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:

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

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

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Therefore, the focus of our campaign will be:

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

2. **NATIONAL/REGIONAL TIE-IN:**

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

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

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

3. **SETTING GOALS AND OBJECTIVES:**

Fire Safety Goal:

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

#1 Objective to reach goal:_______________________________________________________________
_____________________________________________________________________________________

#2 Objective to reach goal:_______________________________________________________________
_____________________________________________________________________________________

#3 Objective to reach goal:_______________________________________________________________
_____________________________________________________________________________________

4. **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: ______________________________

_____________________________________________________________________________________