



Managing a Fire Company Firefighter Awareness Module Overview



Service is the only product a fire department provides to its community. All activity on the company level needs to be directed towards this service delivery. This has to be the starting and ending point with everything a fire company does. The MFC online training Awareness Module provides every firefighter on the department with a set of basic tools and information to deliver excellent customer service along with maintaining their resilience and overall mental wellness throughout a 20 to 30-year career delivering EMS services.

This module is written by both John Brunacini and Tim Dietz and it focuses primarily on the human relations side of managing the customers associated with an EMS incident scene as well as focusing on the entire company creating a culture that helps the members of the crew deal with the negative aspects of the job (seeing dead people) in order to maintain their overall resilience as well as their sanity.

The 4-hour training module is structured around:

- The overall importance of delivering excellent customer service
- Enhancing Crew Wellness & Resilience
- General emergency and EMS scene safety guidelines
- The “Customer’s” perspective
- EMS customer service
- Managing EMS high stress incidents
- Firefighter resilience and mental wellness


The MFC Firefighter Awareness module uses several different slide types along with inputs on the material from a very diverse group of Subject Matter Experts (SMEs) throughout the training module.

Once completed, the student will have a much greater understanding on what’s going on in the customers head as well understanding the best ways to survive a long and productive career in the fire service.

Authoring: 4 - Managing Service Delivery

Test Your Knowledge

Based on the scenario, select the best answer in the panel to the right.



Scenario Video | Chief Input

The only “product” a fire department delivers to the public is?
(Your answer has already been recorded)

- A Water.
- B Service.
- C Baked goods, or,
- D Helmets and flashlights.

Service is the only product a fire department provides to its community and a Company Officer is the single person who controls the station and service delivery environment that their crew members work in. Click on Chief’s input for more.

Authoring: 4 - Managing Service Delivery

Create the Culture



Creating the culture makes it okay to support and take care of each other. We cannot help and support each other if we do not know things are impacting each other. Someone on the crew stating that a call bothered them IS NOT a sign of weakness, brokenness, or that they chose the wrong career. It is a sign that we are humans and sometimes things bother us. The culture on your crew should elicit the following responses if someone is having a difficult time: “You look like this call has impacted you,” “What is it that bothered you?” “Do you want to talk about it?” “How can I support you?” or even “That sounds difficult,” or “I don’t even know what to say,” etc.


A great example of creating this culture is displayed rightly at a fire department in the Northwest part of the U.S. Every shift after dinner, the crew goes around the table and each person states their “High” of the day and their “Low” of the day thus far (they call it “High-Low”). It causes a discussion of each crew member’s experiences (good and bad) during the shift and facilitates not only laughter, but support. Remember that we all see things differently.

It is also okay to address a crew member if you see them struggling (an example of this conversation can be found in a later section of this book), “See something, say something.” A good rule of thumb is: if there is any change in a person’s normal behavior, something is up – whether they admit to it or not.

Authoring: 4 - Managing Service Delivery

Test Your Knowledge

Based on the scenario, select the best answer in the panel to the right.



Scenario Video | Chief Input

A Company Officer needs to understand the following to effectively manage their crew and keep them ready?
(Your answer has already been recorded)


- A Where stress comes from,
- B Firefighters personalities,
- C Human responses to stress, or,
- D All of the above.

All of the above, and more, is what the Company Officer needs to understand to effectively manage their crew and keep them ready. Click on Chief’s input for Tim Dietz’s first video appearance!

Authoring: 4 - Managing Service Delivery

Test Your Knowledge

Based on the scenario, select the best answer in the panel to the right.



Scenario Video | Chief Input

A high risk EMS incident that will most likely involve the response of law enforcement is?
(Your answer has already been recorded)

- A Scenes located on or near a roadway (auto accidents),
- B Overdoses,
- C Suicides, or,
- D All of the above.

All of the above are EMS incidents that will also probably involve the response of law enforcement. Click on Chief’s input to meet Glen Howe and to also get lots more on this subject.