

## **2007 International Fire and EMS Safety Stand Down**

Departments: Use of Press Release

First and foremost, we would like to say thank you for your participation in the 2007 International Fire and EMS Safety Stand Down. Without your participation, this event would not be possible.

Below is a press release that may be used to remind the local media of your department's participation in the Stand Down. Please take advantage of this and allow it to be a way to get people and the media interested in what you are doing to promote safety. It's simple to use—all you have to do is fill in the blanks [look for text in brackets, like these] and send it out. Include the following information:

- \* Contact information. Identify a point of contact within your department so members of the media can call with questions. This person must be willing and able to handle any and all media inquiries. Include the telephone number this person may be reached at and his or her title.

- \* Important information. Include the name of your department and your location (city and state).

- \* Personalized quotes. Please include a quote from someone in your department about why you are participating in the Stand Down, why you think it is important and what your department does to promote safety in its daily activities. We ask that you take the time to make this your own; personalize it so your department will stand out.

- \* Title. Keep our title or use your own. Just add the name of your department.

- \* Distribute to the media and to your department members. Once you have filled in the blanks and added your quote, decide what local media outlets you will send your release to. Find their points of contact and send the release to them.

Please use the form on page 2 or a similar one to remind your local media of the upcoming Stand Down. It is by spreading the word that we will be most successful in our efforts to reduce firefighter and EMT injuries and deaths.

FOR IMMEDIATE RELEASE

Contact: [Your Department Spokesperson, Their Title]

[Their phone number, i.e. 000-000-0000]

[Your Department] to Participate in the  
2007 International Fire and EMS Safety Stand Down

[Your City], [State], June 8, 2007... The [your department] will be participating in the 2007 International Fire and EMS Safety Stand Down, being held the week of June 17-23, 2007. The Stand Down is sponsored by the International Association of Fire Chiefs (IAFC), the International Association of Fire Fighters and the Volunteer and Combination Officers Section of the IAFC.

“We are looking forward to participating in the Stand Down,” said [your department spokesperson/chief]. [Please add a quote personalizing this to your department. Discuss why you are participating in the Stand Down this year/in previous years].

The Stand Down, themed “Ready to Respond,” will focus on preparing firefighters and EMS personnel for their daily duties by reviewing their training and the proper use of equipment to ensure safe response, mitigation and return from all emergency situations. Failure to remain cautious can cause routine activities to become hazardous, as has been shown in the many fire service and emergency medical service line-of-duty deaths and injuries.

In 2006, 105 firefighters died in the line of duty; already this year, 44 have been lost. The purpose of the Safety Stand Down is to reduce these deaths and injuries by calling attention to safety practices and improving them. Stand downs have been used by the military for years to correct issues that have been identified as a problem throughout the ranks.

[Include a quote about what you are doing to prevent line-of-duty deaths and injuries.]

For more information, please contact [your department, spokesperson, title].

-end-



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