

# Fire Prevention Week

SOUTH METRO FIRE RESCUE







## **FPW 2022**

Recap of strategies used  
and success



## **2023 Problem ID**

How did we identify the  
problem



## **2023 Campaign**

Tactics for current year



# Last Year's Target Market

Who was our messaging tailored for?



## Target Market 1

Colorado Sports Fans

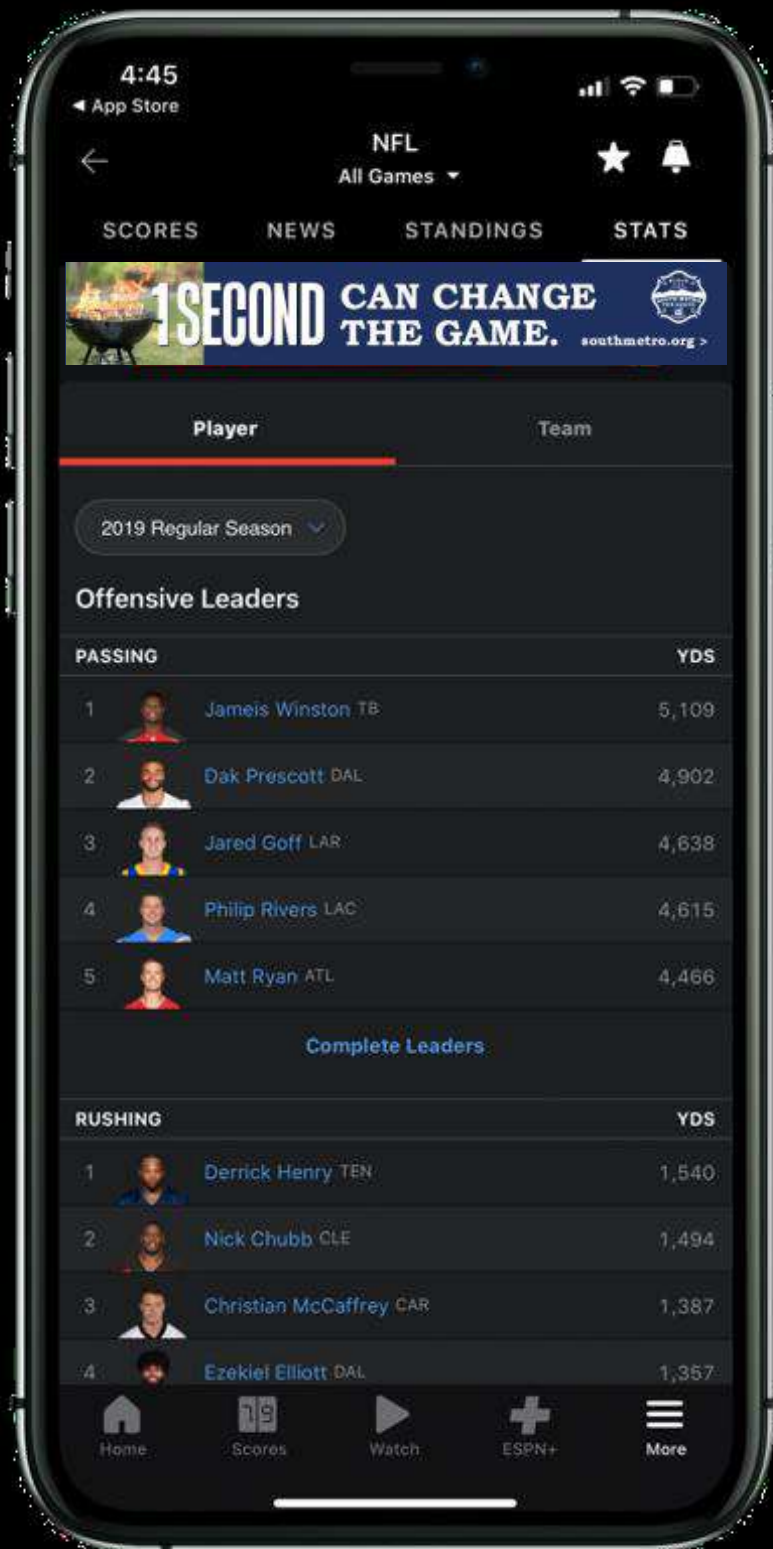


## Target Market 2

Average Families



# 2022 Media Tactics



Billboards

Radio

Fire Prevention Tour

Geofencing (aka: Banner Ads)

Foam Finger Giveaways





# Traction

2022 Results



## Campaign Results - By the Numbers

### Geo tracking Marketing

Geo tracking uses location data to target advertising promotions to specific users.

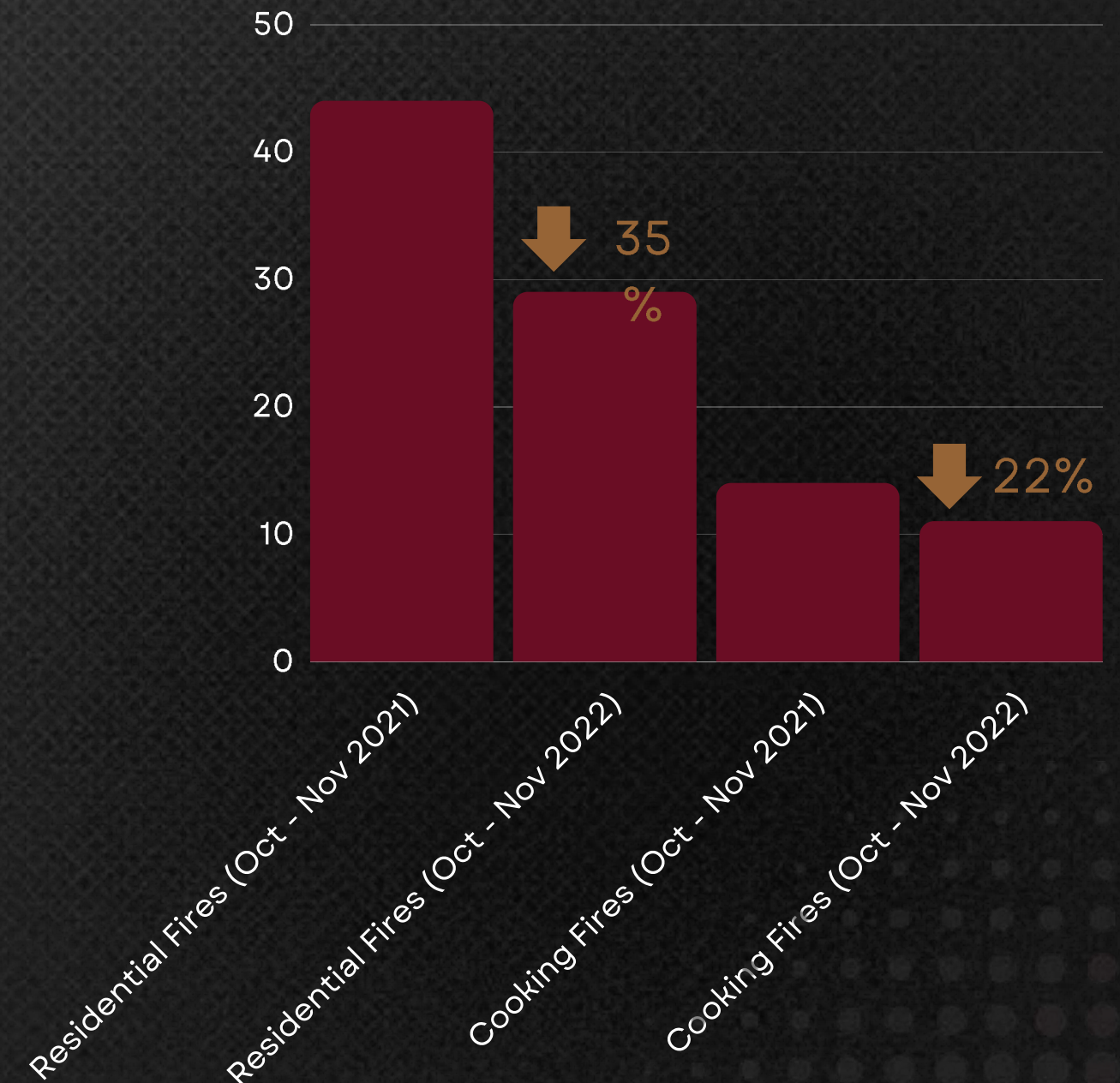
**2.68 million** impressions were made

### Billboards

Approximately **431,000 people** drove past

### Cooking Safety Campaign Landing Page

**2,892 visitors**



### Positive Trends:

**Residential Fires** went down from 44 (Oct- Nov 2021) to 29 (Oct - Nov 2022) =**35%** via Power BI. **Cooking Fires** went down **22%** (14 to 11) fires in the same time frame. This is not direct causation. However, it is a win!



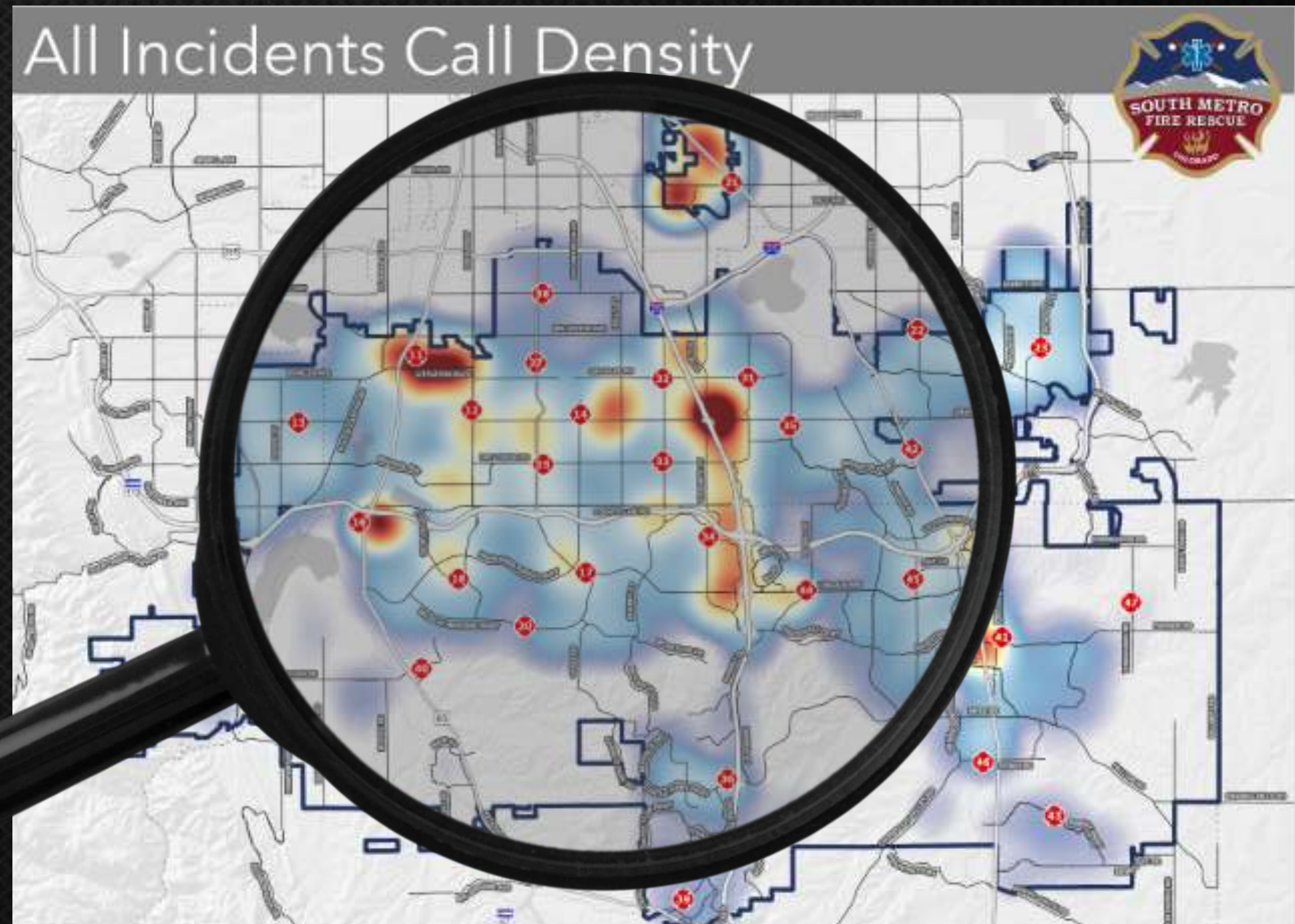
# Fire Prevention Week 2023





# Zeroing in on Our Target Audience

- Close look at all 30 stations, with a closer look at our busiest stations
- Review of Fire Incidents
- Determination of “Hot Zones”
- Key informant interviews with line staff





# 2023 Target Market

Who do we want our message to reach?



## Target Market 1

Those who are unfamiliar with what to do when they hear the smoke alarm



## Target Market 2

Newcomer families living in multi-family dwellings



# Fire Prevention Week 2023



**BEEP!! BEEP!! BEEP!!**

**HEAR IT?  
GET OUT!**

[southmetro.org](https://southmetro.org)

**SOUTH METRO  
FIRE RESCUE  
COLORADO**



1

## Billboards

Street and Bus

2

## Sidewalk Decals

Street marketing to enables communication via illustrations

3

## Geofencing

Distribution via tech platforms

4

## Radio

Taps into niche markets





# Sidewalk Decals

✓ Key locations

✓ Simple messaging





# Radio



Professional Radio Talent

15 + 30 Second Spots

Digital Radio

Traditional Radio

Latin Billboard Artist





# Geofencing



Focused target

Increased engagement

Local application

More affordable than postage

Measure local impact



# FPW Elementary School Engagement

- We reached out to every elementary school in our district
- Teachers are
- Each participating classroom will engage in a fire safety lesson
- Over 5,000 students in our district are participating next week



## Fire Prevention Week Challenge: Calling All Educators!

South Metro Fire Rescue is thrilled to announce our Fire Prevention Week Challenge, specially crafted for all elementary schools within our district. At the heart of this initiative is our shared commitment to ensuring every child and family in our community understands the critical importance of having working smoke alarms and a home escape plan.

**Why Your Involvement Matters:** As trusted educators, principals, and assistants, you hold a unique and influential position in the lives of our young learners. Your impact reaches far beyond the classroom, and you have the power to help us spread the message of fire safety like no one else!

## Participation in the Fire Prevention Week Challenge is easy!

### Here is a quick overview:

**Step 1:** Sign up to get your exclusive toolkit from SMFR. These toolkits will be sent to participating schools by October 4th.

**Step 2:** Fire Prevention Week is happening from October 8th to 14th. Inside your toolkit, you'll find a special Kahoot! link designed for teachers to use in the classroom. The school with the highest percentage of Kahoot! players will emerge as the challenge winner!

As an optional bonus, you'll also receive an email template to share with parents at your school. This email will provide valuable information on smoke alarms and home escape planning.

[Sign-Up Here!](#)

Plan and  
Practice Your  
Home Fire  
Escape Drill



### What's the Prize?

The winning school will be treated to an ice cream party for the ENTIRE school, personally delivered by your firefighters! It's a sweet reward for spreading the message of fire safety and actively participating in the Fire Prevention Week challenge. So, let's scoop up some fun and safety together!





@ REDUCING RISK