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FOR IMMEDIATE RELEASE

ARIZONA CITIES AND TOWNS KEEP RESIDENTS SAFE

PHOENIX (Aug. 14, 2013) – Public safety is the most important service provided by Arizona cities and towns. While we typically think of Police and Fire Departments as having primary responsibility for protection of life and property, resident safety is actually an essential component of many different parts of municipal government. From water safety awareness campaigns to unique speed enforcement ideas, Arizona’s cities and towns are continually exploring and developing innovative programs to keep their communities safe.

The **Town of Queen Creek** launched a community initiative this summer to bring light to the tragic yet preventable incident of drowning. The Queen Creek Fire Department came together with members of the community, San Tan Valley Air Evac 8 Crew, Southwest Ambulance Crew and Mesa Fire and Medical Dispatch and Employment to create a public service announcement on drowning awareness. Drowning is a top cause of injury-related death for children in Arizona, especially in the one-to-five-year-old age group. In addition to the creation of the PSA, Queen Creek has included drowning prevention and safety tips on their website and Facebook page. To view safety tips or watch the PSA, visit www.Facebook.com/QCFire.

For the **City of Scottsdale**, children’s safety is the greatest priority when school is in session. To keep children protected on their way to school, Scottsdale has launched a new photo enforcement tool: portable school towers designed to increase safety around school zones. Two phone booth-sized portable towers will be rotated throughout the city’s 31 school sites. The two small mobile devices will complement two mobile speed vans currently deployed to monitor traffic speeds along with nine fixed devices located throughout the city. These towers have the ability to go into school areas where the large vans are often unusable. For more information, visit www.ScottsdaleAZ.gov/PhotoRadar.

The **Sierra Vista** Fire Department recently implemented a cooperative operation with nearby Fry Fire District. The arrangement has increased efficiencies, resulting in cost savings and more efficient use of resources. Perhaps the greatest result of the collaboration was that the fire teams can respond to emergencies faster and with specialized crews who are trained for specific emergency types, such as wild land fires, tactical rescues or emergency medical services.

The **City of Tempe** keeps communication at the forefront of its safety measures, as they send out a variety of messages to keep residents informed of how to stay safe year-round. Safety information is sent out through press releases, check-

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lists and social media on a range of seasonal topics from dehydration and drowning prevention to holiday shopping and cooking safety. This summer, Tempe's Fire Department has created safety check-lists and videos to communicate heat, monsoon and water safety. To view check-lists and watch safety videos, visit www.Tempe.gov/Fire.

The **City of Glendale** recently wrapped-up a campaign that reinforced safety messages during the summer. The campaign, which launched in May, featured a weekly safety message covering topics such as kids being out of school, heat-related issues, vacation and travel safety, BBQ and fireworks precautions and water and pool safety. Several of the city's departments participated in campaign activities and offered programs and events that reminded residents of the city's mission to help them stay safe. Glendale also hosted a "Surviving the Summer" safety event, which featured a variety of agencies, vendors and city departments educating residents on water, sun safety and more. For more information on the campaign, visit www.GlendaleAZ.com/SafeSummer.

About the League:

The League of Arizona Cities and Towns is a voluntary association of all the 91 incorporated cities and towns in the state of Arizona. It provides policy and legislative advocacy, information and inquiry services, along with publications and educational programs to strengthen the quality and efficiency of municipal government. It was founded in 1937 to serve the interests of cities and towns and to preserve the principles of home rule and local determination. For more information, visit www.AZLeague.org

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