

City of South Milwaukee
Fire Department
Annual Report - 2017



Serving the Community with
Commitment ♦ Concern ♦ Compassion



City of . . . **South Milwaukee**
Fire Department

929 Marshall Court, South Milwaukee, WI 53172

Honorable Mayor Erik Brooks
Members of the Common Council
Police and Fire Commissioners
Citizens of South Milwaukee

Ladies and Gentlemen:

On behalf of the dedicated members of the South Milwaukee Fire Department, it is with great pleasure that I present our 2017 Annual Report. This report provides only a brief glimpse of the efforts put forth by the members of your fire department who continue to provide the exceptional level of service they are known for with the limited resources on hand. The changing face of our community and the increasing demand for our services keeps us continuously challenging ourselves to find new and creative ways to serve the public.

Our overall call volume decreased slightly during 2017 in comparison to 2016, with the decrease most probably attributed to an increased effort to refer frequent, non-emergent, users of our ambulance service to the South Milwaukee Health Department (SMHD). The SMHD does a fabulous job interacting with these patients and guiding them towards whatever solution is necessary to keep them from utilizing the ambulance service for non-emergent conditions. Unfortunately, we did see a 39% increase in building fire responses in 2017 resulting in a significant increase in dollar loss associated with these fires. No one identifiable behavior or cause can be used to explain this spike.

I am proud to announce several distinguished awards presented to our department during 2017. First, Captain Glen McCoy, our Department Training Officer, was honored as the *Instructor of the Year* by the Wisconsin Society of Emergency Service Instructors. Additionally, our department was awarded the Safety Leadership Award by the Wisconsin State Fire Chiefs Association for our Firefighters Addressing Cancer Exposure (FACE) Program. This program has served as a model set of best practices to many departments across the state and the country and continues to be a work in progress for us as we try very hard to make an inherently dangerous occupation safer.

In closing, the South Milwaukee Fire Department will continue to answer the call 24/7/365 and maintain its high level of service delivery as we respond to the needs of the community as an all-hazard, all-risk department. Our focus will remain on community involvement, risk reduction, fire prevention, public education, and delivering timely, professional, effective, and efficient service. The members of the South Milwaukee Fire Department and I would like to thank Mayor Erik Brooks, the members of the Common Council and Police and Fire Commission, and our citizens for all their hard work and continued support.

Respectfully submitted,


Joseph Knitter
Fire Chief

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Dedicated to Excellence in Public Service

History of the Fire Bell

The men and women of today's fire service are confronted with a more dangerous work environment than ever before, being forced to continually change their strategies and tactics to accomplish the tasks they are called upon to deliver.

While their methods may change over time, their goals remain the same as they were in the past, to save lives and to protect property, sometimes at a terrible cost. This is what they do . . . this is their chosen profession . . . this is the tradition of the fire fighter.

The fire service of today is ever changing, but is steeped in tradition, some over 200 years old. One such tradition is the sound of a bell.

In the past, as fire fighters began their tour of duty, it was the bell that signaled the beginning of that day's shift. Throughout the day and night, each alarm was sounded by a bell, which summoned these brave souls to fight fires and to place their lives in jeopardy for the good of their fellow citizen. And when the fire was out and the alarm had come to an end, it was the bell that signaled to all the completion of that call. Eventually, bells become commonplace on the front of apparatus, used as a means of warning the public that a fire apparatus was responding to an emergency call. When a fire fighter died in the line of duty, paying the supreme sacrifice, it was the mournful toll of the bell that solemnly announced a comrades passing.

We utilize these traditions as symbols, which reflect honor and respect on those who have given so much and who have served so well. To symbolize the devotion that these brave souls had for their duty, a special signal of three rings, three times each, represents the end of our comrades' duties and that they will be returning to quarters. And so, to those who have selflessly given their lives for the good of their fellow man, their tasks completed, their duties well done, to our comrades, their last alarm, they are going home.

(from: The Last Alarm – Inside the IAFF Bell Ceremony)



The bell pictured above was originally mounted on the front of our 1968 American-LaFrance 80' Aero

Chief Articulating Platform Ladder Truck. When that truck was replaced in 1995, the bell was removed and the truck was sold at auction. For years, the bell sat in the basement of the firehouse with hopes that someday it could serve another honorable purpose. Well, that day came in August of 2000, when then-Vice President of the South Milwaukee Firefighters Protective Association (IAFF - Local 1633) and Firefighter-Paramedic Tom Reid, responded to an ad placed in the IAFF Magazine looking for a bell to be used at the Fallen Firefighters Memorial in Colorado Springs, CO. FF/P Reid convinced then-Fire Chief Richard Omernik that it would be a noble and honorable cause to have this bell toll for each of the firefighters that died in the line of duty each year at the annual Fallen Firefighters Memorial Service and



arrangements were made to ship the bell to Colorado. The bell served this solemn, but prestigious, purpose until the memorial park was redesigned in 2015 and the bell was, once again, retired. During its time, it would toll for 2,162 fallen firefighters, including the 343 that died in the attack on the World Trade Centers in New York City. The bell now stands on display upon its pedestal in the front lobby of the South Milwaukee Fire Department firehouse.

Mission Statement

THE MISSION OF THE SOUTH MILWAUKEE FIRE DEPARTMENT IS TO PROTECT LIVES AND PROPERTY FROM THE ADVERSE EFFECTS OF FIRES, SUDDEN MEDICAL EMERGENCIES AND EXPOSURE TO HAZARDOUS CONDITIONS. THIS COMMITMENT IS ACHIEVED BY DEVELOPING, PROMOTING, AND MAINTAINING EFFECTIVE FIRE SUPPRESSION AND EMERGENCY MEDICAL CARE. WE WILL CONTINUE TO PROVIDE THESE QUALITY SERVICES THROUGH EDUCATION AND TRAINING TO ALL WHO LIVE, WORK, VISIT OR INVEST HERE.

Department Information

The South Milwaukee Fire Department is an all-risk, all-hazard department that provides fire suppression, rescue and emergency medical services to an estimated 21,424 residents who reside within an area of 4.78 sq. miles. In addition, we respond on a mutual aid basis to any community as part of the Mutual Aid Box Alarm System (MABAS) and on a reciprocal agreement program to the surrounding communities of Cudahy, Oak Creek and Saint Francis, and the 128th Air Refueling Base at Mitchell International, for all structure fires. In return, these communities respond to our city when requested as part of this reciprocal agreement.

SMFD Organized – 1893



City Officials

Mayor Erik Brooks

Craig Maass
District 1 Alderperson

Frank Van Dusen
District 1 Alderperson

Ray Navarro
District 2 Alderperson

R. Patrick Stoner
District 2 Alderperson

James Shelenske
City Clerk

Christopher Smith
City Attorney

Lisa Pieper
District 3 Alderperson

Joseph Bukowski
District 3 Alderperson

David Bartoshevich
District 4 Alderperson

Peggy Clark
District 4 Alderperson

Karen Skowronski
City Treasurer

Bill Fenger
Municipal Judge

Police and Fire Commission

Darrell Francis, DDS

Heather Page

Rick Borowski

Elizabeth Blackwood

Kate Bernovich

“Like” us on Facebook . . .



Department Personnel

Joseph Knitter
Fire Chief

Shannon Hrdlicka
(Hired 8/2017)
Gail Kaebisch
(Resigned – 6/2017)
Administrative Secretary

Black Shift

Capt. Craig Boschke
Lt. John Frost
FF/EMT Ron Wainio
FF/EMT Ryan Behling
FF/EMT Jared Rentmeester
FF/P Jerre Schlax
FF/P Ryan Wendt
FF/P Ben Olberding

Green Shift

Capt. Glen McCoy
Lt. Andy Mahn
FF/EMT Jason Helmlinger
FF/EMT Nate Fager
FF/EMT Kevin Schneider¹
FF/P Scott Wallis
FF/P John Rhinesmith
FF/P Daniel Alderfer²
FF/P Ryan Porter³

¹ – Hired - 8/17

² – Resigned - 4/17

³ – Hired – 3/17

Red Shift

Capt. Brad Sibley
Lt. Kurt Egner
FF/EMT Tyler Anders
FF/EMT Ken Lamas
FF/P Steven Bartlein
FF/P Michael Landgraf
FF/P Jeremy Fronczak
FF/P Ryan Kurz

When fully staffed, the South Milwaukee Fire Department maintains a three-platoon system utilizing three shifts of 8 personnel each on a 24-hour, 7-day-a-week schedule. Off-duty personnel are notified by pager when staffing levels at the station fall below a pre-established minimum or when the department responds to a report of an emergency incident that will require additional personnel to mitigate.

Special Assignments

Capt. Craig Boschke

Community Relations / Public Education
Personnel Records

Capt. Glen McCoy

Training / EMS Coordination
Health & Safety
Reports & Policies
Personnel Protective Equipment

Capt. Brad Sibley

Apparatus / Facilities Maintenance
Buildings & Grounds
Special Projects

Lt. Kurt Egner

EMS Coordination

Lt. John Frost

Radios & Communications

Lt. Andy Mahn

EMS Supplies / Equipment

FF/EMT Ryan Behling

Fire Inspection

FF/EMT Tyler Anders

Fire Inspection

FF/EMT Jason Helmlinger

Fire Inspection

Check out our website at . . .

www.smfdwi.org

Emergency Medical Services Report

Fire department-based Emergency Medical Services (EMS) continues to be a major part of our response profile. The central location of the fire station allows for minimal response times of specialized equipment and well-trained personnel. By utilizing a flexible staffing model, the South Milwaukee Fire Department is able to provide emergency care to the Paramedic level on any given call. Dependent on staffing, a second, and sometimes a third, ambulance is available at either the Paramedic First Response (PFR - One paramedic / one EMT) or a Basic Life Support (BLS – Two EMTs) response level. Citizens in South Milwaukee benefit from a high level of service when requesting emergency medical care.

Total EMS Calls*	Transports
2707	1804

*Includes fire / service responses where no EMS report was generated and cancelled prior to an EMS report being generated

Disposition of Calls	2504	100%
Treated, Transported by EMS (BLS)	1004	40.1
Treated, Transported by EMS (ALS)	800	31.9
Treated and Refused Transport	361	14.4
Treated, Transported by Another EMS Unit	147	5.9
Patient Refused Evaluation, Care, & Transport	42	1.8
Dead at Scene	57	2.3
Cancelled	23	0.9
No Treatment/Transport Required	19	0.8
Treated, Transported by EMS (Other)	10	0.4
Treated, Transported by Private Vehicle	16	0.6
Treated and Released (per protocol)	16	0.6
Treatment Refused, Transported	3	0.1
Treated, Referred to Law Enforcement	6	0.2



Transport Destination	2504	100%
Aurora St. Luke's – South Shore	1460	58.31%
Other (incl. not specified / not applicable)	588	23.47%
Aurora St. Luke's Medical Center - Milwaukee	164	6.55%
Wheaton Franciscan - Franklin	86	3.43%
Froedtert Memorial Lutheran Hospital	57	2.28%
Wheaton Franciscan - St. Francis Hospital	36	1.44%
Milwaukee County Medical Examiner	33	1.32%
Children's Hospital of Wisconsin	33	1.32%
Clement J Zablocki VA Medical Center	25	1.00%
Columbia - St Mary's - Milwaukee	8	0.32%
Aurora West Allis Medical Center	7	0.28%
Aurora Sinai Medical Center	4	0.16%
Wheaton Franciscan – All Saints - Spring Street	2	0.08%
Wheaton Franciscan – St. Joseph's	1	0.04%

Apparatus Report

One of the most frequent compliments paid to members of our department is the extremely clean and well-kept appearance of both our apparatus and fire station. Visitors are often impressed at the condition of our apparatus and are shocked to learn their vintage and high level of use. Members of our department take great pride in the care and maintenance of both the apparatus and fire station. We proudly care for the equipment and building that the citizens of South Milwaukee have entrusted us with.

Below is a list of our current apparatus and their relative condition:

ID	Type of Apparatus	Year	Make / Model	Condition
1663	Engine	2003	Pierce Enforcer – 1250 GPM Pump, 750 Gal. Water Tank	Very Good
1665	Engine	2007	Pierce Enforcer – 1250 GPM Pump, 750 Gal. Water Tank	Very Good
1671	Aerial Ladder	1995	Pierce Lance 105' Heavy Duty Ladder – 1500 GPM Pump, 300 Gal. Water Tank	Good
1680	Ambulance	2016	Osage (Dodge) Type I	Excellent
1681	Ambulance	2009	Med-Tech (Ford) Type I	Very Good
Med-10	Ambulance	2014	Osage (Dodge) Type I	Excellent
1692	Chief's Car	2009	Ford Escape	Good
1693	Gator	2003	6 x 4 Wheel Drive Utility Cart	Good
1694	Rescue Raft	2006	14' Mercury Inflatable 25 HP Outboard	Good
1695	Rescue Boat	2010	25.6' Steiger Craft Twin 150 HP Suzuki 4 stroke	Very Good
1696	SUV	2015	Ford Explorer	Excellent
1697	Pick-up Truck	1995	GMC ¾ Ton Utility Truck	Fair
1698	Mini-pumper	2008	Pierce (Ford) – F550 150 GPM Pump, 250 Gal. Water Tank	Very Good
1699	Rescue Trailer	1993	14' Pace American	Good



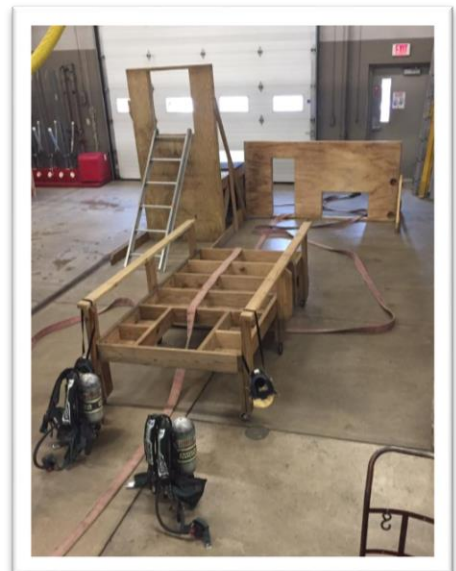
Training Report

The Training Bureau is managed by the Department Training Officer, Captain Glen McCoy, whose primary responsibility is to organize, develop and schedule training for all department members in compliance with requirements and industry standards. The training goal is to provide all employees with quality training that is specific to their job description and needs, providing them with the knowledge, skills and abilities to fulfill the mission of the department. Funding for training is provided by a budget line item that not only reflects the City's commitment to maintaining well trained employees, but the department's dedication to providing the best trained "customer-service" delivery force available.



Training is provided to all shifts on a Monday through Saturday basis by their respective Captain, Lieutenant or another carefully chosen "expert" on the topic. Much of the training information is taken from the textbooks endorsed by the Wisconsin Technical College System Fire Service Training Office or based on National Fire Protection Association (NFPA) standards and locally or nationally recognized best practices. Because of the unique cross-staffing format utilized by the department, members are cross trained in all aspects of every position.

Training is also provided for our "new hires" in a 3-4 week, 10-hour day format concentrating on accomplishing the Job Performance Requirements (JPR) established by the NFPA before transitioning to their assigned shift where they continue to participate in daily training for the rest of their career. These JPR's are provided in a checklist format and the recruit firefighter progresses through the exhaustive list maintaining a formal record of those that are accomplished. In addition, they receive extensive training in our emergency medical services and policies and procedures and are assigned as the third member of the EMS team until their Shift Officers feel they have accomplished the EMS competencies and are ready to respond as part of a two-person team.



LUCAS 3 Chest Compression Device

Through a very generous donation from the Aurora Health Care Foundation and the staff of St. Luke's – South Shore Hospital Emergency Room, the SMFD received the donation of a LUCAS 3 Chest Compression Device. One of only two in use throughout Milwaukee County at the time, this device is designed to help improve outcomes of sudden cardiac arrest victims and improve operations for medical responders. Performing 102 compressions per minute with a uniform depth of 2.1", the LUCAS 3 can be deployed quickly with minimal interruption to patient care.

The receipt of this device coordinated perfectly with a renewed interest by Milwaukee County EMS to focus our resuscitation efforts on providing high-quality and consistent CPR. The application of the LUCAS 3 device does just that – it can provide the correct depth and rate of compressions in a uniform and consistent manner that is often unmatched by CPR performed manually by humans. The expected result of using the LUCAS is less fatigue on rescuers and more consistency and uniformity of chest compressions which, in turn, leads to higher resuscitation rates.



WANTED: Peanut Butter Campaign

In conjunction with the Hunger Task Force, every firehouse in Milwaukee County becomes a collection site for donations of peanut butter. In addition, the South Milwaukee Health Department, City Hall, Public Library, and Senior Center became collection points and the South Milwaukee location of Eaton – Cooper Power Systems organized their own in-house peanut butter drive. I believe the pictures speak for themselves as we, once again, had a tremendous outpouring of support, especially from the employees of Eaton. A direct benefit of this initiative is that all of the donations are delivered to South Milwaukee Human Concerns and stays right here in South Milwaukee, benefitting those in our local community.



Public Education / Community Outreach Report

The South Milwaukee Fire Department continues to pride itself on a very active and quite interactive public education / community outreach program.

Our philosophy is that fire safety starts early on; building strong foundations in education. Each fall, students in the local schools are visited by our firefighters. Elementary students in kindergarten and 1st grade are provided with fire safety programs during the annual National Fire Prevention Week. When students reach the 5th grade, they are provided with a more advanced Fire Safety Program that focuses on preparation for their adolescent years and the importance of home/fire safety. The 5th graders are assigned take home projects, where family involvement is encouraged. The students are also taught general home safety, such as general first aid and burn care, as many of the children are reaching babysitting age.

In addition, SMFD provides timely fire prevention / public education “posts” to our Facebook page to spread the word far beyond our face-to-face audiences and city of South Milwaukee residents.

730

**K-4, K-5 & 1st grade
students who took part in
fire safety presentations**

225

**5th graders who
participated in the 6-week
fire safety program**

209

**Fire Station Tour
Participants**



Fire Inspection Report

Fire inspection duties are completed by shift members assigned to each of the three shifts and are conducted during the course of their regular duty day. This arrangement often presents a formidable scheduling challenge due to an increased call volume, ever-increasing training requirements and other obligations to our community.

FF/EMT Ryan Behling, FF/EMT Jason Helmlinger and FF/EMT Tyler Anders, who are State of Wisconsin Certified Fire Inspectors, each conduct fire safety code inspections in accordance with Chapter 27 - *Fire Prevention, Protection, and Control* of the City's Municipal Code and the State of Wisconsin Administrative Code, Chapter SPS314, which adopts NFPA 1 as the "official" fire prevention code of the State. Ultimately, these efforts are overseen by the Wisconsin Department of Safety and Professional Services. The Inspection Bureau also works in close cooperation with the City's Building Inspection and Health Departments to address other health and safety code violation matters that impact the quality of life for the residents of and visitors to the City of South Milwaukee.

Inspection Activities

933

Bi-annual fire inspections conducted

185

Re-inspections conducted

344

Violations identified

Inspection Responsibilities

FF/EMT Ryan Behling

Commercial

Residential attached to Commercial

FF/EMT Jason Helmlinger

Residential

City, County & Federally-owned

Schools

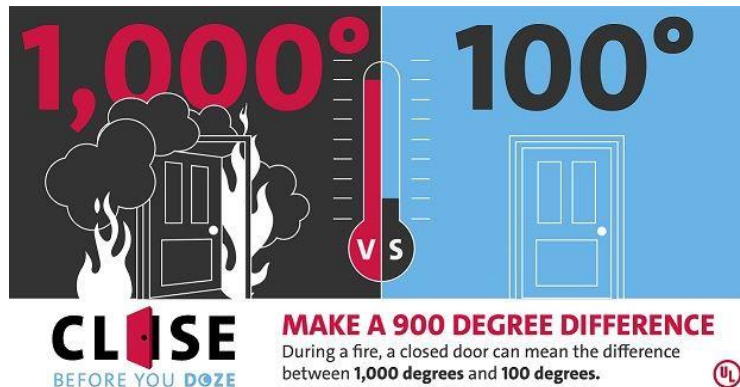
FF/EMT Tyler Anders

Industrial

Manufacturing

Nursing Homes

Doctor / Dental Offices



Response Statistics / Trends

	2017	2016	2015	2014
TOTAL CALLS	3188	3270	3040	2927
EMS Calls	2707	2777	2638	2507
Basic Life Support Incidents	1417	1333	1087	1150
Advanced Life Support Incidents	816	814	796	620
ALS (requests) outside of So. Milw.	474	630	626	555
EMS other fire / support response	---	---	129	182
Fire Incidents	59	58	76	90
Building Fire	32	23	31	38
Cooking Fire	7	10	12	13
Rubbish / Trash Fire / Dumpster	7	12	14	14
Grass / Brush Fire	4	7	4	7
Other	9	6	15	18
Hazardous Conditions	94	72	78	92
Motor Vehicle Crash-General Cleanup	39	34	39	44
Carbon Monoxide Investigation	3	3	4	7
Electrical / Power Line Problem	14	17	9	11
Chemical Leak / Spill	12	3	3	6
Natural Gas Leak	22	8	10	13
Other	4	7	13	11
Service / Good Intent	181	263	170	147
Smoke or Odor Removal	9	11	10	14
Service Call - CO Detector	24	29	---	---
Unauthorized Burning	27	39	26	27
Smoke detector / Other / Investigation	121	184	134	106
False Alarms	86	96	75	86
System Activation – Malfunction	15	12	12	14
System Activation – Unintentional	5	2	4	46
System Activation – Malicious	3	5	1	1
Systems - Other	63	77	58	25
Other Incidents¹	61	4	3	5
Motor Vehicle Crash	52	---	---	---
Water Related Incident	9	---	---	---

Response Trends

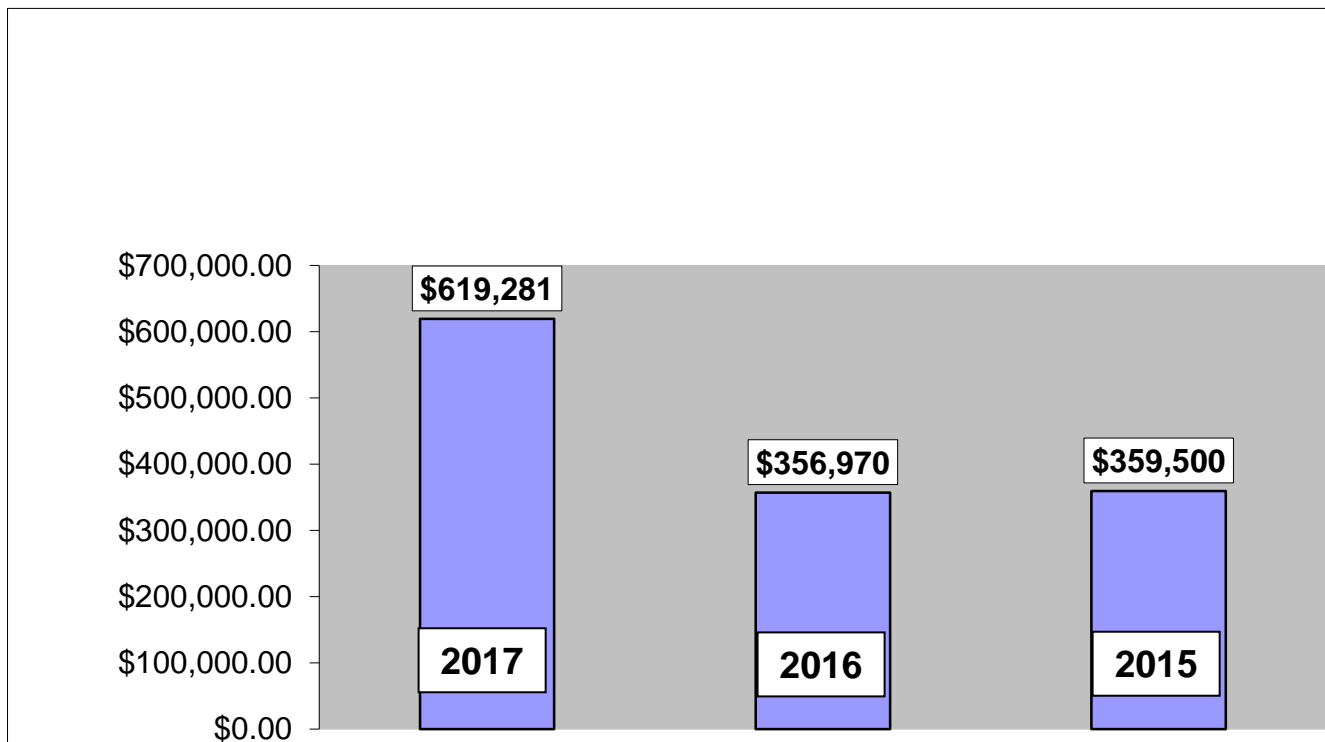
To properly understand the numbers provided on this page, one must understand that the categorizing of incident responses is subject to both the efforts of the person writing the report and the methods used to identify the appropriate code assigned to an incident. Greater emphasis has been placed on more accurately identifying an exact category rather than using a generic “Other”, thus providing a more accurate *snapshot* of our response trends. In addition, while a single incident may fit into several categories (Cooking Fire & Smoke Removal, for example) only the primary Incident Type is counted.

¹To better track our responses to motor vehicle crashes and water-related incidents, these responses were separated from the “Service / Good Intent” category for 2017.

Dollar Loss from Fire

In addition to the actual number of emergency and non-emergency incidents that our personnel respond to, one of the most sought after statistics is that of the dollar loss to physical property due to damage from fire. It must be first understood that this number is a very rough estimate as actual losses paid by insurance companies may be considerably higher and involve other related expenses like replacement of furnishings and lodging, etc.

In the past, the justification for the existence of a fire department was based on how great this dollar loss was. Now, because of all of the ancillary responsibilities of our personnel such as fire inspecting, fire prevention activities, and training, the effectiveness of a department is based on the amount of property that was saved through aggressive fire suppression and prevention efforts. The fire service has truly shifted from a “volume-based” to “value-based” model. In 2016, the City of South Milwaukee responded to less fire incidents than in 2015, but the dollar loss from these fires remained relatively unchanged.



Working
Smoke Alarms
Save lives !



SMFD in the Community



Response Time Analysis

In 2001, the National Fire Protection Association (NFPA) released a standard for the *Organization and Deployment of Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public by Career Fire Departments*, known as NFPA 1710. In this standard, the NFPA established a minimum response time objective of **four minutes or less** for the arrival of the first arriving engine company at a fire suppression incident or the arrival of an emergency medical unit with first responder or higher level capability at an emergency medical incident 90% of the time. As could be expected, the South Milwaukee Fire Department is well within compliance with this nationally-accepted performance standard. In 2017, the response time average was **3.14 minutes** for the first responding apparatus to arrive on scene.

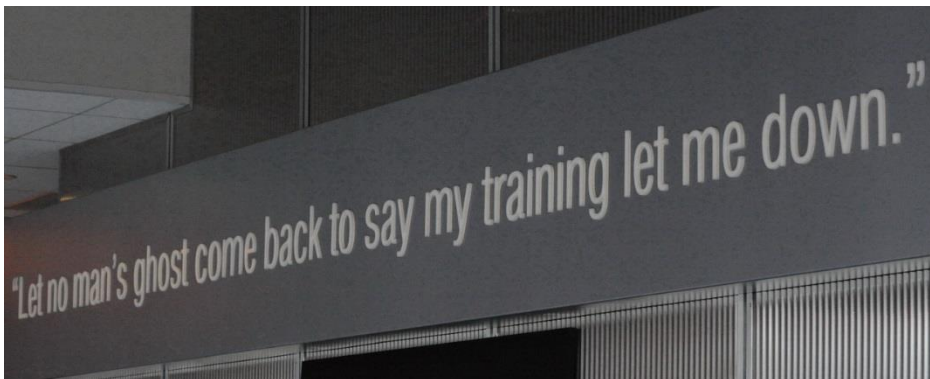
It is important to note that this number reflects *ALL* responses, both emergency and non-emergency, and provides no means to account for the location or the significance/severity of the response. Additionally, with our mutual aid system, South Milwaukee resources can be requested to areas as far away as the Town of Raymond or the North Shore communities and beyond, thus reflecting some of the extended response times. Finally, understanding that responding ***lights and sirens*** exposes both emergency responders and civilians to an increased risk of harm, an emphasis on ***non-emergent response*** has been a continued focus by many agencies throughout Milwaukee County. On duty shift officers are charged with the responsibility of determining the level of response with an emphasis on ***responding without lights and sirens*** as often as practicable.



Instructor of the Year Wisconsin Society of Emergency Services Instructors

Captain Glen McCoy

On January 19, 2017, Captain Glen McCoy, our Department Training Officer, accepted the “2016 Instructor of the Year” Award from the Wisconsin Society of Emergency Services Instructors. The Department Training Officer plays an extremely important role in the success of the fire department as it is this person that is not only responsible for making sure that all the “check boxes” are checked off for compliance issues, but that the department is operating at 100% effectiveness. There is little room for error in much of what we do, especially when dealing with human lives on EMS calls or the increasingly dangerous fires that we respond to.



This sign hangs at the Training Academy for the Fire Department of New York (FDNY) on Randall's Island. The academy is known as “The Rock”.

Safety Leadership Award

Wisconsin Fire Chief's Association

On June 24, 2017, Chief Knitter attended the WI State Fire Chief's Conference in Green Bay and accepted the Safety Leadership Award on behalf of the entire department. The department was recognized for its proactive approach to cancer awareness and prevention with their Firefighter's Addressing Cancer Exposure (FACE) Program. This program, which is centered around an ongoing effort to be aware of and prevent unnecessary exposure to cancer-causing environments, is based on best practices and has been shared throughout the State and across the country.

Cancer is the second leading cause of deaths among firefighters today, following cardiovascular disease, as established by numerous scientific studies and data collected and evaluated by the National Institute for Occupational Safety and Health and by the International Association of Fire Fighter's (IAFF) Line of Duty Deaths Database

These databases demonstrate that occupational exposure to carcinogens significantly increases firefighters' risk of several cancers in correlation with the duration of firefighting activities. Cancer deaths among members of the fire service have risen dramatically over the last 20 years, in tandem with the increasing toxicity of modern fires, due to the proliferation of synthetic products and plastics, and other toxic chemicals that release carcinogenic by-products when burned.



Firefighters suffer statistically higher rates of multiple types of cancer as compared to the general U.S. population.
According to the Firefighter Support Network:



Firefighter Code of Ethics

I understand that I have the responsibility to conduct myself in a manner that reflects proper ethical behavior and integrity. In so doing, I will help foster a continuing positive public perception of the fire service. Therefore, I pledge the following . . .

- Always conduct myself, on and off duty, in a manner that reflects positively on myself, my department and the fire service in general.
- Accept responsibility for my actions and for the consequences of my actions.
- Support the concept of fairness and the value of diverse thoughts and opinions.
- Avoid situations that would adversely affect the credibility or public perception of the fire service profession.
- Be truthful and honest at all times and report instances of cheating or other dishonest acts that compromise the integrity of the fire service.
- Conduct my personal affairs in a manner that does not improperly influence the performance of my duties, or bring discredit to my organization.
- Be respectful and conscious of each member's safety and welfare.
- Recognize that I serve in a position of public trust that requires stewardship in the honest and efficient use of publicly owned resources, including uniforms, facilities, vehicles and equipment and that these are protected from misuse and theft.
- Exercise professionalism, competence, respect and loyalty in the performance of my duties and use information, confidential or otherwise, gained by virtue of my position, only to benefit those I am entrusted to serve.
- Avoid financial investments, outside employment, outside business interests or activities that conflict with or are enhanced by my official position or have the potential to create the perception of impropriety.
- Never propose or accept personal rewards, special privileges, benefits, advancement, honors or gifts that may create a conflict of interest, or the appearance thereof.
- Never engage in activities involving alcohol or other substance use or abuse that can impair my mental state or the performance of my duties and compromise safety.
- Never discriminate on the basis of race, religion, color, creed, age, marital status, national origin, ancestry, gender, sexual preference, medical condition or handicap.
- Never harass, intimidate or threaten fellow members of the service or the public and stop or report the actions of other firefighters who engage in such behaviors.
- Responsibly use social networking, electronic communications, or other media technology opportunities in a manner that does not discredit, dishonor or embarrass my organization, the fire service and the public. I also understand that failure to resolve or report inappropriate use of this media equates to condoning this behavior.

Developed by the National Society of Executive Fire Officers