

ON SCENE

December 2016



Spectacular Save

**Fortunate Coincidences, Proven Skills Help Recruits
Give Woman Another Chance at Life**

DEAR FELLOW FIREFIGHTERS



The “JFRD Community Campaign” rollout is imminent.

We have the resources and the expertise to promote our product throughout Jacksonville, and we won’t have to depend on media coverage or paid advertising to get results. Best of all, our strategy, which is remarkable, is in place, and many of you are already using it.

Our potential to increase how often we positively influence public perception, which is the campaign’s main objective, is strong.

Before we actually launch the “JFRD Community Campaign,” let’s review a few case studies that helped guide our strategy. These cases are from JFRD’s online Customer Satisfaction Survey.

CASE 1: MVA

Customer feedback: “With our daughter involved, we cannot truly express our gratitude. You made us all feel that everything was going to be alright.”

CASE 2: medical call

Customer feedback: “My father’s only partial recollection from this entire experience was a moment in the back of the rescue when he overheard the crew calling him a “pill popper” and that he must have “clearly overdosed.” My father shared with us that he wanted so bad to respond. But, he just couldn’t express or form his words at that moment. This whole experience has been very disheartening for my father who was a City of Jax employee for over thirty years.”

In each case, our communication and conduct played a direct role in the level of customer satisfaction and perception of JFRD. It’s interesting that the customer comments do not reference our protocol or skills. We could offer more customer feedback, but the emphasis on how we communicate with our customers would be a consistent factor in how we influence public perception.

You’ve probably determined that each of you are the remarkable strategy behind the highly-anticipated success of the “JFRD Community Campaign.” For the record, I believe there are more successes with customer service each shift than otherwise. Data analysis from our Customer Satisfaction Survey also supports this. Yet, there is room for improvement.

As for the “JFRD Community Campaign” rollout, there will be no media event or official announcement in front of Headquarters. That’s not necessary. Many of you are already treating and communicating with your patients as you would want to be treated and respected. But if you believe you can improve upon your communication skills, if you believe in the value of doing so, then you can launch the campaign as soon as the next call comes in, or when the next BP check rings the station doorbell. And you can encourage others to do the same. Each of you can influence public perception – for better or otherwise – one call at a time.

That is remarkable.

Sincerely,



Kurt Wilson
Chief of Department

On the Cover

Cardiac arrest survivor Angela Hopfe is flanked by the JFRD Recruits in Class 216 who came to her aid at a major traffic intersection while they were collecting for MDA in late October.

Photo (L-R) David Womack, Robin Kraus, Kyle Foley, Nicole Clark, Brent Lamprecht, Hopfe, Justin O’Steen, Doyle Carter, Jr., Eric Willetts, and Colin Geyer.

ON SCENE's 10th Anniversary



JFRD's ON SCENE newsletter debuted Dec. 22, 2006. The cover story featured Station 7's Lt. Mark Johnson and Eng. Andrew Sallette who were named Firefighters of the Year for rescuing a mechanic pinned under a 20-ton vehicle. Ironically, the two firefighters did so while out of service, but already on scene. Here's how it happened.

Johnson and Sallette had driven HazMat 7 to Fleet Management's Shop 18 for suspension work. Figuring that the repairs would be quick, they took a seat close to their truck and waited. As the mechanic was working underneath the vehicle, Johnson and Sallette witnessed the jack slip away and the truck crash to the floor, trapping the man. Johnson described it as "the loudest noise you've ever heard." Johnson called for an extrication assignment, and Sallette, who had been on the job six months, quickly repositioned the jack and starting pumping. With help from some other Fleet employees, the mechanic was removed. He eventually recovered and returned to work, but has since left the City of Jacksonville. Johnson has retired, and Sallette is assigned to Ladder 7.

The first ON SCENE's back cover featured November 2006's call volumes. Topping that list were Engine 31 with 397 calls and Rescue 31 with 373 calls. JFRD responded to 9,821 calls for service that month.

City of Jacksonville Photographer Wes Lester photographed Johnson and Sallette. Richard Weaver, who has retired, was ON SCENE's original graphic designer and created the cover banner depicting a firefighter at a nighttime burn.

The Intersection of Death and Life



JFRD Recruits reunite with Angela Hopfe last month at the Training Academy. Hopfe received treatment from members of Recruit Class 216 at the intersection of St. Johns Bluff Road and Beach Boulevard in late October. Hopfe was in cardiac arrest while stopped at the intersection where the recruits were collecting for MDA. Photos (L-R) Hopfe with Eric Willetts; Kyle Foley (background) and Justin O'Steen; Brent Lamprecht; and Nicole Clark and Doyle Carter, Jr.

Angela Hopfe doesn't remember the worst of it, but she will likely remember the best part for the rest of her life.

"I just couldn't wait to meet them," said Hopfe, who suffered a heart attack while in traffic on Jacksonville's Southside the Friday afternoon before the Georgia-Florida game.

While recovering in the hospital, Hopfe became determined to meet the members of Recruit Class 216 after she learned they saved her life that day. About the only details she recalls before her heart attack are leaving her office with two co-workers for lunch and needing to mail her 19-year-old son a birthday card during her lunch hour.

At lunch, Hopfe had experienced some discomfort, so she got her food to go, according to Hopfe's supervisor, Cindy Neal, who was driving that day. Hopfe was in the back seat and co-worker Lisa Socks was up front. Leaving the restaurant, Hopfe seemed okay, so the women headed to a UPS store so Hopfe could mail her son's card. They chose the UPS store near the intersection of Beach Boulevard and St. Johns Bluff Road because it was on the way back to work.

That afternoon, Recruit Class 216 was in the area, too, collecting for MDA at three major intersections along the St. Johns Bluff Road corridor.

Hopfe dropped her son's card in the mail and got back in Neal's vehicle. From that location, Neal said usually she would turn left to make a U-turn onto St. Johns Bluff Road to return to work. That day, she chose a right turn for no particular reason. Right was the right decision because it set the three women on a course toward the recruits collecting at Beach Boulevard and St. Johns Bluff.

Then it happened.

From Neal's rear view mirror, she could see Hopfe was in distress, so she pulled over. "She made a sharp sound," said Neal. "I heard her take this breath. I'm assuming it was the last one."

"We had just gone over the Zoll monitor in class. God put her in the right place with the right people at the right time."

Nicole Clark

Recruit Class 216 Member who defibrillated Hopfe

Neal then noticed the recruits.

"I saw this lady waving from her car, and I thought she wanted to make a donation," said Recruit/paramedic Justin O'Steen, who was with eight of his R-216 classmates at the intersection.

Neal alerted O'Steen to Hopfe, who was unconscious in the back seat. Socks had jumped over her seat to the back seat to try to determine what was happening to Hopfe.

O'Steen quickly determined she was in full cardiac arrest.

O'Steen along with Recruit/EMT Doyle Carter, Jr. and Recruit/paramedic Brent Lamprecht carefully removed Hopfe from the vehicle, and O'Steen began compressions. Carter alerted Lt. Mike Peery, who was also collecting for MDA at the intersection, that CPR was in progress. Peery then contacted Fire Communications and moved the Training Academy's rescue unit to Hopfe's location. Meanwhile, Lamprecht alternated CPR with O'Steen. The recruits also opened Hopfe's airway.

In a matter of seconds, the nine recruits at the intersection had transitioned from fund raising to treating Hopfe under Peery's leadership. Then more help arrived, including Engine 11, which was leaving the Training Academy and picked up the call, and Station 50 which Fire Communications dispatched.

"Rolling up on that, it looked like a disaster. All I saw was pink t-shirts," said Rescue 106's District Chief Steve Huber, referring to Station 50. He also noticed the recruits, who were wearing blue t-shirts and reflector vests.

continues

“There were so many eager individuals,” Huber said. “It went very well. I think the most important thing was the CPR and the quick defibrillation. If you look at it in terms of times, it’s incredible. It was critical for the outcome.”

The recruits had just completed their second week of training that day, and barely knew one another. In a group interview, they agreed that Peery’s leadership and carefully observing the roles each of them progressively filled helped the effort’s successful outcome.

“It was pretty chaotic, but we divided into three teams,” said Recruit Eric Willetts.

“They jumped on it,” said Peery, who added how fortunate the group was to have taken the Training Academy’s Rescue 70 to the intersection.

Though the vehicle’s primary purpose that afternoon was to increase visibility for the MDA collection, Peery said the

rescue unit was critical to the save because it was stocked for use at Georgia-Florida the next day. A Zoll defibrillator/monitor was also on board.

“We had just gone over the Zoll monitor in class,” said Recruit/paramedic Nicole Clark, who defibrillated Hopfe. “God put her in the right place with the right people at the right time.”

Hopfe’s anticipation to meet the recruits was satisfied about two weeks after her heart attack when she visited the Training Academy to thank them. She entered the classroom and saw 29 recruits, who had just learned she would be visiting them. Hopfe spent about half an hour with the recruits and individually met those who came to her aid that day. Her friends, family, co-workers and Hopfe marvel at all the coincidences.

“I feel like I’ve been watching a movie,” Hopfe said. “My doctor told me I was dead.”

Hopfe’s mother, Elaine Veneto, accompanied her daughter to the Training Academy because she also wanted to meet and thank the people who saved her daughter’s life.

“These guys get to see the importance of what they do, the value in it, and they get to see the results,” Veneto said.

Hopfe is working part time and said she expects to make a full recovery. In a separate group interview, the recruits shared individual thoughts on the memorable save. The consensus was Hopfe had good fortune and timing on her side.

“We’re just normal people put in an extraordinary situation, and we did the best we could,” O’Steen said.

Once Rescue 50 had Hopfe on her way to the hospital, the nine recruits picked up their boots and resumed collecting for MDA. The 29 members of Recruit Class 216 raised approximately \$7,600 for MDA that memorable afternoon.



(L-R) Coworkers Cindy Neal and Angela Hopfe share a laugh while discussing how JFRD Recruits saved Hopfe’s life at the intersection of St. Johns Bluff Road and Beach Boulevard. Neal, Hopfe and another co-worker were returning to work, and the Recruits were collecting for MDA at the intersection.



JFRD's Technical Rescue Team prepares a 9-foot, 950-pound manatee to be lifted to freedom. The mammal swam into a drainage pipe in Ortega and got trapped. Residents, onlookers and local media watched for most of the 6-hour operation.

Six Suspenseful Hours

If manatees had reverse thrusters, then you probably wouldn't be reading this story.

Nor would the residents of Venetia, a neighborhood in Ortega, have personally witnessed the diverse technical expertise that JFRD demonstrated at the corner of Davinci Avenue and Della Robbia Way on Nov. 30 during an unusual six-hour rescue effort.

It all started that morning when an employee of a street-paving contractor resurfacing Della Robbia Way happened to spot a manatee through a drainage grate on the curb. It was obvious the animal was trapped, so she called FWC.

Once FWC was on site, they called JFRD. When Engine 4's Lt. Rod Ziriak got the call, he listened closely to the marine mammal research biologist.

"I told her I'd have to talk to my chief, but we could probably put something together," Ziriak said.

Before Ziriak could hang up with Nadia Gordon from FWC, Engine 4 got knocked out to a structure fire in 5's territory. Ladder 4 was already at another fire on the westside. Fortunately, Gordon said the mammal appeared to be stable. That would give JFRD the luxury of time and allow the suspense of the rescue to build as it captivated the attention of onlookers and social media followers.

By mid-morning, JFRD's Technical Rescue Team and Squad 14, commanded by Fire 4's Chief Robin Gainey, as well as Safety 2's Chief Andy White were on scene in Venetia, assessing the manatee's situation. Their only vantage points to see the mammal were the storm drain and a nearby manhole. The manatee was too large to exit through either, and she could not turnaround in the 3-foot diameter concrete drainage pipe which led to the river hundreds of yards away. So JFRD would have to devise an exit point, and more importantly, the exit strategy for the 9-foot-long, 950-pound animal.

continues

“Hours of training pay off on something like this,” Gainey said.

JFRD contacted the Department of Public Works and JEA to locate utilities and to get approval to start digging to expose a section of the drainage pipe and ultimately create an exit point. Public works dispatched a backhoe to help, but the firefighters didn’t delay in grabbing shovels.

“Dirt was flying. We weren’t going to wait on the backhoe,” said Ziriak.

As the digging progressed, FWC’s Gordon would peer into the manhole and drainage grate to ensure the manatee was not in any visible distress. JFRD inserted a barrier in the drainage system so the manatee would remain in an accessible position and keep a safe distance from the excavation work around the section of pipe about 25 feet away.

Thinking ahead, the Technical Rescue Team also considered the nearby St. John’s River and its tidal influence on the drainage pipe’s water level. They wanted to maintain enough water so the manatee would remain buoyant and as comfortable as possible, so firefighters closed a two-block section of the drain system and ran water into the pipe as needed.

By mid-afternoon, firefighters had exposed a 15- to 20-foot section of the drainage pipe and were using concrete cutting tools to create a removable segment that would function as an escape hatch. They carefully beveled the pipe cuts so replacing and resealing the pipe would be easier for public works crews. Firefighters also drove three expansion bolts into the pipe segment which would serve as anchor points for lifting straps that would be attached to the backhoe.

Meanwhile, approximately 100 residents and onlookers and nearly every local media outlet were closely watching the operation. Reporters were also streaming the event on their news outlet’s websites and to social media. And a group of children who had named the manatee were posted across the street holding a “Save Venetia the Manatee” sign. Anyone who wasn’t directly working the problem was asking ‘How soon would the manatee be free?’

Around 3 p.m., firefighters and public works crews were ready to lift the segment of pipe, estimated to weigh about 1,100 pounds. On the first attempt, one of the expansion bolts could not withstand the weight, so the backhoe set the pipe segment back into place. On the next attempt, the backhoe lifted the segment just high enough for firefighters to slide lifting straps underneath the segment to cradle it during the lift. In a few minutes, the manatee’s exit point was open. Firefighters then lowered one of FWC’s oversized lifting blankets into the exposed area of pipe.

The time was nearing to gently lasso the manatee so she could be moved to her exit point. She was doing just fine about 25 feet away, but given the distance between the open pipe section and the manatee’s tail, firefighters had to thread the lasso rope through the pipe. They used an air tank to inflate a 2½-inch hose, attached the rope to the hose end and pushed it to the drainage grate on the other side.



(L-R) FWC’s Nadia Gordon, Squad 4-A Eng. Shane Ward and Ladder 4-A Lt. Allen Mallard focus on lassoing the tail of a 950-pound manatee trapped in a storm drain so the mammal can be guided to an exit point created by JFRD’s Technical Rescue Team and Squad 14.

That’s where Squad 4’s Eng. Shane Ward and Ladder 4’s Lt. Allen Mallard teamed up to lasso the manatee’s tail. She initially resisted by pushing her tail against the pipe wall. Mallard then descended into the drain and waited for her to relax. In a few minutes, he and Ward got the job done. Back on the other side of the operation, flanking the exposed pipe, eight firefighters stood ready to gently pull the manatee to her makeshift exit. Given her buoyancy, she moved easily, and firefighters stopped her right on top of the lift blanket. They attached the lift blanket’s straps to the backhoe, operated by Bo Martin from Public Works’ Right of Way and Stormwater Maintenance Division.

The suspense was peaking. Onlookers got very quiet, and then Martin slowly lifted the blanket and manatee. The crowd cheered and applauded as firefighters helped guide her into FWC’s rescue truck. She remained calm throughout the lift, and Gordon noticed no serious injuries, just a few scratches.

JFRD had successfully accomplished its mission.

Gordon traveled with the manatee to Sea World in Orlando that evening where experts examined the mammal and determined she was in good condition. FWC’s Allison Perna, a marine mammal biologist who was also on site in Venetia, said the manatee will most likely be released in the near future. Gordon and Perna were thrilled with the rescue’s success.

“It was a good experience seeing the fire department, JSO and the general public come together and watch this unfold. It was uplifting, and that will stick with me for years, I’m sure,” Perna said.

According to Meltwater, a media tracking company, 165 news outlets coast to coast featured the manatee rescue story.

Scenes of the Season



Above: An elf, Santa, and Frosty are flanked by (L-R) Station 7's Firefighter Dion Peralta, Eng. Evan Burns, Eng. Jamie Stone, Firefighter Shawn Graham, Capt. Steve Riska, Lt. Allen Harvill, Eng. Andrew Sallette, Firefighter Chad Shannon, Eng. Kyle Callahan and Capt. Donnie Hardin after a visit with young patients at Wolfson Children's Hospital.

Lower Left (L-R): Engine 2 B-shift's Firefighter Dustin Richards, Lt. Jason Holsenbeck and Eng. George Pillsbury sport Santa hats during their morning routine. Lower Right: Ladder 10's Firefighter Odie Harris participates in a holiday event sponsored by Walmart where JSO and JFRD help homeless families shop for presents.



OCTOBER 2016 CALL VOLUMES

RESCUES

R 1	517
R 28	401
R 18	384
R 22	379
R 30	377
R 20	370
R 81	370
R 19	369
R 70	349
R 2	344
R 87	344
R 13	343
R 31	335
R 5	330
R 36	318
R 52	309
R 15	307
R 25	307
R 34	307
R 24	306
R 21	305
R 27	299
R 51	296
R 32	283
R 26	281
R 7	258
R 35	255
R 50	246
R 42	243
R 58	234
R 71	228
R 54	225
R 55	220
R 59	207
R 23	197
R 33	173
R 57	161
R 49	137
R 62	132
R 53	90
R 43	55

R 4652

R 8648

R 8443

R 8539

R 4537

R 4025

ENGINES

E 28515

E 19442

E 22407

E 1390

E 51386

E 30379

E 18378

E 152370

E 27358

E 44357

E 31356

E 20353

E 24345

E 36342

E 9332

E 10326

E 42320

E 21316

E 32309

E 25308

E 13303

E 34303

E 5281

E 135258

E 17242

E 2239

E 150230

E 7222

E 58216

E 59214

E 26209

E 154193

E 33181

E 55178

E 29164

E 11150

E 41149

E 57148

E 62145

E 23138

E 49121

E 5377

E 5665

E 4857

E 4652

E 1651

HAZ2149

HAZ734

HR430

E 4527

CR5623

E 4021

E 14319

SQUADS

S 4329

S 12267

S 37253

S 14214

LADDERS

L28244

L30196

L31180

L1177

L44169

TL21140

L134135

L 4132

L10128

L9123

L2681

L779

TANKERS

T 28147

T 4273

T 5272

T 3165

T 3341

T 2936

T 5428

T 4926

T 5726

BRUSH *(Top 5)*

BR 4229

BR 3122

BR 3213

BR 3510

BR 509

BR 539

MARINE

M 3911

M 386

M 405

FIELD CHIEFS

R107156

R106108

R104101

SF1100

R10591

SF281

F377

R10377

F169

F562

F458

F957

F643

F741

F828

F225

OCTOBER 2016

EMS10,755

FIRE1,758

NON EMR458

Total12,971

NOVEMBER 2016 CALL VOLUMES

RESCUES

R 1	460
R 19	394
R 28	365
R 81	362
R 2	351
R 30	348
R 87	343
R 18	333
R 22	332
R 20	329
R 31	324
R 21	322
R 24	311
R 70	311
R 15	306
R 36	304
R 34	298
R 27	297
R 5	297
R 51	296
R 26	283
R 52	282
R 13	280
R 25	276
R 32	274
R 7	248
R 58	247
R 50	245
R 35	229
R 54	217
R 55	216
R 59	204
R 71	204
R 42	196
R 23	167
R 33	160
R 57	147
R 49	137
R 62	120
R 53	99
R 46	64

R 43	63
R 45	28
R 40	14

ENGINES

E 28	452
E 19	395
E 44	369
E 31	364
E 36	363
E 30	361
E 51	356
E 1	346
E 22	342
E 18	337
E 27	330
E 20	321
E 9	320
E 152	311
E 21	309
E 24	298
E 10	294
E 32	293
E 25	279
E 34	278
E 13	255
E 42	247
E 150	240
E 17	235
E 5	228
E 2	222
E 135	222
E 26	217
E 7	213
E 59	201
E 58	195
E 154	179
E 29	167
E 55	155
E 33	150
E 11	148
E 41	146
E 49	132

E 57	128
E 62	123
E 23	102
E 53	100
E 56	64
E 46	54
E 16	38
E 48	38
HAZ21	33
E 143	27
HAZ7	27
CR56	23
HR4	17
AIR 5	15
RHB37	15
E 45	9

SQUADS

S4	305
S37	211
S12	194
S14	176

LADDERS

L 28	188
L 30	182
L 44	165
L 31	163
L 1	141
L 134	135
TL 21	117
L 10	111
L 4	110
L 9	100
L 7	85
L 26	78

TANKERS

T 28	105
T 52	78
T 31	55
T 42	51
T 33	35
T 49	31
T 54	28

T 29	27
T 57	26
T 35	13

BRUSH *(Top 5)*

BR 31	17
BR 35	11
BR 53	11
BR 50	7
BR42	3

MARINE

M 39	13
M 38	8
M 40	6

FIELD CHIEFS

R107	143
R104	142
R106	104
R105	85
SF1	83
R103	71
SF2	61
F3	55
F6	45
F9	43
F4	38
F1	34
F5	33
F7	33
F8	28
F2	18

NOVEMBER 2016

EMS	10,212
FIRE	1,332
NON EMR	290
Total	11,834