

Wildland Fire Lessons Learned Center

www.wildfirelessons.net, www.myfirecommunity.net, www.imtcenter.net and www.myfirevideos.net

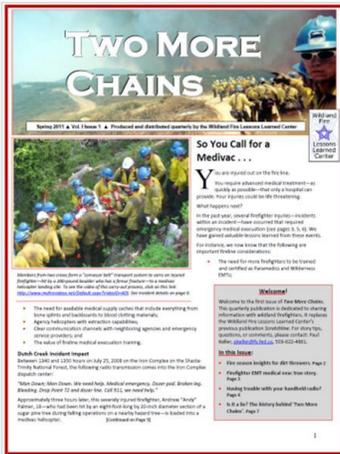


March 14, 2012

To: Aitor Bidaburu, Chair, National Wildfire Coordinating Group

From: Brit Rosso, Center Manager

Subject: 2011 Annual Summary of Accomplishments, Wildland Fire Lessons Learned Center (LLC)



LLC Key Accomplishments in 2011 for the Interagency Wildland Fire Community

The LLC's ninth year of operation marked a wide array of significant achievements and milestones, from launching our new quarterly publication *Two More Chains*—dedicated to sharing relevant information with this country's wildland firefighters [<http://wildfirelessons.net/Additional.aspx?Page=TwoMoreChains>]—to our continuing mission of identifying holes/gaps in the communication flow up and down the chain-of-command within the fire service.

Case in Point: As part of the LLC's priority focus on the needs of the firefighters in the field, in April we realized that the nine-step process for communicating the necessary information in a medical emergency—part of the NWCG Dutch Creek Protocols—was *not* available to all firefighters. Therefore, to help firefighters effectively report a medical incident from the field, the LLC

developed a special “sticker” with the NWCG Dutch Creek Communication Protocols that can now be directly inserted onto page 49 of the IRPG. To date—in response to requests from firefighters across the country—the LLC has mailed out 60 thousand (!) of these medical emergency response stickers.

‘Remembering Andy Palmer’ Video Watched By More Than 6,800 Viewers—and Counting

In June, the LLC launched the third year of its popular “*Firefighter: Remember This*” video series, including “We Will Never Forget You – Remembering Andy Palmer.” This is the tragic story of how the fire agencies arrived at today's NWCG Dutch Creek Protocol guidelines for emergency medical response and extractions. To date, more than 6,800 viewers have watched this heartfelt and engaging video on the LLC's new YouTube channel:

www.youtube.com/user/WildlandFireLLC.

The LLC Gets Onboard with YouTube, Facebook, and Twitter

To better address our customer's needs, in June the LLC officially joined YouTube. During our first five months, our YouTube channel received more than 10,000 views. To further improve our customer service, we continue to migrate all of our videos from our original MyFireVideos.net site to our new YouTube channel.

In this ongoing quest to stay current with our customers' social media interests, habits, and activities, in 2010 the LLC also created an interactive Facebook page and Twitter account. We more than tripled our social media following in 2011. We're learning that these communication avenues are perfect pipelines for sharing the latest LLC products and updates, as well as receiving feedback and engaging in follow-up discussions/interactions with our users.

A similar 2011 LLC technological advance was the development and implementation of Quick Response (QR) Codes on our products—allowing the LLC to reach mobile device users.



‘We Will Never Forget You – Remembering Andy Palmer’ Video

This 2011 LLC video's conclusion stresses the importance of three key questions: “1) *What will we do if someone gets hurt?* 2) *How will we get them out of here?* 3) *How long will it take to get them to the hospital?*”

http://youtu.be/TFLgOQqLq_Q

Voices of Experience: Insights and Lessons **From Type 3 Incident Commanders**

The LLC kicked off 2011 by introducing its new “Voices of Experience” video series. The inaugural production features four veteran Type 3 Incident Commanders who share their insights into successful techniques and proven practices. This video series is a valuable training tool for providing relevant field knowledge to our Type 3 ICs and trainees. More “Voices of Experience” themed videos are on tap.

Module 1 <http://youtu.be/M6rSXOUoAUM>



Rapid Lessons Sharing

In 2011, the LLC introduced its new streamlined capability for firefighters to share specific successes, challenges, and lessons that they’ve experienced in the field.

Called “Rapid Lessons Sharing,” we now provide a link at the top of the LLC home page to our quick and simple “Rapid Lessons Sharing” submission form:

https://creator.zoho.com/lessonslearnedcenter/rapid-lessons-sharing/form-perma/Rapid_Lessons_Sharing/.

The LLC staff takes this information and packages it into a user-friendly, easy to read—and learn from—brief and relevant document that is featured in the LLC’s Incident Reviews Database: <http://iirdb.wildfirelessons.net/main/Reviews.aspx>.

“In 2011 we had a couple of lessons from the field emailed directly to us. We saw the value in packaging these lessons into a condensed and useful format,” explains Brit Rosso, Center Manager. *“Our goal with the new RLS process is to provide firefighters with an ‘easy button’ to share their lessons with us. Our job is to capture the lessons, package them up, and then ship them out to the field as quickly as possible.”*



LLC Primary Mission Depends on Website Improvements/Performance

Other new 2011 additions for our LLC customers included the “Lessons Learned in Heavy Equipment Page” on our main website, and our National Park Service Fire Leaders video series—now featured on our YouTube channel [[Learning from the Experts - NPS Fire Leaders](#)].



<http://wildfirelessons.net/Additional.aspx?Page=HeavyEquipment>

Behind the scenes, SolutionsKM, our contracted team of website technology and “knowledge management” specialists, continued their multi-stage mission to help advance the LLC’s website systems to an improved, superior level of customer service and performance.

The LLC’s primary charge of listening to and staying relevant with the wildland fire community—especially regarding the needs of the firefighters in the field—goes hand-in-hand with the LLC’s ongoing efforts to make our websites more “customer-friendly.”

- ❖ In 2011, the LLC’s Advances in Fire Practice component [<http://wildfirelessons.net/AFP.aspx?Page=AFPOverview>] continued its successful webinar series, hosting—in combination with the Joint Fire Science Program and the International Association of Wildland Fire—10 webinars. Topics ranged from “How climate has affected fire regimes and fire history across the West” to “Fuel treatment effectiveness on the 2011 Wallow Fire.” All of our webinars are recorded on the FRAMES website: http://www.frames.gov/portal/server.pt/community/llc-ifs-p-iawf_webinars_archive/800.

- ❖ During 2011, the LLC staff helped with the following incident reviews: *Bowles Creek Bottom Fire Lessons Learned Review*, *BP11 Escaped Prescribed Fire Lessons Learned Review*, *Bull Fire Entrapment Facilitated Learning Analysis*, *Horseshoe 2 Fire Firefighter Entrapment Lessons Learned Review*, and the *Work Capacity Test Compartment Syndrome/Rhabdomyolysis Incident Facilitated Learning Analysis*.
- ❖ The LLC staff directly supported local fire refreshers and assorted NWCG training courses during 2011.
- ❖ Some of the various 2011 events, workshops, and conferences in which the LLC staff participated and made presentations:
 - The 11th Wildland Fire Safety Summit, International Association of Wildland Fire, in Missoula, Mont.
 - The Lancaster County Firemen’s Association Fire Expo 2011 (with more than 18,000 attendees) in Harrisburg, Pa.
 - The Northeastern Forest Fire Protection Compact Annual Meeting in Portland, Maine.
 - The 3rd Fire Behavior and Fuels Conference: Learning from the Past to Help Guide Us in the Future, International Association of Wildland Fire, in Spokane, Wash.



In April 2011, the LLC helped sponsor and organize the 4th International High Reliability Organizing Conference in Washington, D.C.

As a follow-up learning product, the LLC produced a special “Learning Highlights” report aimed specifically at the wildland fire community.

<http://wildfirelessons.net/documents/HRODC2011-12202011.pdf>

- U.S. Forest Service, Region 8 Leadership Meeting in Atlanta, Ga.
- Human Performance Workshop, Coconino National Forest Leadership, in Flagstaff, Ariz.
- Human Organization Performance Improvement Fundamentals Training Day for interagency emergency responders at NAFRI. (The LLC sponsored and organized this event.)

All LLC Websites See Visitor Increases Throughout 2011

www.WildfireLessons.net

During 2011, we had an impressive 5 million “views” of our website pages and 10 million “views” of our website’s various documents.

www.MyFireCommunity.net

We welcomed 126 new groups—for a total of 564—in 2011 to this popular LLC website that provides a variety of “neighborhoods” in which more than 8,445 interagency members of the wildland fire community work together on projects of mutual interest—joining everyone from hotshots and smokejumpers to fire behavior groups.

www.MyFireVideos.net

During 2011, more than 400 videos were available to firefighters through this website, which—for improved customer service—we are now migrating to our new YouTube channel [www.youtube.com/user/WildlandFireLLC]. (During 2012, this website is therefore planned for decommissioning.)

www.IMTcenter.net

The LLC’s continually growing Incident Management Team site welcomed 24 new Incident Management Team websites during 2011. This popular and convenient online “Team Center” site hosted 142 teams, including Area Command Teams, National Incident Management Organization Teams, IMT Types 1-4, fire prevention teams, and state teams.