



For Immediate Release

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The Connecticut Fire Chiefs Association Announces the Kick-Off of the Everyday Hero Recruitment Campaign

Cromwell, Conn., February 28, 2015... Today, the Connecticut Fire Chiefs Association (CFCA), in partnership with the International Association of Fire Chiefs (IAFC), formally kicks off the Everyday Hero volunteer firefighter recruitment campaign. The campaign is part of the Volunteer Workforce Solutions program designed to help Connecticut's fire departments achieve a viable and sustainable volunteer firefighter workforce. The program is funded by a Staffing for Adequate Fire and Emergency Response (SAFER) grant awarded to the CFCA by the U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA) to develop a model to enhance the recruitment and retention of volunteer firefighters.

Fifteen Connecticut fire departments are participating in the 2-year program, designed to address the shortage of volunteer firefighters in the state. The fire departments will use geographic information systems (GIS) to take in-depth looks at their communities, measuring demographic, cultural and economic data to predict the best way to recruit a volunteer firefighter workforce. The results and findings from the program and the recruitment efforts will benefit all fire departments in the state. In addition, several leadership workshops aimed at improving retention will be offered to all departments statewide.

CFCA President Marc Scrivener stated, "The CFCA is pleased to partner with the IAFC to apply data-driven recruitment practices for Connecticut fire departments and affect tangible long-term volunteer staffing solutions."

The number one issue facing volunteer fire departments today is the ability to maintain adequate staffing levels. Eighty percent of all fire personnel in Connecticut are volunteer firefighters and the majority of departments are experiencing a volunteer shortage.

"I commend the CFCA for its leadership in addressing the serious matter of volunteer firefighter shortages in volunteer and combination fire departments," said Chief G. Keith Bryant, IAFC president and chairman of the board. "Fire departments everywhere have an enormous responsibility to protect life and property in our communities, but face many challenges. The IAFC stands as a proud partner with the CFCA and the participating fire departments in Connecticut to employ this innovative approach to recruit and retain volunteer firefighters."

Being a volunteer is a rewarding experience and one of the best ways someone can make a difference in the community. The skills and experience gained as a volunteer firefighter are invaluable and have a positive and

lasting impact on the lives of others. Local fire department need volunteers of all skill levels and abilities who are willing and able to respond to emergencies when needed.

To learn more about becoming a firefighter and joining a local volunteer fire department, please visit www.EverydayHeroCT.org.

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About the Connecticut Fire Chiefs Association, Inc. (CFCA)

Organized in 1902 the Connecticut Fire Chiefs Association consists of approximately 700 fire service professionals both career and volunteer from across the state of Connecticut. The mission of the organization is to promote the position of Chief Fire Officers in Connecticut as the leaders of the fire service through continuing education, unity in the fire service, safety and professionalism as a fire officer. The association is involved in legislative issues, training, regulatory and many other facets of the fire service. More information about the CFCA is located at ConnecticutFireChiefs.com.

About the International Association of Fire Chiefs (IAFC)

The IAFC represents the leadership of firefighters and emergency responders worldwide. IAFC members are the world's leading experts in firefighting, EMS, terrorism response, hazmat spills, natural disasters, search and rescue, and public-safety legislation. Since 1873, the IAFC has provided a forum for its members to exchange ideas, develop professionally and uncover the latest products and services available to first responders. Learn more at www.iafc.org.