

# ***Diversity in the Fire Service Needs FEMSA and FAMA Leadership***

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# **Bottom Line Up Front**

**As major advertisers, the members of FAMA & FEMSA have a voice and a responsibility to use the power of your brands to facilitate the fire service's efforts to increase diversity**

# **Glacially Slow Progress**

- **1873 – IAFC organized**
- **1873 – African American elected as first Secretary**
- **1968 – Hispanic American from Puerto Rico  
elected President**
- **1977 – African American elected President - 104 yrs**
- **2015 – Woman elected as President – 142 yrs**

# **Why should fire manufacturers & suppliers care about diversity in the fire service?**

***Internal reason***

**Diverse teams deliver superior results**

***Altruistic reason***

**It's the right thing to do**

***Realistic reason***

**The fire service cannot do this by themselves**

**Why should the fire service care if its firefighters and paramedics reflect the diversity of the communities they serve?**

**Fire service has a central role in the reflection and development of social fairness & equal treatment**

**The fire service has preeminent public trust**

**Diversity in the fire service will help maintain public trust**

***“For us, we envisioned hiring a culturally diverse group of individuals who will not only affect positive change in our community, but also have the knowledge and drive to progress in our department throughout their careers”***

Chief John Butler, former Howard County DFRS (now Fairfax County)



# **Diversity in Today's Fire Service**

**Lack of diversity across the fire service as a whole**

**Underrepresentation of minority groups in fire service  
advertising, authors and editorial content**

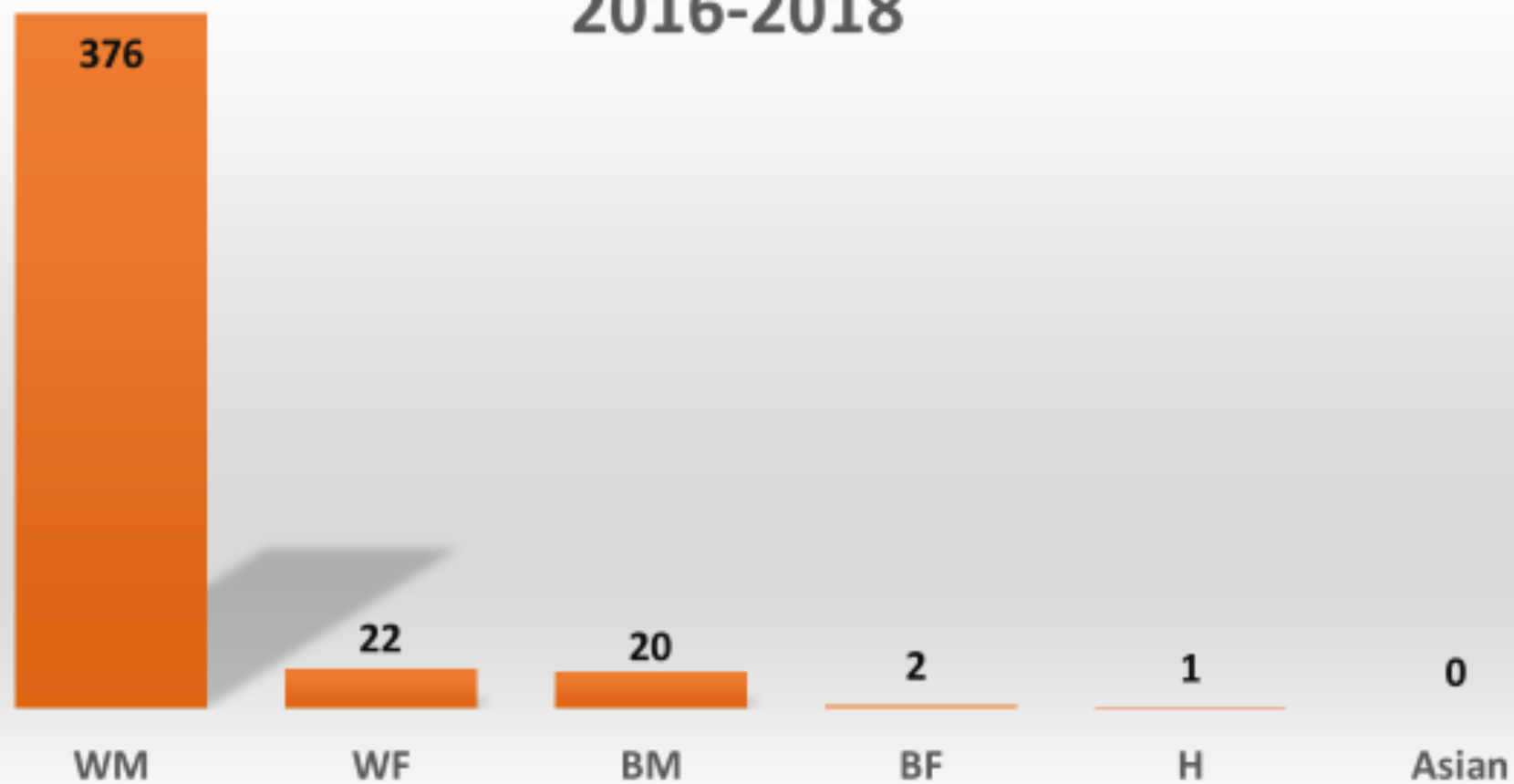
# Diversity in Today's Fire Service

Total Career FFs	289,200	(313,000 IAFF)
Women	13,100	4.5% (iWomen 7%)
Black	26,550	9.2%
Hispanic	25,900	9.0%
Women Wildland FFs		12.0% (USFS, BLM, NPS)

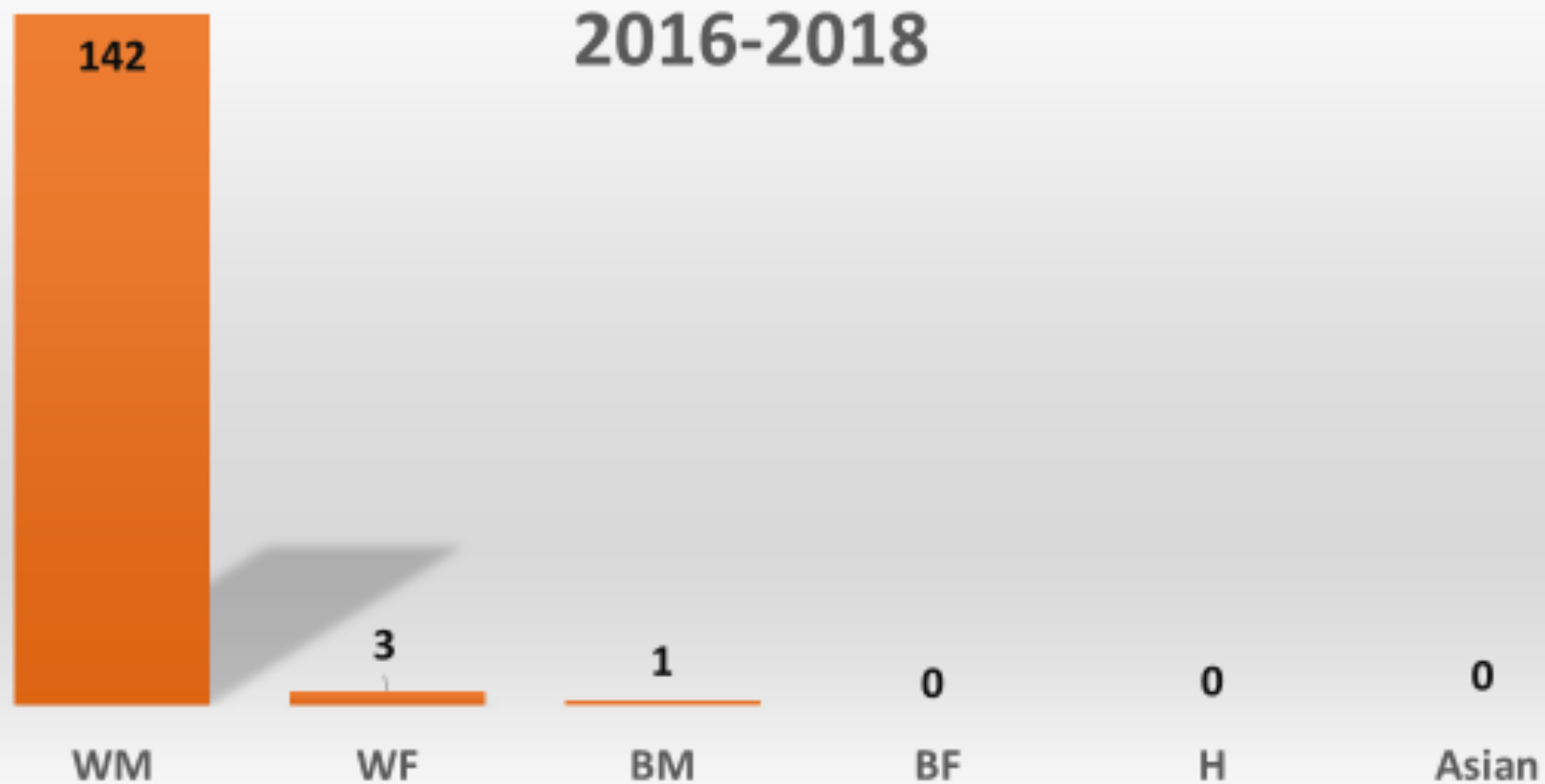
Average Estimates 2012-2016

Bureau of Labor Statistics

## Diversity in Fire Service Advertising 2016-2018



## Diversity of Authors in Publications for the Fire Service 2016-2018



# **Six Actions for Your Company to Help**

- 1. Ads should demonstrate diversity as a natural part of the fire service**
- 2. Make sure women & minorities are portrayed in a fair, accurate & realistic way**
- 3. Include specific diversity requirements in marketing & advertisements**
- 4. Advocate/support for diversity initiatives in national associations & NFA**



# **What can my company do to help?**

- 5. Support diversity organizations**
- 6. Support diversity conferences and education**
  - iWomen Conference**
  - Women in Fire Training Exchange WTREX**
  - Carl Holmes Executive Development Institute**
  - IAFF Ernest A. "Buddy" Mass Human Relations Conference**







***“You have to be able to see yourself in the fire service,  
then you can believe it is possible”***

# **Bottom Line**

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