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TargetSafety Helps Firefighters Stay “Fit for Duty,” the Theme of the 2010 Fire/EMS Safety, Health and Survival Week

TargetSafety’s New Health and Wellness Offering also Helps Firefighters Address the IAFF’s Wellness Fitness Initiative

SAN DIEGO, Calif. — Jun. 29, 2010 — [TargetSafety](http://www.targetsafety.com), the U.S. leader in online enterprise risk management solutions for public entities, is helping firefighters and EMS personnel stay “fit for duty,” the theme of 2010’s Fire/EMS Safety, Health and Survival Week.

News Highlights

- This year’s Fire/EMS Safety, Health and Survival Week focused on health and wellness, an integral part of the Fire Service Joint Labor Management Wellness/Fitness Initiative (WFI), a program established by the IAFF, in cooperation with the IAFC.
- TargetSafety teamed with American Specialty Health Incorporated and its subsidiary, Healthyroads, to deliver a comprehensive health and wellness program through [PreventionLink™](#), TargetSafety’s online training and compliance management platform. The program addresses all five components of the WFI initiative with web-based personal health assessments, self-guided courses, exercise and nutrition planners and other tools.
- PreventionLink’s Healthyroads® offering not only provides the necessary tools to create customized nutrition and exercise programs, it also helps fire personnel identify areas of health and wellness that need their attention, then focus on realistic goals to help them improve their health. That way, firefighters and EMS personnel can optimize their health and potentially catch problems before they arise.
- PreventionLink also features online tools that enable departments to track station-level tasks and training, create custom courses and tests, access shared resources from agencies nationwide, document and record all certifications and licenses, deliver more than 200 hours of fire/EMS refresher curriculum, manage training events and host web meetings.



Quotes

Joe Bruni, Chief of Safety and Training, St. Petersburg Fire and Rescue: “Health and wellness is critical to our department; it is not something we take lightly. It is a requirement and expectation that every member of our 300-plus staff is ready to respond and able to perform any mission. We were already using TargetSafety’s PreventionLink, and with the new integrated Healthyroads offering, we can take a good look at how we are doing as a whole, identify any places we need to improve, and introduce training and establish exercise and nutrition programs that meet our specific needs. Without this tool, it would not be easy to understand the key areas we need to work on and target what we need to do to stay healthy as a team.”

Chief Tim Wall, Chair of Volunteer & Combination Officers Section (VCOS), a section of the IAFC:

“TargetSafety continues to support our nation’s fire service by offering updated tools that meet our training and compliance needs. Health and wellness is at the heart of this industry and is absolutely necessary to keeping our firefighters safe, both on the job and off.”

Related Links

TargetSafety:

<http://www.targetsafety.com/fire>

PreventionLink:

http://media.targetsafety.com//media/documents/preventionlink_solutions_fire-ems.pdf

Read how San Jose Fire uses PreventionLink to save money and improve training:

http://media.targetsafety.com/media/documents/san_jose_case_study.pdf

About TargetSafety

Founded in 1999, TargetSafety is a pioneer and leader in the development of online solutions that simplify and standardize risk management. These solutions are used by more than 2,500 public entities nationwide, including fire and emergency medical service departments. With TargetSafety’s PreventionLink™, fire and EMS departments can maintain compliance, reduce losses, deliver curriculum, and track all station-level tasks, certifications and training activities. TargetSafety is headquartered in San Diego, California, and has a regional office in Boston, Massachusetts. For more information, please visit: www.targetsafety.com/fire.

About American Specialty Health and Healthyroads

American Specialty Health Incorporated (ASH) is a national health and wellness company that provides prevention and wellness programs, specialty network management programs, and fitness and exercise services to health plans, insurance carriers, employer groups, and trust funds. Based in San Diego, ASH has more than 700 employees and covers over 17.9 million members.

Healthyroads, Inc. is the prevention and wellness services subsidiary of ASH. Healthyroads offers a wide range of wellness solutions—including award-winning telephone-based coaching for a broad range of lifestyle areas, consumer engagement promotion programs, incentive management programs, competitive challenges, worksite wellness programs, and an integrated online wellness portal, Healthyroads.com.

For more information about ASH health and wellness programs, visit www.ASHCompanies.com or call 800.848.3555.

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