



East Sussex Fire and Rescue

“Social marketing, in a nutshell, is deploying marketing techniques and tools to influence voluntary change in behaviour to the benefit of individuals and society.”

16/10/2014 ①



What risks are we trying to reduce?

Accidental dwelling fires - in particular cooking fires and those related to smoking

RTCs

16/10/2014 ②



Key target audiences

- Groups in the Very High fire risk category:
- Young well-educated city dwellers
 - Young people renting flats in high density social housing
 - Elderly people reliant on state support

16/10/2014 ③



Our current main channels

- Website
- Social media – Facebook and Twitter
- Traditional media
- Face to face
- Stakeholder engagement

16/10/2014 ④



The Bedtime Check campaign

- Simple set of reminders
- Encouraging stakeholders to put up posters and add to newsletters etc
- Use of traditional media to reach target audience
- Use of social media to reach influencers and third parties

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Campaign themes

Electrical Fire Safety Week – 10 Nov
National Road Safety Week – 17 Nov

Rolling campaigns:
Stay Safe
Text Tales
Killer in the Kitchen



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Can we help each other?

Do we have common target groups or problems to solve?

Can we use our communication channels to support each other and increase our reach?

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Any questions?



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