

CFR Cares



**Risk Identification
And
Mitigation Outreach
2019 Annual Report**

CFR Cares Community Risk and Mitigation Outreach

Annual Report ~ 2019

Background

In the fall of 2015, Corolla Fire and Rescue launched the CFR Cares initiative following three pedestrian fatalities and several serious injuries involving cyclists and motor vehicles. CFR Cares partners with local law enforcement, businesses, vacation property rental companies, North Carolina Department of Transportation and Currituck County to implement measures aimed at improving the safety of permanent residents, visitors, and seasonal employees living and working in our community. CFR Cares has just completed its fourth full year as an organization.

Mitigating the effects of accidents and fires in our community is the goal of all members of Corolla Fire and Rescue, however in the initial two years after CFR Cares was launched, only a few members participated in the planning and execution of outreach initiatives. Under the leadership of Chief Richard Shortway, a specific goal was set for 2019 to increase participation and to make CFR Cares more visible, not only in the community at large, but also within the membership of Corolla Fire & Rescue. And CFR Cares, represented by CFR volunteers, officers, and staff, *met* that specific goal by increasing its presence throughout the entire community. The Activity Tracking Report for year end 2019 documents CFR Cares' participation in 74 community events, totaling more than 625 hours in volunteer time, and increasing community engagement by more than **100 percent** over 2018. CFR Cares continues to report on its status at each monthly CFR Business Meeting in order to inform the membership of its activities and to enlist and encourage additional volunteers from within.

2019 Goals and Accomplishments

On April 3, 2019, the North Carolina Department of Transportation awarded a 1.8-mile stretch of NC 12 to CFR Cares as part of its Adopt A Highway Program (See attached Photo Gallery). The purpose of the program is "to create ongoing public involvement to keep North Carolina's highways clean and beautiful". Two highway signs were installed - from Driftwood north to Bonito. Each sign commemorates pedestrians who lost their lives while walking along the highway's shoulder; Wesley and Elizabeth Martin, vacationers from Lancaster, PA, and Asen Zahariev, a J-1 Summer Worker, who was walking home from his place of employment at Harris Teeter. From May through the balance of 2019, and in keeping with Adopt-a-Highway guidelines, three separate volunteer highway clean-ups were conducted (May, August and December). The program requires cleanups 4 x each year. CFR will maintain that schedule.

In April, 2019 Corolla Fire and CFR Cares participated in Safety Day, at the invitation of the Currituck Club Community. Firefighting demonstrations were provided by firefighters, and reflective backpacks, filled with ocean, fire and pedestrian safety information, were distributed to residents and visitors. Household fire extinguishers and CFR t-shirts were sold to benefit the CFR Foundation.

In May of 2019, the Currituck County Board of Commissioners instituted a paid-firefighter department to support and supplement the existing volunteers. The paid staff of Corolla Fire

and Rescue joined the existing Corolla Fire and Rescue volunteer staff and participated in many of the community outreach activities in Corolla throughout 2019, including new J-1 Student Worker orientations at Harris Teeter and Food Lion, Currituck Lighthouse Opening Day, and the Currituck Club Safety Day. Their presence and participation at these and other events represented a significant contribution to the mission of CFR Cares. Increased firefighter presence at the station 24x7 has been particularly helpful. For example, on a darkening summer evening, a Lieutenant on duty noticed two J-1 Summer Workers, who were making their way home from their summer jobs, their bikes lacking the required lights. The student workers were provided bike lights by the Lieutenant, as well as a friendly lecture on safety. Many visitors to the Outer Banks are unfamiliar with our beach environment and some have never ridden a bicycle. This kind of “teachable moment” can save a life.

Also in May, CFR Cares sponsored its first of two blood drives for 2019 in partnership with the American Red Cross. Twenty-two donations were received, a slight decrease from the previous year. The blood drive was preempted in its final hour, due to an emergency helicopter landing zone set up on the station’s landing pad to transport a patient to a nearby hospital. Despite the last few potential donors having to be turned away, the drive was considered a success by the Red Cross. And those few donors who were turned away got the opportunity to witness first-hand (and safely behind closed doors) an Outer Banks life-saving effort in real time.

CFR Cares coordinated with other International Student Outreach Program (*ISOP*) partners (employers, student sponsors, local churches, businesses, and other community support groups) throughout the year to provide appropriate support for the summer workers. CFR Cares purchased and provided to summer workers, reflective backpacks, bicycle helmets, bike lights, along with important information about ocean, fire and bike/pedestrian safety. CFR Cares representatives (volunteers and staff) met regularly with new and returning summer workers at Food Lion and Harris Teeter throughout May, June, and July to distribute reflective backpacks containing bike helmets, bike lights and written materials about ocean, pedestrian/bike and fire safety, as well as helpful local contact information specific to the Corolla Community. (*See Activity Report for more details*)

CFR Cares stepped up its support of the ISOP program in 2019, with the donation of a brand new beach bike, decorated and delivered to the YMCA in time for the June 25 new worker orientation. CFR Cares joined other community sponsors who also donated bikes. These bikes are raffled off to one student per orientation session. The student must be present at the drawing to win. This is an incentive for keeping students through the entire length of the orientation. It makes a critical difference in their training and about living and working on the Outer Banks.

New in 2019, CFR Cares Coordinated with the Director of ISOP to create a volunteer activity for the Students in the form of “Exchange Day” which was held on August 5. Exchange Day is a day-long volunteer opportunity extended to all J-1 Summer Workers, and their participation is encouraged by the Department of State and J-1 Program Sponsors. There is opportunity for improvement in the area of encouraging more employers to make time for their workers to participate in Exchange Day. This reflects well on the student, gives them a feeling of belonging to their temporary “community”, and can actually be fun. The focus on Exchange Day, 2019 was the second highway cleanup of CFR’s newly-adopted stretch of NC-12. ISOP provided round-trip transportation for the students coming from the southern beaches to CFR’s Whalehead Station, as well as a commemorative T-Shirt. CFR provided breakfast, a pre-cleanup safety orientation (required by the NC Adopt a Highway program),

safety equipment (hydration, gloves and reflective vests), transportation and safety escorts to and from the cleanup sites, and CFR volunteers cooked up a barbecue lunch back at the station to wrap up the student volunteers' day. (*See Activity Report and Photo Gallery*)

In October, CFR Cares participated in two community events for the residents and guests of the Corolla. CHIME, a day-long homeowner/home improvement fair geared to local residents, was held in the Corolla Light Fitness Center on October 12, 2019. CFR Cares had a double-booth, where educational materials on pool safety were distributed for display in rental homes, and smoke detectors and reflective house signs - designed to better locate FIRE/EMS emergencies - were sold to benefit the CFR Foundation. A Firefighter's Boot was set up to accept donations from the public to benefit the CFR Foundation. In October, CFR Cares also participated in "*Creepy in Corolla*", a County-sponsored Halloween Celebration. CFR apparatus were on display, offering lighting, and welcoming all visitors. CFR volunteers and staff were on hand, dressed in "creepy" attire and offering safety brochures, glow necklaces, and, of course, candy to children participating in this annual community Halloween event which becomes more of a draw each year.

In December, CFR Cares held a second American Red Cross Blood Drive for 2019. This second drive was added to the calendar to help meet need the needs due to blood shortages that typically occur at this time of year. Given the weather, the Pine Island Station was selected as the perfect location for the December drive. Delicious home-baked goods were provided by volunteers, and other volunteers greeted and signed up donors. A promotional "blitz" of fliers for the drive, roadside signs, a local newspaper story, and a marquee outside the station helped to boost potential donors. The December drive was a record-breaker in terms of donations, with a total of 28 "productive procedures" received by the Red Cross. (*See Activity Report for details*).

Looking Ahead to 2020:

- In 2020, CFR Cares will continue its emphasis on expanding participation among the membership of CFR starting out with an invitation to all members to participate in a planning meeting (date TBD) to identify goals for the year and to map out a timeline in order to allow sufficient planning and preparation time for events and activities.
- CFR Cares will monitor the success of the Harris Teeter shopping cart ads re: Drowning Safety, and look to additional ways in which to communicate this important safety message (door hangers, magnets, PM offices, community gatherings (Memorial Day, 4th of July, etc)
- Finally, CFR Cares will continue to explore additional opportunities to partner with law enforcement, local businesses, homeowners associations, and rental companies to work together to evaluate and mitigate potential risks to our community.