

<b>REPORT REFERENCE NO.</b>	<b>CSC/24/8</b>
<b>MEETING</b>	<b>COMMUNITY SAFETY COMMITTEE</b>
<b>DATE OF MEETING</b>	<b>26 APRIL 2024</b>
<b>SUBJECT OF REPORT</b>	<b>COMMUNITY SAFETY CAMPAIGNS</b>
<b>LEAD OFFICER</b>	<b>ACFO GERALD TAYLOR, DIRECTOR OF SERVICE DELIVERY</b>
<b>RECOMMENDATIONS</b>	<i><b>That the report be noted.</b></i>
<b>EXECUTIVE SUMMARY</b>	This report gives an overview of the Service's approach to communication campaigning and the community safety campaigns that will be running during this year (2024). A more detailed presentation will be given at the Committee on the campaigns being undertaken.
<b>RESOURCE IMPLICATIONS</b>	As indicated in the paper (or something similar).
<b>EQUALITY RISKS AND BENEFITS ANALYSIS</b>	An initial assessment has not identified any equality issues emanating from this report.
<b>APPENDICES</b>	A. Campaign Calendar 2024
<b>BACKGROUND PAPERS</b>	Report

## 1. **INTRODUCTION**

- 1.1. This paper sets out the Service's approach to community safety campaigns. Communication campaign work forms an essential part of our vision to prevent fire and rescue emergencies.
- 1.2. A campaign is defined as: a planned sequence of communications and interactions that uses a compelling narrative over time to deliver a defined and measurable outcome.
- 1.3. We aim to influence people's behaviours so that they can take vital steps or make changes that reduce risks. We use data and insight to define risk areas and the audiences most at risk to target communications. This forms the campaign calendar, which is used by our Communications and Engagement and Community Safety teams to focus efforts and resources on key campaign areas throughout the year.
- 1.4. Approaches to communications campaigns in fire and rescue are covered in both the [communication and engagement](#) and [prevention](#) fire standards.

## 2. **DEFINING COMMUNICATIONS CAMPAIGNS**

- 2.1 Our approach to defining which communications campaigns to focus upon involves partnership work between the Communications and Engagement, Community Safety, and Strategic Analyst teams.
- 2.2 Data and intelligence is examined to define main risk areas to focus upon. This includes incident-related data, mapping of seasonal trends, learning from previous campaign, and community feedback.
- 2.3. We use the Government's OASIS communications framework to plan all campaigns, this covers:
  - Objectives – what does the campaign aim to achieve?
  - Audience and insight – who are our audiences and what do we know about them? What do we know about the subject?
  - Strategy – defining our overall campaign approach – proposition, narrative, channels, who to partner with.
  - Implementation – delivery of campaign, tactics to be used, and timeline.
  - Scoring/evaluation – monitoring how the campaign has performed against the objectives.
- 2.4 Alongside our own defined campaigns, we also promote other campaigns where they align with our aims. These include national campaigns ran by the Home Office,

National Fire Chiefs Council, or organisations such as RNLI, HM Coastguard, and The Royal Lifesaving Society, among others.

2.5 We also use awareness days, weeks, and months where the subject aligns with our aims.

2.6 As well as our planned campaigns, we are also live and ready to respond to emerging risks and timely opportunities to use our messaging, such as the lead up to a weather event, a media story, or incidents.

### **3. OUR CAMPAIGN STRATEGIES**

3.1 We predominately employ behaviour change strategies to support our campaign work. Over the past decade, the understanding of human behaviour and how people can be influenced to change their behaviour has advanced considerably and there are numerous models that can support this through either large-scale interventions or everyday communications messaging.

3.2 We use two main behaviour change models:

- COM-B: this is used for larger interventions and stands for Capability, Opportunity, Motivation, and Behaviour. The model is focused on exploring each of those areas to find opportunities to improve the likelihood of someone adopting the behaviour you're encouraging.
- EAST: this stands for Easy, Attractive, Social, Timely and is our main communications campaign behaviour change model. We use this to look at ways of making the behaviour easier for people to adopt, more attractive, show that others are doing the desired behaviour, and look for timely moments for people to do the behaviour so that it's part of a routine or habit.

3.3 We also use partnering and influencing as a strategy. We have built up partnerships with many local organisations, community groups and influencers to support our messaging and engagement with audiences. For specific campaigns, we partner with key organisation related to the subject matter, such as the national parks for wildfire prevention or HM Coastguard for water safety. In our audience analysis, we look at who the main demographic is influenced by and attempt to use these influencers to spread our messages. This can be local bloggers or social media personalities, or well-known people within communities.

3.4 We also benefit from having our workforce spread across our geography and well connected and trusted within our communities and make sure our stations are aware of our main campaigns and have assets available to support messaging within their local areas.

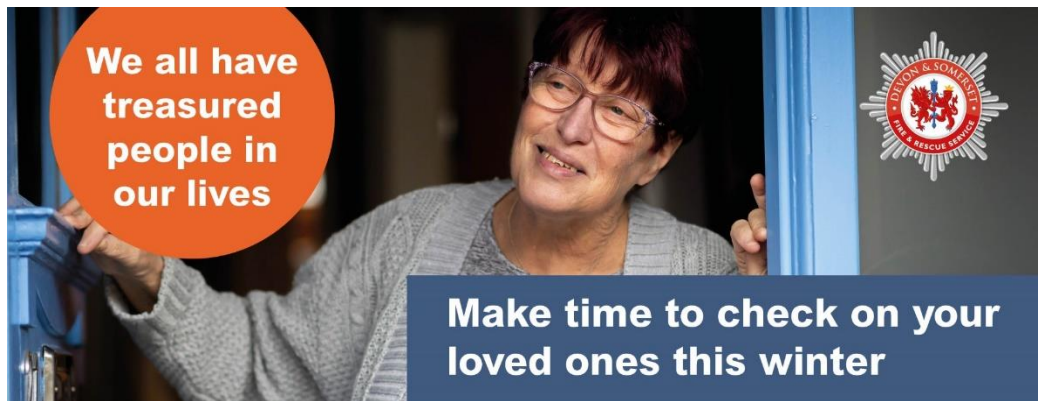
3.5 We use multiple channels and methods to target our communities from traditional media and physical marketing materials to use of social media and video-based content.

3.6 Our community safety teams do direct engagement with communities at events, and we are enabling our crews to give community safety advice at events within their local area.

#### 4. **RECENT CAMPAIGNS**

4.1 Some examples of recent campaigns will be given in more detail in the presentation. For the purpose of this paper, we'll show an example of our latest campaign

4.2 The *Treasured People* campaign, used behavioural science to encourage people who are in the high-risk category to check that they had working smoke alarms and safety plans in place. We also targeted relatives, friends, and neighbours to check in those people and have conversations themselves. This aimed to improve their safety and reduce unnecessary calls outs from false alarms, which account for 40% of the total incidents we attend.



4.3 The key audience for the campaign was people aged over 65 on low-moderate incomes across the two counties. We also targeted our own operational crews to encourage them to check and clean alarms when visiting properties and talk through false alarm activation with residents, as well as our partners responsible for housing schemes and sheltered accommodation.

4.4 The campaign ran throughout the autumn and winter months using a mix of methods, both digitally and offline.

4.5 Community Risk Team and the Home Safety Partnerships Team delivered 17 events during the campaign period – directly engaging with more than 600 people.

4.6 We gave out 400 cooking timers vulnerable people during our engagement events as an aid to reduce distraction from cooking which is known to cause false alarms and cooking fires.

4.6 The results showed good engagement with target audiences through social media, drawing people to specific webpages on smoke alarms, kitchen safety and tips of heating safety. Our engagement with audiences through partnerships received

positive feedback and showed improvements in understanding and increased engagement in the subject.



Westward Housing Group · [Follow](#)

The visual impact on the customers was amazing and got them all talking. It's a very effective [#firesafety](#) campaign and will make everyone very aware of what could happen and how to prevent that. Thanks for a great day! Thanks for launching with Westward customers at Marlborough Court in Bideford. Let's all stay safe this winter 🙌

13 w Like Reply

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- 4.7 Our learning from the campaign is that it helped increase understanding of the issue and the steps that people can take to be safer. The use of data and insight improved the campaign planning, and we now have mechanisms in place to identify false alarm properties and frequent addresses. The feedback from those engaged in the campaign was positive. Sustained effort over time and more targeting of high-risk people and properties will see reductions in incidents and false alarms. Wider Service involvement and use of influencers to amplify campaigns will also improve outcomes.

## 5. **SAFETY CALENDAR 2024**

- 5.1 The 2024 safety calendar has been produced and is to be published across the organisation. It sets out the campaigns that we'll be focusing on in the coming year.

The larger campaigns include:

- Get summer safe, which aims to prevent fires in open spaces over the warmer months, safer camping, safe use of water ways and lakes, and encouraging people to take steps to reduce their likelihood of having a vehicle fire or road traffic collision.
- Road safety: we will have a particular focus on road safety in September, targeting the 17-24 age group as they return to college or university.
- Are you winter ready: this will focus on areas of risk in the autumn winter months, such as chimney safety, boiler servicing, how to heat homes safely and safe practices around festivals such as Halloween and bonfire night.
- Electric vehicles/lithium-ion batteries: this is an increasing area of risk for us, and we will be continuing our campaign to encourage safe use, storage and charging of lithium-ion powered devices and batteries in the autumn and winter.
- The full campaign calendar can be found in Appendix A

**6. CONCLUSION**

- 6.1 We are continuing to evolve our campaign approach so that we are data driven, targeting areas of risk and those who are most at risk. As our knowledge grows, so will the effectiveness of our campaigns in reducing risks within our communities.
- 6.2 We have now published our calendar of campaigns for 2024. We are looking for opportunities to amplify these messages across our communities as campaigns are rolled out. We would welcome views and advice from Fire Authority members about how we can support you in promoting these campaigns in your constituent authorities and communities.

**ACFO GERALD TAYLOR**  
**Director of Service Delivery**