



THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **Oct 2, 2020**

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"You will never be able to express yourself clearly enough for those who want to misunderstand you."

J. Warren Welch



Because people need to smile 🤗

The Chief's Desk

I am pretty sure you know that there was a “debate” held on a national stage this week. Don’t worry, I’m not delving into politics. Jen had the debacle on when I got home from work – personally, I refused to watch. Unfortunately, I had to listen to pieces of it until I could get my earbuds in so I could listen to something constructive like a Podcast.

The social media comments after the debate were interesting in that people seemed surprised at the lack of civility, media bias, and the embarrassment it was to our country. This may sound harsh, but folks what you witnessed is a direct reflection of who we are becoming as a society. Do not feign surprise at what you saw. Be honest, we have allowed ourselves to devolve to this level. I am not talking about CAFMA or any individuals in CAFMA, I’m speaking in general terms of what we are witnessing today in our communities. In fact, at least at work, we seem to be staying above the fray. That does not mean that it will not have an impact on us, but what has struck a nerve with me is what is happening within our own community right now.

As a society, we seem to be losing our sense of civility along with the most basic of manners our parents instilled in us. My mom and dad would fly out here and kick my backside if I acted contrary to the very basic principles of courtesy and respect they taught when I was growing up. I am certainly not perfect, which I am pretty sure you all know, but wow have people lost their ever loving minds!

I had occasion last Saturday while grilling hotdogs with Fire Marshal Rick Chase at the PV Chamber to speak with the manager of a local bank. She said that people coming into the bank today are just outright mean to her employees. Not because they did anything wrong, rather they simply seem to be an easy target for others looking to unleash their rage. Some of her tellers have been brought to tears because of the mean spirited and downright vile treatment of customers. Why act like that??

A few days later, I had the opportunity to speak with a hotel owner in town. We were discussing the importance of customer service among other topics. He said that it has become increasingly difficult to deal with the public because they are just downright mean today. His staff is constantly berated and belittled for no other reason other than they are easy targets. He has to remind his folks to stay calm and continue to provide the best possible customer service in the face of venomous attacks.

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Upcoming Events:

Oct 5 – Record Sample Podcast, Senior Staff, YC meeting, MAC meeting, Meet with US Fire Administrator

Oct 6 – L&M Meeting, Meet with consultant, Meet with PV Chamber

Oct 7 – Meet with HR, Meet with PV Mayor, Meet with Dr. Jacobson

Oct 8 – Open BC Academy Tempe, AFSI meeting, Teach BC Academy

Board Meetings:

October 26
CAFMA – 1700-1830

Prescott/CAFMA File as CON Interveners

By: Fire Chief Scott Freitag

As most of you are aware, CAFMA signed as joinders on Prescott's motion to intervene with AMR's (Lifeline) request to update the response standards in CON 62. The response times have not been updated since originally set in 1984. While on the surface it seems like a good gesture and attempt to improve, going from a 70% measurement to 80%, I can assure you it is not. Improving would include using nationally recognized standards, increasing capacity to meet the need, and actually adhering to the response times as set in the CON. "*Technically*" they are, but only if you average their times over the 9000 square miles covered by CON 62. There remains some question about the validity of the response times they report.

Our intent in intervening was to voice our concerns, to seek metrics we believe are in the best interest of our communities, and to ensure the Department of Health Services (DHS) took a better look at what is really happening in our area. We have voiced these concerns in earnest directly with DHS, with the Bureau of EMS, and with AMR directly to no avail. We had requested to intervene in the renewal of CON 62. At the time the Bureau was confused as to whether or not we could intervene in the renewal, and ultimately told us that it was more of a rubber stamp process not a real review.

That brings us back to filing as interveners related to AMR's current bid to adjust their CON. After telling us we couldn't intervene, then telling us we could intervene the Assistant Attorney General assigned to DHS argued in court that we should not be allowed to intervene. Their inconsistency is astounding. Honestly, his arguments made it sound as if he was defending AMR rather than the citizens of Arizona.

Ultimately, the judge ruled that because neither the City of Prescott or CAFMA holds a CON we do not have standing to provide any input or feedback related to ambulance response times. It is their assertion that it is the state who holds the responsibility for determining what our communities need regarding ambulance response times not the communities themselves. In his written motion, Attorney Ray went so far as to say that we do not understand response times, response time standards, or response time regulations. An interesting stance given that we follow nationally accredited standards for response times, that our response data is calculated, reviewed monthly, and is public. I would point out that the state does not currently follow nationally accepted response times, that they have not updated response times in CON 62 since 1984, and that their CON review process has been described by them as more of a rubber stamp.

So, after five years of trying to effect change for the betterment our patients, our communities, and our system we've reached a point that leaves us with only a couple of options. To that end, the board at their September meeting gave staff direction to spend October exploring a potential path forward. We are to present our findings to them at the October meeting where we will seek more definitive direction.

The state has proven unable or unwilling to ensure our communities receive proper transport services, and have now stated we are not welcome as part of the process to seek substantive and real change. We need to have a voice for our constituents, and we will find it one way or another.

Top 10 Reasons You Should Smile Every Day

By: Mark Stibich, PhD

Many see smiling simply as an involuntary response to things that bring you joy or laughter. While this observation is certainly true, what most people overlook is that smiling can be just as much a voluntary response as a conscious and powerful choice.

Countless scientific studies have confirmed that a genuine smile is generally considered attractive to others around us. Other studies have shed light on how the act of smiling can elevate your mood and the mood of those around you.

A strong link has been found between good health, longevity, and smiling. Most importantly, studies have shown that just the act of smiling (making the physical facial shapes and movements), whether the result of real joy or an act, can have both short- and long-term benefits on people's health and wellbeing.

Still not convinced? Here are the top 10 reasons you should make a conscious effort to smile every day.

1. Smiling Makes us attractive

verywellmind.com

Chief's Desk Continued

There are any number of factors, in my opinion, for this draconian change in our behavior. Over the years, there has been a movement towards "*everyone gets a trophy*" and an environment where bad behavior is rewarded. The result is more people who feel entitled and more people with an inability to practice civility. I can say with certainty that these movements have not created the next generation of great leaders for our country or our businesses. They have created a group of unmotivated people who expect things to be handed to them, and they feel they can treat others as subservient. These do not reflect the founding principles of our country, nor does it reflect what we as a society should expect. I was raised to believe that hard work, perseverance, and taking care of others were the keys to a fulfilling and successful life.

For anyone surprised by what they perceived as media bias during the debate, well, welcome to the real world. The media has been bias for a long time. As I have said before, true journalism died years ago – it has recently been reclassified as a COVID death to bolster the numbers. The media is absolutely responsible for some of the deepest divisions in our country and our communities today. The media has

been complicit working with some elected officials, “expert” scientists, and social media trolls to instill fear in an effort to divide us. Unfortunately, it has been working.

People are anxious and angry as they lose their businesses, jobs, and/or homes. They are anxious and angry at inconsistent and incoherent messages about COVID. Masks are hiding facial expressions normally used to communicate with one another. Once upon a time, before “experts” changed their minds, a simple smile may be all it took to make another person’s day. Now many of those smiles are hidden by masks, or are replaced by scowls as the great masquerade debate continues. Remember when we used to make eye contact with a stranger in a store? We’d smile and say good morning or good afternoon – yep 2019 was a great year. Today what we have is virtue signaling, blind compliance, uncertainty, anger, and a lack of socialization.

There are so many mixed messages, recommendations based on clearly flawed and biased data, and a media bent on creating as much fear, confusion, and pandemonium as possible. Fear, lack of understanding, and lack of socialization make us emotional. When we are emotional we tend to react rather than respond to our surroundings. These reactions make other people look like targets rather than people.

On top of everything else, we still have riots in the streets of some major cities, and elected officials allowing the mayhem to continue. As a vocal few call to defund our brothers and sisters in blue, crime is sky rocketing in their communities. Fortunately, those making the decisions are safely protected in their homes and businesses away from the violence and looting. The media and social media blast the images and messages 24/7 across every device we have – there is no escape. How is any of this good for our psyche?

Exposure to such vitriol only adds to our stress levels and feeling of uncertainty about the world around us and what tomorrow may bring. Our society is falling deeper into the bowels of drug/alcohol addiction, domestic violence, and a feeling of despair so overwhelming that the rate of suicide has risen sharply. The data related to the above are supposed to be used as a metric to determine whether the cure is worse than the disease. Yet, the “experts” have admitted they’re not tracking or using the data as they should. Who’s looking out for us again? Is it the media? The “science?” The “experts?” Our elected officials? How about this, the answer is none of the above. Hell, from what I’ve witnessed and what I’m hearing it’s a stretch to say our fellow citizens are looking out for each other.

Kids model the behavior of those around them – those who are supposed to be setting the example. What are they seeing today? Is it compliance without critical thinking and/or asking crucial questions? Do you think they’re noticing as the adults are shouting each other down? What does it tell a child when a parent, grandparent, or caregiver berates someone trying to provide them service? I think it tells them that it is okay to treat others as if they are beneath you. I think it tells them that there is no room for disagreement or civil discourse. I think the behavior model depicts a society in which everyone is justified in walking around anxious and angry. Is that really how we want the next generation to act?

I urge you to look at yourself in the mirror and decide if you are being the best person you can be, or do you see a grumpy Muppet staring back. If what you see is not who you are, if you’ve realized that you

are losing or have lost your way – wake yourself up and get back on the path. Respect is a two way street i.e. you have to give it to get it. Stop shaming people for their choices. If you choose to wear a mask great, but the fact someone else chooses not to wear one does not mean they want you to die or don't care about others. People have differing opinions and despite what you see in the media or on social media, it's not only okay, but differing opinions are encouraged.

We need to regain our sense of self, our sense of strength, and our sense of peace. Berating bank or hotel employees to their emotional breaking point is not acceptable behavior by anyone! As a bystander, I won't tolerate these types of verbal assaults. Mind your manners, set a better example, and stop listening to the media. If you want your voice heard, and you want change then engage, vote, and volunteer.

It is vital to our future that we regain our sense of civility, our sense of community pride, and our sense of duty for our country. We need to demand better of ourselves and of those around us. So, go out, smile at someone and say hello. Little gestures still mean something.

This was not triggered by anything I have witnessed within our organization. Rather, hearing the stories of people being verbally abused while simply trying to do their job struck a nerve with me. I am hearing more and more in our community that people have simply become mean. That is not okay and it needs to stop.