

ON SCENE



FOR AND ABOUT THE EMPLOYEES OF THE JACKSONVILLE FIRE AND RESCUE DEPARTMENT

December 2011



Canvassing Crusaders

JFRD's New Outreach Program Has Firefighters Pounding the Pavement and Educating the Public



DEAR FELLOW FIREFIGHTERS

Since launching last month, our department's newest outreach program has already provided hundreds of households with information that can save lives.

Known as the Residential Fire Safety Canvassing Program, the outreach involves a follow up visit to neighborhoods where a structure fire has recently occurred. Suppression District Chiefs as well as engine and ladder companies temporarily become foot soldiers, going door to door on the street where the fire happened – plus adjacent streets – so they can make contact with residents to discuss the value of smoke alarms, the dangers of space heaters, and other fire safety practices that make households safer.

A few days before Thanksgiving, Operations Division Chief Brady Rigdon and I had an opportunity to observe Station 10's crew canvassing in their territory. They spoke briefly with residents who answered their doors and left home fire safety information behind where there was no answer. In about 30 to 45 minutes, the crew reached dozens of households, and it was time well spent.

Our profession presents opportunities every day to educate and make favorable impressions upon those we serve. Canvassing is one of these opportunities, so I appreciate the District Chiefs who are taking the initiative to make the program successful, and I certainly appreciate members of the field who deliver the valuable message of fire safety. To learn more about JFRD's Residential Fire Safety Canvassing Program, please see the article on page 4 of this month's *ON SCENE*. Also, please consult SOG 443 or talk to your Chief.

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By the time this column is published, 2011 will be coming to a close. I hope that you enjoy the remainder of the holiday season and keep your focus on safety, on duty and off duty. Remember, we all want to go home at the end of each shift, and we all want the opportunity to enjoy our retirement.

I also want to share how much I value each of you and the professionalism you exhibit, the excellent customer service you deliver and your efforts in doing your very best with existing resources. No matter what challenges we face in 2012, we can all continue to do our part and be proud in doing so.

Sincerely,

Dr. Charles E. Moreland
Director/Fire Chief

Cover Photo: Members of Stations 10 and 14 canvass 10's district on Dec. 13 as follow up to a structure fire that occurred in early December and which displaced a family. The crews are distributing home fire safety information as part of JFRD's new Residential Fire Safety Canvassing program. Story on page 4. **Photo (L-R):** Ladder 10's Engineer Jason Hale, Firefighters Ryan Hern and Willie King; Engine 14's Lt. Carl Bradford Sr. and Firefighters Bobby Oakley (Engine 32) and James Misora (Engine 14).

Metabolism Boosters

It's the time of year when we might ponder a few New Year's resolutions, including weight loss and a focus on fitness. Consider these simple ideas to boost your metabolism safely and naturally.

Make a Move – Many individuals hear society preach exercise, but they do not fully understand how or why. Research shows exercise can increase your resting metabolic rate for up to 24 hours. This includes walking, cycling and weight training, which helps build lean muscle mass. The other good news: the more lean muscle in the body, the more calories burned throughout the day.

Eat More – Research shows eating four to six smaller meals per day will keep your metabolism elevated all day. This contrasts with the ideology of three meals per day, which can actually slow your metabolism due to the time between meals.

Wake, Eat, Shower – Breakfast is the most important meal of the day. We've heard this all our lives. While sleeping, our metabolism slows down drastically, so we

rely on the first meal of the day to kick start the metabolism. Our vehicles run better with fuel, and our bodies are no different. Fuel your body to run better and keep it fueled four to six times throughout the day.

Go to Bed – Lack of sleep can decrease the number of calories your body burns. Sleep deprivation is a major contributor to metabolic slow down. The necessary functions of life rely on calories to fuel their operations. Without significant sleep, your body will not use calories properly for essential life functions.

Eat Fat – This does not mean run to the nearest donut stand. Research shows EPH, DPA, omega-3, and omega-6 fatty acids help boost metabolism. These are often found in fish oils and nuts (raw almonds and walnuts are best). Good fatty acids help increase fat-burning while decreasing fat storage. They also lower bad cholesterol, raise good cholesterol and enhance nerve function.

PERSONNEL FITNESS



Lt. Paul Combs of the Bryan (Ohio) Fire Dept. is an award-winning illustrator and former editorial cartoonist for The Tampa Tribune. He also contributes to several fire service publications. Combs consented to *ON SCENE* reprinting this cartoon about fitness. See more of his work at www.artstudioseven.com

And see Tom Fonger at the Training Academy if you're looking to lose weight, improve endurance, flexibility, and increase strength in the new year. The first step is to get a fitness assessment to set a baseline for your plan. If your last fitness assessment has expired or if you have not had an assessment, contact Tom at 997-4926 or tfonger@coj.net.



Ladder 10's Eng. Justin Hodges and Firefighter Ryan Hern are canvassing their district to distribute home fire safety information to residents. Along with Station 14, Station 10's crew reached approximately 75 households on Dec. 13.

JFRD is returning to the scene of numerous residential structure fires, and it has nothing to do with a re-ignite or investigation. It's about education.

Established through SOG 443, the department's new Residential Fire Safety Canvassing Program places firefighters back into neighborhoods where a house fire has occurred. The call to action is sharing home fire safety information with residents of the affected neighborhood within three days of the house fire.

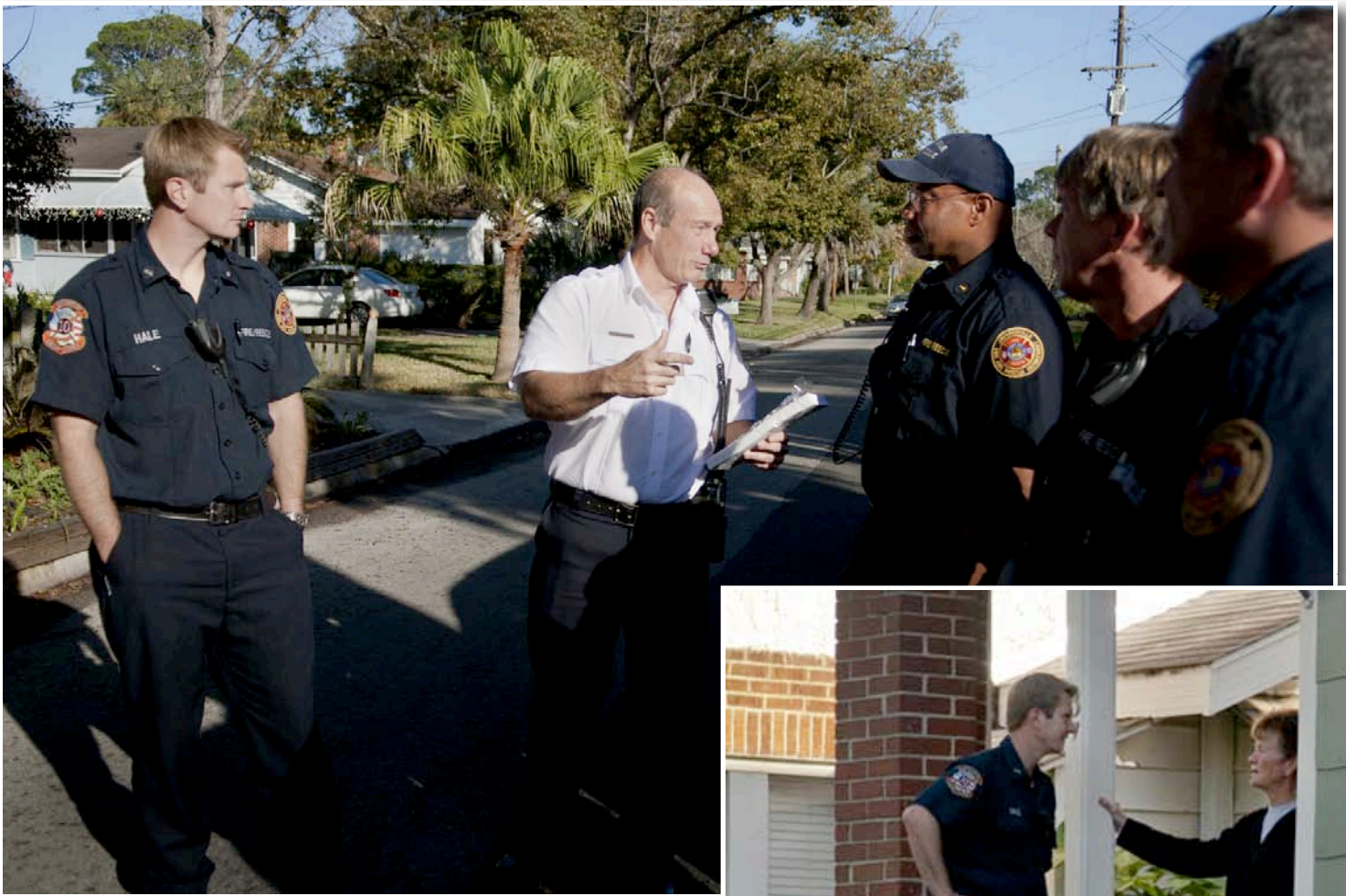
"Our first canvassing efforts began in late November, and thanks to everybody's efforts so far, the program has reached about 500 residents," said Director/Fire Chief **Charles Moreland**. "That's pretty strong."

Helping to guide the outreach is a printed checklist. Topics include smoke detectors, space heaters, tobacco use and more. "This checklist puts the pertinent information and precautions directly in front of the home-

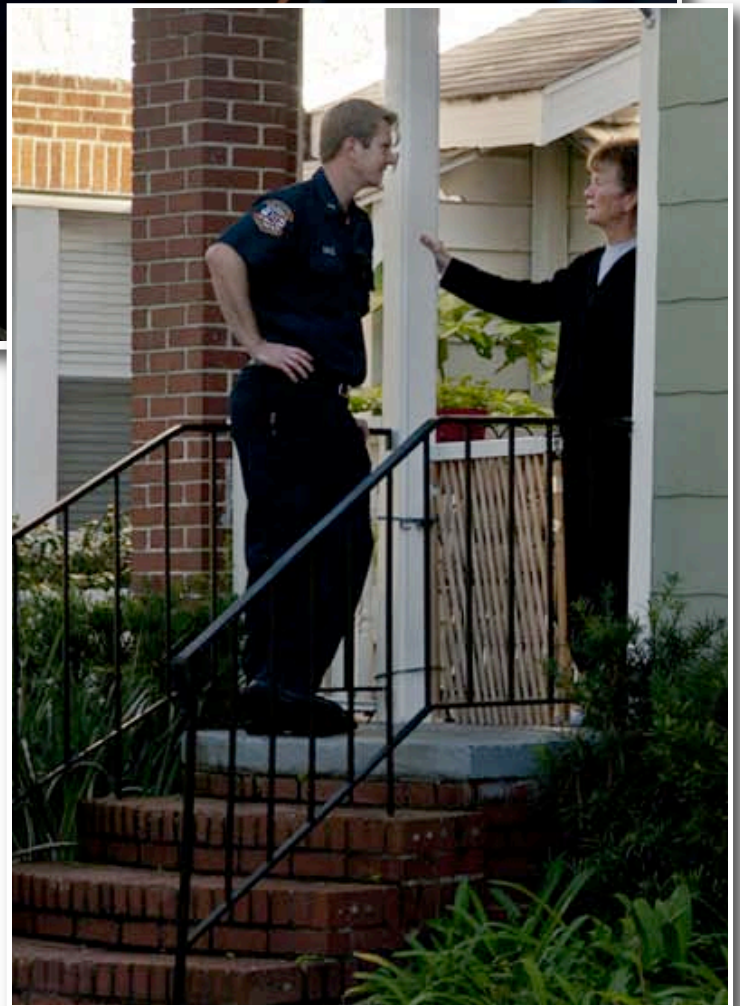
owners or occupants," Moreland said. "And if they aren't home while we're canvassing, the checklist doubles as a door hanger that can be left behind."

The goal of each canvassing effort is reaching approximately 50 households, though that varies by neighborhood. Canvassing is triggered by a house fire resulting in one or more of these factors: significant damage, displacement of occupant(s), an injury or fatality. After the canvassing, the incident commander of the fire or the District Chief who organized the canvassing will e-mail a brief report to Operations Division Chief **Brady Rigdon** and **John Bracey**, JFRD's Community Affairs Officer, who will compile the data and use it to quantify JFRD's impact beyond emergency response. Moreland believes that impact cannot be underestimated.

"When we're on scene at a fire, it's usually easy for people to grasp the immediate benefit we're providing,"



Above: Fire 5's Battalion Chief Donald Powell prepares crews from Stations 10 and 14 for canvassing in District 10, where a structure fire in early December displaced a family. JFRD's Residential Fire Safety Canvassing Program puts firefighters back into neighborhoods where a house fire has occurred to share safety information with the residents. Right: Ladder 10's Eng. Jason Hale talks fire safety with a resident.



he said. "But interacting with the community through canvassing is also making a valuable difference because we are taking another step in fulfilling our fundamental responsibility of protecting the people we serve. If we are diligent and sincere in our approach to canvassing, we will make a strong and favorable impression upon the public. Wouldn't you be grateful for somebody taking the initiative at the neighborhood level to protect you and your family?"

While the majority of the field is not regularly assigned fire prevention-related functions, Suppression is ideal for this program, Moreland said, because engine and ladder companies are very familiar with their residential territories, and crews of three to four or more can complete most canvassing activities in 45 minutes or less.

"The time involved is worth the investment," Moreland said. "We're off to a good start with canvassing, but whether or not this program is truly effective and sustainable depends upon the District Chiefs taking the lead and taking advantage of each opportunity. It's really in their hands."

15,000 gpm

As part of a recent exercise, Marine 1 was put to the test, drafting from the St. Johns River and supplying water to three ladders and as many engines.



CALL VOLUMES November 2011

ENGINES

E28	.371
E51	.332
E19	.326
E22	.323
E30	.323
E31	.318
E18	.294
E10	.280
E1	.272
E20	.271
E152	.265
E27	.259
E44	.254
E24	.252
E9	.249
E32	.246
E21	.243
E25	.239
E42	.238
E36	.229
E17	.228
E34	.222
E4	.203
E13	.195
E5	.186
E2	.184

E7	.184
E150	.180
E154	.179
E135	.175
E59	.166
E37	.163
E12	.156
E55	.156
E14	.137
E58	.137
E41	.135
E26	.118
E33	.107
E57	.107
E29	.103
E16	.94
E23	.94
E49	.86
E11	.82
HAZ21	.71
HAZ7	.62
E143	.55
E53	.55
E48	.43
E56	.37
E46	.36
AIR5	.33

HR4	.30
E40	.18
E45	.12
RESCUES	
R22	.343
R30	.335
R19	.327
R1	.324
R17	.319
R28	.316
R31	.316
R5	.313
R20	.301
R36	.297
R4	.291
R51	.286
R15	.284
R24	.282
R34	.280
R7	.266
R21	.258
R2	.254
R52	.254
R32	.253
R25	.252
R13	.239
R35	.237

R42	.231
R54	.230
R50	.228
R27	.227
R55	.201
R58	.201
R23	.194
R57	.185
R59	.170
R71	.164
R49	.138
LADDERS	
L28	.156
L30	.144
L31	.121
TL21	.115
L18	.109
L44	.108
L32	.106
L4	.104
L10	.100
L1	.94
TL9	.72
L34	.70
TANKERS (Top 5)	
T52	.53
T28	.48

T31	.45
T42	.44
T54	.37
MARINE UNITS	
M1	.17
M3	.13

FIRE PREVENTION

Investigations	.37
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FIELD CHIEFS

F3	.105
R104	.84
R103	.82
F4	.75
F7	.62
R105	.56
F6	.55
F1	.53
F9	.51
F2	.49
F5	.43
F8	.36

MONTHLY TOTALS

EMS	.7,613
FIRE	.1,283
NON EMR	.387
Total:	.9,283