



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2021.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).


PROGRAM INFORMATION

County: County of Henrico
Program Title: Survive your 25
Program Category: Health and Human Services

CONTACT INFORMATION

Name: Victoria Davis
Title: Public Relations Specialist
Department: Public Relations
Telephone: 804-501-4933 Website: www.henrico.us
Email: dav127@henrico.us

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Brandon Hinton
Title: Deputy County Manager for Administration
Signature: 

Program Overview

Survive your 25 is an innovative approach to spreading awareness about one of the biggest threats to firefighters in the nation: cancer. *Survive your 25* is a video made by the Henrico County Division of Fire and Public Relations that used real Henrico firefighters to present the specific risks we encounter, the data, ways to mitigate, and a unique personal battle by one of its own members.

Problem/Challenge/Situation Faced by Locality

Cancer in the fire service is one of the biggest threats to the lives and careers of its members. Affecting members, their families, and the department, it is more common that fatalities on the fireground. However, it remained in the shadows for decades and remains stigmatized. The Division of Fire recognized the need for a proactive approach to broad-based, rapid dissemination of information relating to the prevention of occupational cancer. This video was a component of a focused effort of the divisions' commitment to protecting its members.

How Program Fulfilled Awards Criteria

This program is worthy of award consideration because it provided information and awareness to our membership at large in a fiscally responsible way. It serves as a springboard for our cancer risk reduction model and public information campaign. The first step to prevention is awareness, and this video rapidly illustrated the dangers to a large populous.

How Program Was Carried Out

This program was a partnership between the Henrico County Division of Fire and Henrico County Media Services to create an in-house video highlighting the risk of cancer in the fire service. Utilizing members of the Division of Fire, a video was created that illustrates the risks, the means to prevent and combat, and provides an in-depth insight into the battle by a member of the

department. This Emmy nominated video was created within the Division of Fire and allows members to fully understand and synthesize the information presented. By presenting statistics and validating information to members, the video strives to minimize and account for the danger's firefighters are exposed to when responding to emergencies. This program illustratively shows the dangers associated, mitigation techniques, and specific decontamination efforts to minimize risks assumed by our workforce. This video was shown to all 600 members of the Division of Fire but has also spread outside the confines of Henrico County through targeted outreach. A specific, intentional component of this video was to utilize a respected, tenured member/survivor of the division to tell his story. This video is also shown to every recruit academy, to highlight the risk associated with the career before one is ever assigned to a firehouse. By beginning this intentional, formalized education early we strive to prevent the "salty is cool" mentality that plagued the fire service for decades. This unique, professionally crafted video was an outstanding addition to the Division of Fires effort to be a leader within the Commonwealth of Virginia in Cancer Risk Reduction initiatives and practice. The Fire Chief highlighting his own personal story and giving his leaders' intent within the video leaves to room for interpretation on how committed the Division of Fire is to be ensuring the health and wellness of its members. The video was created in a few months timing with intermittent filming based around Henrico County locations and workspaces. The DOF training facility, burn building, and administration were all used. The video footage and technical components were performed at the public safety training building by Public Relations.

Financing and Staffing

This internal county initiative was a partnership with Henrico County Media Services and as such, there was little external cost.

Program Results

The desired outcome of this video was to highlight the risks associated with career firefighting and highlight the link to occupational cancer. Thus far, there have been 995 views on the YouTube hosting site. This number does not reflect the broad audiences that are all shown the video as a group for situations like presentations to recruit schools. The goal was to ensure that the risks were clear and presented factually, and based in science. By highlighting the risks and methods of exposure, individuals can make more informed decisions. We were also careful to highlight our commitment to excellence, prevention, and support within this process. This video has been viewed by every member of the department and continues to be showed to new recruits to ensure awareness it at every level. We have had overwhelming support with this initiative and are a leader within the Commonwealth of Virginia in cancer risk reduction.

Brief Summary

This program uniquely presented the risks associated with firefighter cancer to all members of the Division of Fire. This focused education of members of the Division of Fire highlighted the risks associated with specific populations. The program recognized that we share a common threat of cancer and that together we can proactively address the impact of this disease in our firefighting community. This effort also recognizes that each member has a role to play in both their own safety and the safety of their co-workers. This Emmy nominated video was created within the Division of Fire and allows members to fully understand and synthesize the information presented. By presenting statistics and validating information to members, the video strives to minimize and account for the danger's firefighters are exposed to when responding to emergencies. This video has been viewed by every member of the department and continues to be showed to new recruits to ensure awareness it at every level. We have had overwhelming support with this initiative and are a leader within the Commonwealth of Virginia in cancer risk reduction.