

## **Core Values**

### **Honesty**

We should always be trusted by our community. Firefighters must be true to their word and be guided by moral decision making and self-discipline.

### **Initiative**

We must always be willing to put forth above and beyond the normal level of service. Fixing small problems before they become large problems is our goal.

### **Customer Service**

Customers of the Selma Fire Department will be treated as family members. We define our customers as citizens, businesses, firefighters, vendors, instructors, and all individuals we encounter in our duties.

### **Creativity**

Selma firefighters should always be looking at our functions and asking how I can make this better. We will strive to enhance our procedures, make our tasks more efficient, and reduce liability for ourselves and the Town of Selma.

### **Honor and Respect**

We are a fire department family. We are committed and accountable to each other because our lives depend on it. We value the role each member plays in our organization. We respect those that came before us and will strive to make the organization better for those who follow. We will strive to support each other and push each other to be better.

### **Everyone Goes Home**

Through our procedures, training, preparation, response, and actions, we will ensure that at the end of every task, every firefighter returns home to their family. We will strive to meet the 16 life safety initiatives adopted by the National Fallen Firefighters Foundation.