

# Fire Safety Public Education Campaign

## 1. ASSESSING YOUR COMMUNITY NEEDS:

Data from NFIRS and other sources indicates our community has a need for safety education:

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Talking with community leaders, safety managers, and law enforcement officials indicates that there is a need for:

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Therefore, the focus of our campaign will be:

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## 2. NATIONAL/REGIONAL TIE-IN:

Are there national safety campaigns that correlate with our campaign, if so how we will utilize them:

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What resources are available from these sources? (funding opportunities, grants, free materials, lesson plans, etc?) \_\_\_\_\_

## 3. SETTING GOALS AND OBJECTIVES:

Fire Safety Goal:

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#1 Objective to reach goal: \_\_\_\_\_

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#2 Objective to reach goal: \_\_\_\_\_

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#3 Objective to reach goal: \_\_\_\_\_

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## 5. SOCIAL MEDIA PLAN:

Our social media plan involves:

- Scheduled posts
- Public safety announcements
- Photos
- Success stories
- Videos
- Shares from other depts/campaigns

**4. MULTI-FACETED EDUCATIONAL APPROACH:**

Videos/Audio/internet: \_\_\_\_\_

Handouts (brochures, flyers, etc): \_\_\_\_\_

Lessons: (station visits, classroom instruction, home visits, etc): \_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

**5. INVOLVES COMMUNITY MEMBERS:**

- Local Businesses
- Church groups
- Volunteer groups
- Schools
- National affiliates
- State support

**6. ASSESSMENT PLAN:**

We will measure the success of this program by: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7. SUSTAINABILITY PLAN:**

The head facilitator of the Public Education Campaign is: \_\_\_\_\_

They are supported by other staff: \_\_\_\_\_

\_\_\_\_\_

Funding for the campaign is sustained by multiple sources: \_\_\_\_\_

\_\_\_\_\_

Management staff supports the program and are available to help: \_\_\_\_\_

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