“Take a Hike. Do it Right”

The Right reaction.
The Right campaign.
The Right strategy.
**Tom Taylor** Phoenix Fire Department - Captain/Paramedic, Car 957

Tom has been a member of the Phoenix Fire Department for 24 years. He completed Technical Rescue Technician training in 2005, having spent most of the last 4 years on Engine 12 as an Air Rescue Technician. This TRT company is first due to Camelback Mountain and Piestawa Peak. Holding both Technical Rescue and Hazardous Materials specialties, Tom plays a crucial role in Firebird 10 helicopter rescues. Tom is also a member of our locally sponsored FEMA US&R team, AZ-TF1, where he serves as a Rescue Specialist and Technical Search Specialist.

**Reda Riddle-Bigler** Phoenix Fire Department - Captain/Paramedic – Public Information Officer

Reda has been with the Phoenix fire department for 15 years. She has worked throughout the valley, performing countless rescues and providing safety education to the community. Reda is currently serving as Public Information Officer for the Phoenix Fire Department.

**Dan Gronseth** Phoenix Parks and Recreation Department - Park Ranger III

Dan has been a Park Ranger with the City of Phoenix for nearly 28 years. His passion and strength is in educating the public, he has led interpretive hikes for over 10,000 students. Throughout his career he has assisted Phoenix Police and Phoenix Fire on numerous rescues and recoveries. Dan is also an avid cyclist; with over 17,000 miles logged, Dan has ridden throughout the U.S., traveling to all 48 contiguous states.

**Gregg Bach** Phoenix Parks and Recreation Department - Public Information Officer

Gregg has served as Public Information Officer for the City of Phoenix Parks and Recreation Department since October 2014. Prior to that, he spent 15 years working in communications and marketing in collegiate athletics. He has a bachelor’s degree in broadcast journalism from Northern Arizona University and a master’s degree in education from University of Akron.

**Mike Francis** Phoenix Parks and Recreation Department - Acting Park Supervisor

Mike has been a recreation professional for over 22 years with the City of Phoenix Parks and Recreation Department, working in numerous positions and areas ranging from youth and adult sports programs, after school programs, special events, Hance Park, Camp Colley, large and small community centers, and is currently the Acting Parks Supervisor at South Mountain Park (the largest municipal park in the United States) and the Rio Salado Habitat area.
Why Did We Do It?
How Did We React?
Consistent

Simple

Realistic
Take a Hike. Do it Right.

More than 200 hikers annually are rescued from City of Phoenix desert and mountain parks and preserves. This simple checklist can help keep you from becoming a statistic.

Watch the Weather:
Yes, “it’s a dry heat” – but Arizona’s temperature can be deceiving and deadly. Hike when it’s cool outside, try early mornings and evenings when there’s more shade.

Dress Appropriately:
Wear proper shoes, clothing, hat, and sunscreen.

Bring Water:
Hydrate before you go. Have plenty of water, more than you think you need. Turn around and head back to the trailhead before you drink half of your water.

Team Up:
Hike with others. If hiking solo, tell someone your start and end times, and location.

Keep in Contact:
Carry a mobile phone.

Be Honest:
Do you have a medical condition? Asthma, heart problems, diabetes, knee or back problems? Don’t push yourself! (Even trained athletes have been caught off guard by getting dehydrated on Arizona trails.)

Don’t Trailblaze:
Enjoy the Sonoran Desert’s beautiful and undeveloped landscape, but please stay on designated trails.

Take Responsibility:
Don’t be “that person” – the one who wasn’t prepared, shouldn’t have been there for health reasons or ignored safety guidelines. Be the responsible hiker, who takes a hike and does it right!

A public service message from the City of Phoenix Parks & Recreation Department and Fire Department

www.phoenix.gov
Were we reacting, or taking the Right action?

Were we saying anything new, or just saying it Right?

Were we looking at it from the Right perspectives?
What we didn’t see coming?
Back it up with policy...

The message will get spun...

Be prepared for the loud minority...
Phoenix will keep trails open in extreme heat, after hiker backlash

Nanny State of the Week: Common sense goes to the dogs in Phoenix

By Grant Broadhurst / July 25, 2016 / News / 5 Comments
Now What?
Take a HIKE. Do it RIGHT.

TRAILS FOR EXPERIENCED HIKERS

Hikes only recommended for the experienced desert hiker!

Natural Resources Division
602-495-5458
facebook/phoenixparks phoenix.gov

HIKE PHOENIX

Rewarding hikes and great views. Be prepared and enjoy the beauty of the Sonoran Desert.

Natural Resources Division
602-495-5458
facebook/phoenixparks phoenix.gov
You need friends...

Expect and embrace criticism, it sharpens your tools ...

Be able to let the message grow without you...
The Right Questions?

What in the message you most dread giving?

Is the media on your side?

How can you change the conversation?