radio.

Speaker 1: Thanks for joining us on CRR Radio from the Vision 2020 Project. For more information on community risk reduction, please visit us at www.strategicfire.org.