



## Mission, Vision, Values and Taglines

### Vision:

As passionate leaders dedicated to Community Risk Reduction, we build strategies, facilitate collaboration and overcome barriers to make communities safe, healthy and resilient.

### Mission:

We partner with organizations and experts to drive Community Risk Reduction across all levels of the fire and emergency services. We identify gaps, evaluate and apply data-driven strategies and resources, and provide guidance in implementing adaptive measures to reduce fire and other risks; saving lives, and protecting first responders and property.

### Values Statements

#### We believe in Community Risk Reduction through:

**Collaboration:** Build and maintain partnerships to identify gaps in community health, safety and resilience and provide the most innovative, effective, and integrated strategies and resources.

**Excellence:** Apply rigor and critical thinking to data-based decision-making to identify, prioritize and mitigate community risk.

**Integrity and Transparency:** Embrace open, honest and inclusive communications that result in shared decision-making and resource exchange.

**Inclusivity:** Work collaboratively with all stakeholders to harness the diversity of people and ideas to protect society, especially populations at highest risk and first responders, in an effort to build safe, healthy, and resilient communities.

**Leadership:** Advocate the crucial role of fire and emergency services in motivating the accelerated adoption of CRR best practices.

### Tagline:

Vision 20/20: Safer Communities Through Community Risk Reduction