

## October Newsletter



National First Responders Day on October 28 recognizes the heroic men and women who make it their business to take action when disaster strikes. They run towards danger while the rest of us run away. These men and women have dedicated their lives to save lives. According to the Department of Homeland Security, 4.6 million career and volunteer First Responders support the communities they live in. They are Firefighters, Law Enforcement, EMT's, and 911 operators.

Whether you've had your own emergency or not, it's not hard to understand and appreciate the dangerous and difficult work they do.  
Thank you for all you do!

### First Responders Video On-Demand

Each month we will highlight one in a series of videos that discuss the impact of COVID-19 on First Responders. This month's featured: *Understanding How COVID Has Impacted the Well-Being of Our First Responder Families.*



Listen to an active discussion on the impact COVID-19 has on the *Emotional & Behavioral Health of First Responders*. Understand how behavioral health related concerns impact work, family life and overall well-being. Learn how to identify signs that a First Responder, family or co-worker is having difficulty coping and managing stress, anxiety, trauma and burnout. Learn what you, your family member or co-worker can do to get confidential help.

### [Part 1](#); [Part 2](#)



### October is Breast Cancer Awareness Month

2021 has been a powerful reminder that we are all in this together, and our choices and actions have the power to protect the most vulnerable among us in a big way. The same holds true when it comes to breast cancer. With your support, we can show every woman that her life is important. By working together, we can inspire hope and become a force for good to get her access to the care she needs.

### Don't forget Boss's Day!

Each year National Boss Day falls on Oct. 16. This is a day for workers to appreciate their employers. The day was started in 1958 by a secretary who wanted to honor her boss, who happened to also be her father. Many workers dedicate this day to their supervisors for various reasons, such as supporting staff with their jobs and careers.

*"The growth and development of people is the highest calling of leadership."*  
-Harvey Firestone



To thank First Responders for their service, for 3 days in October, Lowe's stores nationwide will be launching a special 10% discount on select store items. Oct. 22 - Oct. 24, firefighters, EMT's, Law Enforcement, 911 dispatchers, nurses & physicians can sign up at: <https://www.lowes.com/firstresponders>.

Once you've registered, you will receive an email with the discount that can be used in-store, online or on the retailer's app. (Limit of one coupon per customer)

Lowe's also has an appreciation coin for the first 75 First Responders at each store.

### Free Training within the First Responder Community



Resiliency is a top priority in the First Responder community. First Responders are at a greater risk for experiencing symptoms of depression and anxiety due to repeated exposure to trauma. Many First Responders are hesitant to seek help because of the stigma surrounding mental health. Our staff provides free in-person and Zoom presentations to educate First Responders about stigma, resiliency and wellness; recognizing its impact, and providing tools on how to reduce stigma and promote wellness within the First Responder community.

Our team is working to promote prevention and support First Responders – creating custom presentations to meet the needs of one's department. Contact us today to request an in-person or Zoom presentation.

[Request More Information](#)