

Amanda Price  
Commissioner

www.DPS.Alaska.Gov

STATE OF ALASKA



Department of  
Public Safety

Anchorage, Alaska

PRESS RELEASE

## National Community Risk Reduction Week

January 18-24, 2021

**January 15, 2021 (Anchorage, AK)** - Monday, January 18, 2021, is Martin Luther King Day and is nationally recognized as a National Day of Service and an opportunity for communities to reduce the risk in their community through a series of educational and other programs. The week of January 18, 2021 – January 24, 2021, is nationally designated as **Community Risk Reduction Week** and promotes grassroots initiatives of fire service professionals across the country to raise awareness of the importance of Community Risk Reduction in the fire service community. This week is an opportunity for local fire professionals to make their Alaska communities safer.

Community Risk Reduction is a data-informed process to identify and prioritize local risks. Fire service professionals then provide an integrated and strategic investment of resources to reduce risk occurrence and impact. The value of community support from local, state, and national partners to address community risks is recognized to meet the demands of paid, combination, and volunteer members of the Alaska fire service.

The goal of Community Risk Reduction is to reduce the occurrence and impact of emergency events for both community members and emergency responders through deliberate action in the areas of the five E's of Education: Engineering, Enforcement, Emergency response, and Economic incentive. Most fire-related and many medical calls for service are preventable. We hope to prevent fire-related and medical incidences with the five E's performed as part of this integrated Community Risk Reduction program.

For more information: <https://strategicfire.org/>



###

Media Contact: Virginia McMichael, Public Education Coordinator/Fire Training Specialist,

[virginia.lauer-mcmichael@alaska.gov](mailto:virginia.lauer-mcmichael@alaska.gov), (907)269-5481