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CRR Week Slated for January 20 to January 26, 2025

WASHINGTON, DC – December 2, 2024 – [CRR Week](#) kicks off January 20 through January 26, 2025. It coincides with Martin Luther King Day, a National Day of Service. The goal of [CRR Week](#) is to raise awareness among the fire service about the role of Community Risk Reduction (CRR) and how any department, no matter what type or location, can employ proven CRR strategies to make their community and department safer.

Each year CRR Week focuses on one of the crucial intervention strategies known as the Five E's: Education, Engineering, Enforcement, Emergency Response and Economic Incentives. This year the focus is "Economic Incentives." Check out our "[CRR Toolkit](#)" with a wealth of resources to kick start your CRR Programming.

Vision 20/20 was established in 2008, bringing together hundreds of experts from across the U.S. to discuss the gaps in fire prevention and identify strategies to help fill the gaps. At that time, CRR Week was established to promote CRR and encourage activities at the grassroots level.

With CRR's data-driven processes, communities can identify and prioritize local risks, followed by the integrated and strategic investment of emergency response and prevention resources to reduce their occurrence and impact and build healthy, safe and resilient communities.

During CRR Week and throughout the year, participants can take advantage of free resources that are part of the toolkit, including videos, podcasts, data tools, online guides, risk assessments, online forums, a fire safety materials generator to customize educational material, the home safety visit app and educational courses. This year CRR is working on their next toolkit item, "Economic Incentives." These free resources can be easily accessed on the CRR Week website.

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Additional resources include a [Participant Patch Wall](#) where participants can display their patches, logos and their plans for CRR Week, and a downloadable [Model Proclamation](#) community leaders can customize to help raise awareness of CRR within their jurisdictions.

Since CRR Week is locally driven, departments can design their own campaign to meet their individual needs. While it's suggested that each day could focus on a different E, it's just that – a suggestion. Depending on their circumstances and resources, departments may adopt a different structure for the week.

Vision 20/20 hosts a variety of new and innovative CRR training material on [CRR Academy](#) and fire service professionals are encouraged to sign up for a free account to access these courses. As a Champion of CRR in your organization, we also encourage you to visit [CRR Champions](#) to sign our pledge to actively look for opportunities to incorporate CRR into their service delivery and interventions.

For more information and to participate in CRR Week, visit [CRRWeek.org](#)

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