



Ontario Association of Fire Chiefs

Diversity, Equity, and Inclusivity Committee

Meeting Minutes

The Ontario Association of Fire Chiefs mission is to lead innovation and excellence in public and life safety. Our vision is to inspire and influence a safer Ontario.

DEI vision: That every fire department in Ontario is equitable, inclusive, and reflects the diversity of the community they serve.

ZOOM Meeting

<https://zoom.us/j/94037677962?pwd=M0ovZ081RGE3V3BXM2h3cUIPODJkdz09>

Thursday October 21, 2021 @ 1:00pm

Attendees: Jeremy Parkin, Jeremy Inglis, Burt Lamoureux, Michelle O'Hara

Guest: Kris Newton

Regrets: None

Minute Taker: Mark Tishman

1. **Welcome – Committee Chair**
2. **Agenda Additions**
 - None
3. **Partnership and Event with Downie-Wenjack Fund**
 - Discussed the November 30 DWF event with still a month to promote. OAFc made a donation on behalf of our speakers. Looking for ideas as registration is low.
 - The DWF event is not fire specific, therefore it can be opened to other partners such as AMO and OPFFA. We're looking to broaden the audience to FSWO, prevention, OFLSE, OPFFA and OAFc industry members.
 - We are going to ask DWF if they have any content to help promote the event.
 - The CAFC diversity is looking at this for next year. We should connect with Tina to promote to their members.
 - Not everyone knows what DWF is. Advertising is the key such as a short video. Could someone from DWF send us a video that explains a bit about the fund? Communication to members needs a better subject line to entice them.

Action Item: Quote on Twitter the new DWF legacy space.



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- Kris Newton left the meeting.

4. Toolkit Program

- Members on the committee have been too busy to work on the toolkit.
- Need to set aside time and have Anna Everett who is available to help.
- The chair has the project plan for the toolkit. Let's piece it out and get some deliverables, take an hour for tangible next steps.
- We need to reach out to other organizations asking to reuse their resources to collect in one spot for a reference guide.
- Toronto fire service has a lot of programs. Brampton is targeting open houses, using 'Boots on the ground' in the community groups.
- OAFCh is always open to partnership which makes it easier to receive grants.

Action Item: Raise a potential partnership with the OPFFA for videos to try and diversify the ranks with the board.

5. Roundtable

- Hockey diversity alliance commercials are very impactful and perhaps use some of their ideas such as a general member service package that would help with community engagement and promote the fire service to under representative groups.
- One department plans to change the entrance criteria to cast a wider net. Might be able to help sponsor a video or messaging to rebrand with OAFCh stamp.
- Is this something we can do along with the toolkit? Can we work on a messaging campaign at the same time and get departments to film "why I want to be in the fire service?"
- Use more picture apps like Tik Tok, Twitter or Instagram for this kind of messaging.
- Highlight the lack of diversity among the upper ranks in the fire service.
- We have access to a fire ground through OFAI and perhaps video candidates/applicants "why are you looking at a fire service career or why did you choose this career path?" Have them speak and be honest.
- The chair asked what the DEI committee will look like in the future and how are we going to fit this into the fire service.

6. Next Meeting

- Next meeting – December 9, 2021

7. Adjournment