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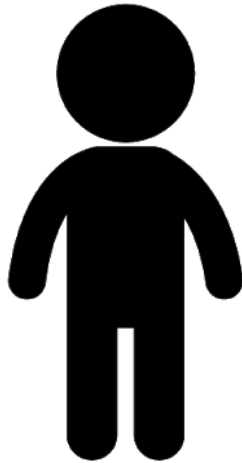


Creating a Campaign Supporting the Uptake of Residential Fire Sprinklers in Australia

Michael Arbore, Ethan Davis, Talya Feldman, and
Matthew Nicastro

Residential fires are extremely dangerous to occupants in homes

64* Deaths Per Year Due to Residential Fires in Australia



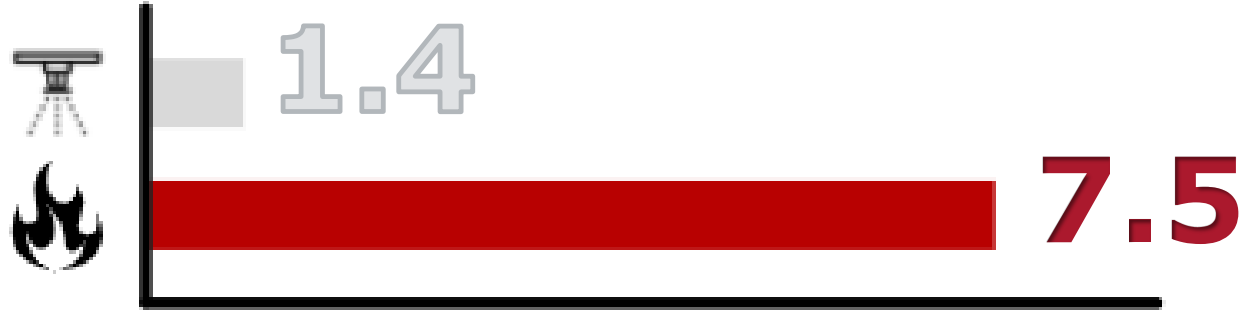
*** Average**

Residential fires are extremely dangerous to occupants in homes



Sprinklers are effective at minimizing losses in homes and controlling fires

Death
Rate**



** Per 1,000 Fires

Percentage
of Fires
Confined



Sponsor



Goal Statement

Our goal is to develop a residential sprinkler campaign for the Home Fire Sprinkler Coalition strategy based on other successful public safety campaigns.



Overview

The social context of fire sprinklers in Melbourne, Australia

Review of case studies and interviews with fire safety campaign organizers

Using social marketing to map out a campaign for HFSC Australia



The social context of fire sprinklers in Melbourne, Australia

Research on risk perception can be used to develop messages for a campaign

Trust

Control

Awareness

Research on risk perception can be used to develop messages for a campaign

Trust

Control

Awareness

Trust in the entity providing the information helps people to perceive the risks better

Research on risk perception can be used to develop messages for a campaign

Trust

Control

Awareness

Perceived control over the risk affects how large of a concern it is

There is Perceived Control Over Home Fires

Willingness to Fight the Fire:



Research on risk perception can be used to develop messages for a campaign

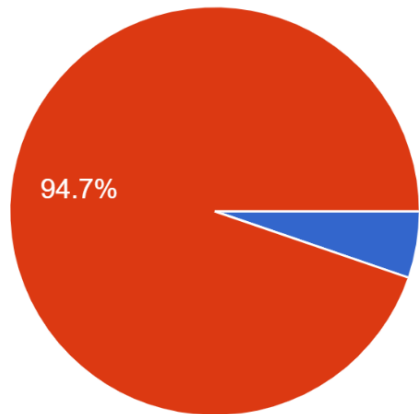
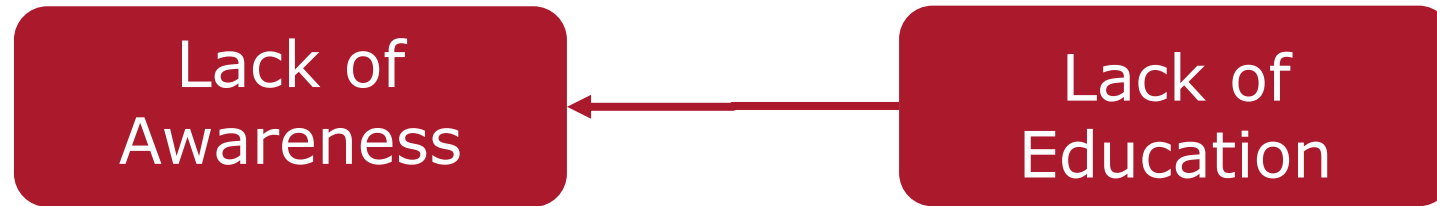
Trust

Control

Awareness

The more information people have about the risks they face, the more accurately they will perceive it

A lack of awareness is mainly due to a lack of education



Over 90% of people were not presented with an option to adopt a sprinkler systems during the home purchasing/building process

There are four main barriers of fire sprinklers

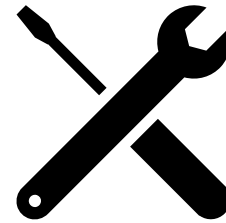
Cost



Damages



Maintenance



Appearance



Cost is one of the main barriers that drive people away from installing sprinklers in their homes

Cost

Damages

Maintenance

Appearance

18
out of
21

People surveyed would consider the cost as a main driver in their decision to install fire sprinklers

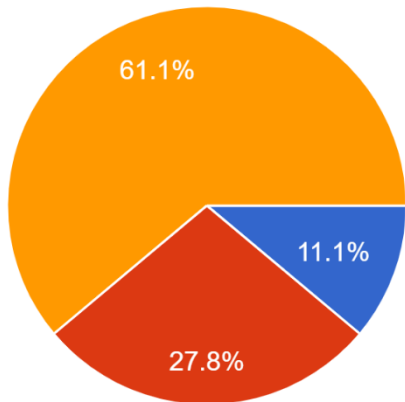
The damage caused by fire is underestimated and the damage caused by fire sprinklers is overestimated

Cost

Damages

Maintenance

Appearance



More than one third of people surveyed did not think the damage caused by a fire would be greater than the water damage caused by the fire sprinklers

Maintenance of fire sprinklers is misjudged

Cost

Damages

Maintenance

Appearance

3
out of
21

People surveyed would consider the maintenance as a main driver in their decision to install fire sprinklers

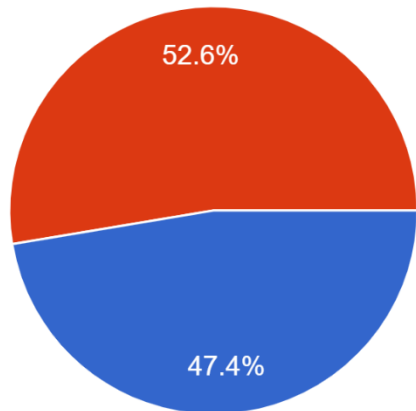
People think sprinklers have to look a certain way in order to function properly

Cost

Damages

Maintenance

Appearance



More than half the people do not know that sprinklers can be unobtrusive and hidden behind covers that match your room colour

More people means more homes, which means more opportunities for sprinklers

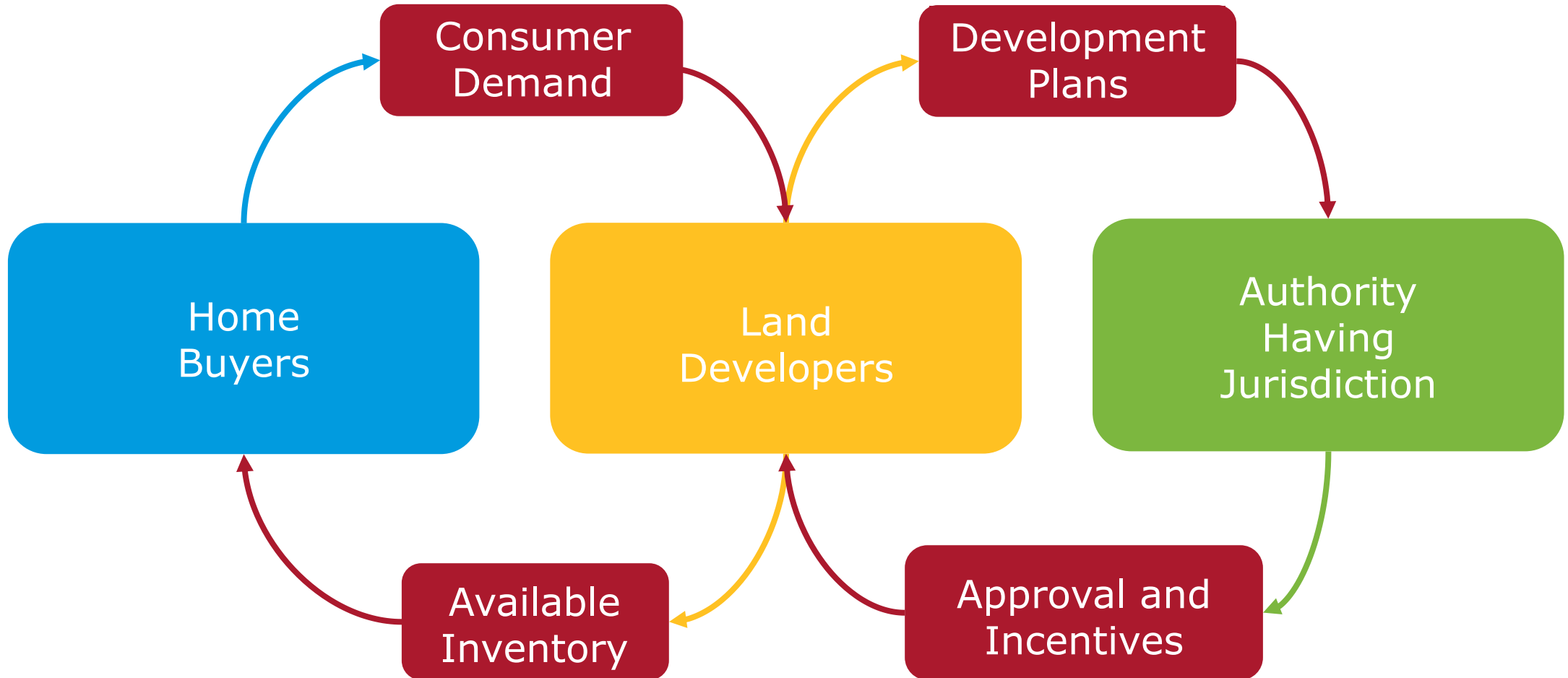


- Melbourne is the fastest growing city in Australia
- Population is expected to reach 6 million by 2025

- In the past 10 years, 1.5 million new homes were built in Australia
- Due to COVID, more people are moving into suburbs



Sprinklers can be introduced into the home buying process at multiple points



Additional Social Barriers

Builders



Lack of Certified Workers



Fire Services



Lack of Education



Builders push back against residential sprinklers

Builders

Lack of Certified
Workers

Fire Services

Lack of
Education

- Sprinklers are costly to install and take more time and resources that could be allocated elsewhere

There are not enough certified workers to help install sprinklers

Builders

Lack of Certified
Workers

Fire Services

Lack of
Education

- Even if there is a demand for sprinklers, it can be difficult to find the right workers who are educated and certified to install these systems

Even fire service have been hesitant to push for sprinklers

Builders

Lack of Certified Workers

Fire Services

Lack of Education

- Members of the fire services are not always fully educated on how sprinklers work or how effective they can be

Without proper education, people don't know how much of an impact sprinklers can have

Builders

Lack of Certified
Workers

Fire Services

Lack of
Education

- Sometimes industry stakeholders do not know how attainable it can be to get these sprinklers in homes
- Not a lot of information in the building codes about incentives



**Review of case studies
and interviews with
fire safety campaign
organizers**

Home Fire Sprinkler Coalition US



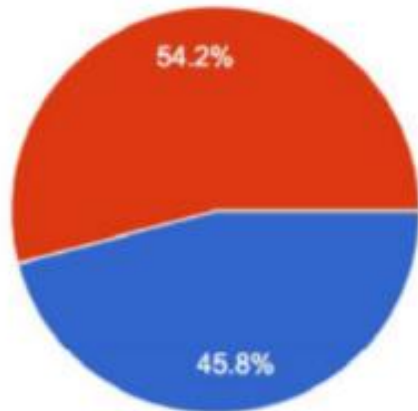
Home Fire Sprinkler[®]

C O A L I T I O N

Protect What You Value Most™

The Developer Incentive programs gives developers motivation to promote sprinklers

More than half the people survey were not aware of developer incentives before the webinar



100% of people surveyed think developer incentives could be beneficial in their area



- Working with AHJs, Developers, and other Industry Stakeholders
- Virtual and in-person grassroots campaigning

Networking with Fire Departments is a good way to spread information to homeowners

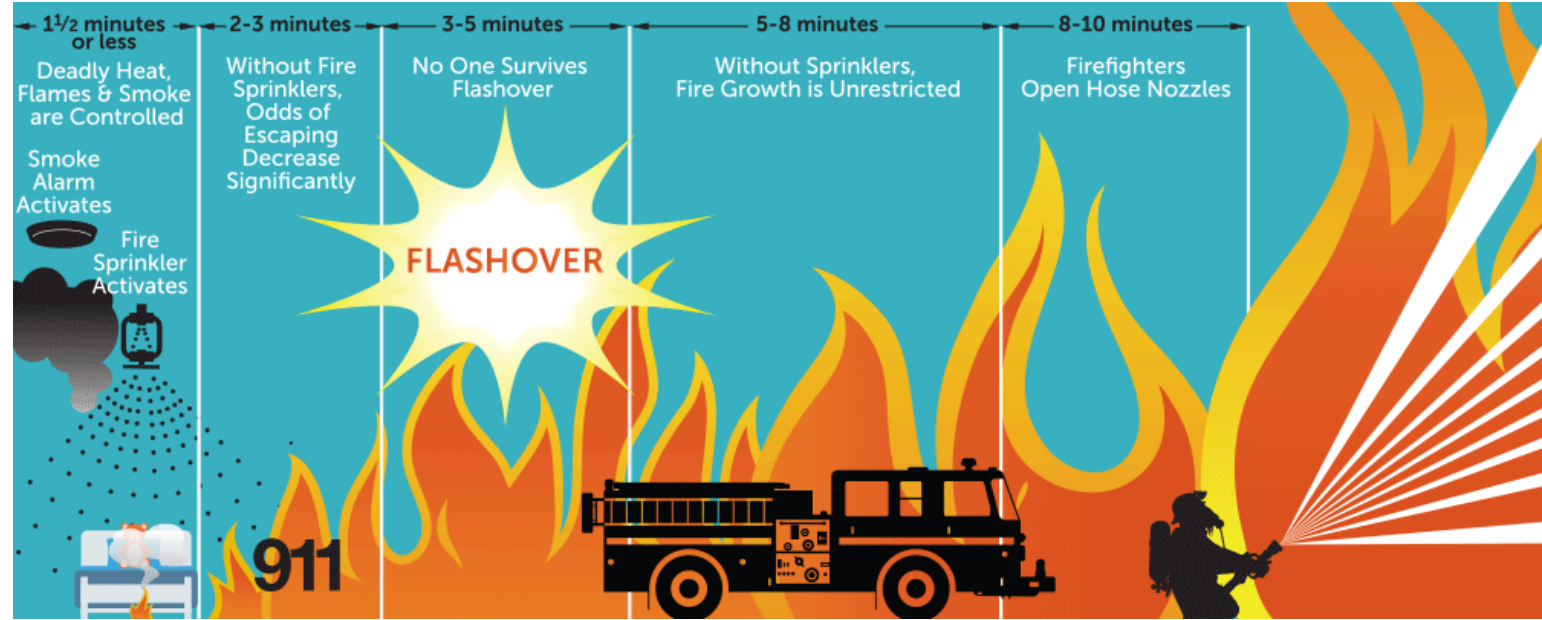


- Know communities
- Educational Prop

- Well respected

- Community events

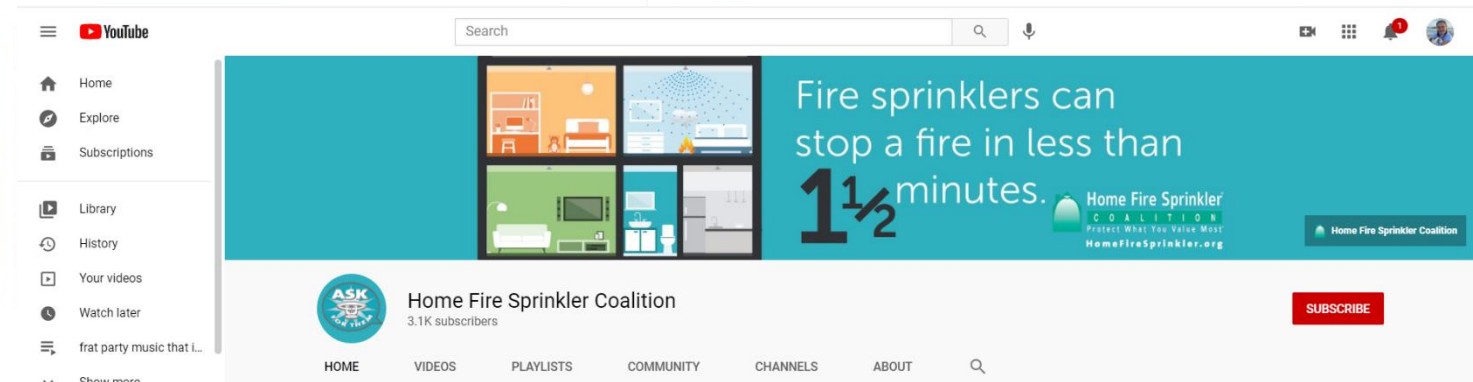
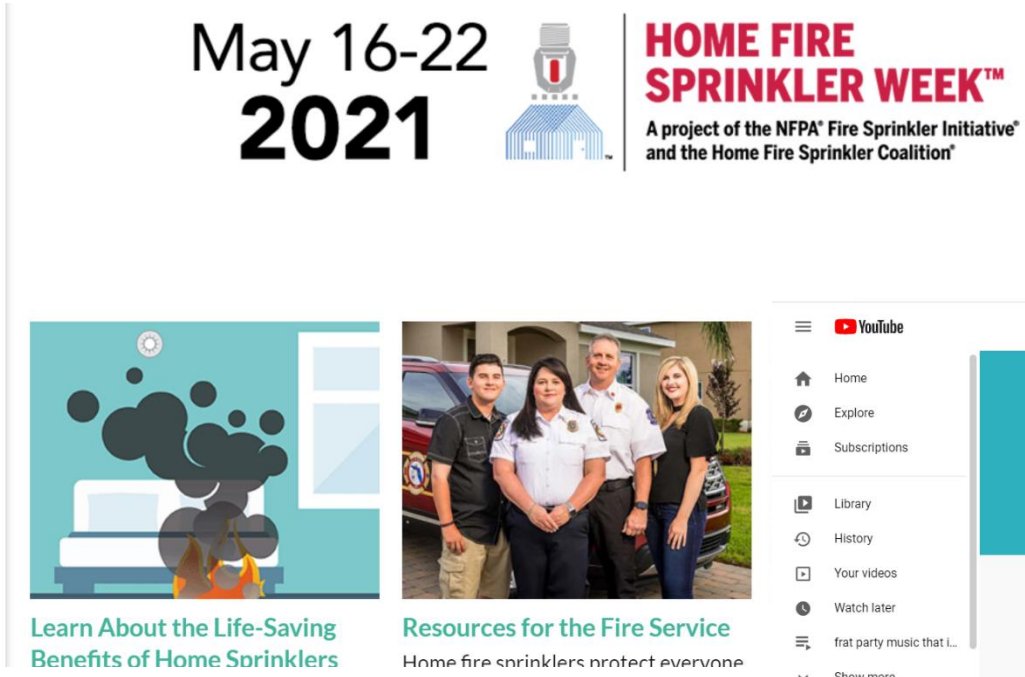
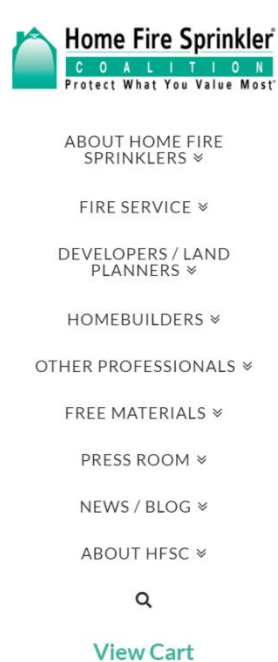
The Home Fire Sprinkler Education Prop Is an Effective Tool for Fire Services



- Home Fire Timeline outlines the risks

- Explains how sprinklers work

Home Fire Sprinkler Coalition US has a large online presence



•Website

•Social Media

•YouTube Content

Fire and Rescue New South Wales



Fire and Rescue New South Wales focuses on ensuring people have functioning smoke alarms



- Fire Services do wellness checks and converse with the community
- Higher focus on high-risk populations
- Delivery of campaign messages from uniformed fire services

Fire and Rescue New South Wales has a large online presence



- Home
- About us
- Incidents & emergency warnings
- Recruitment & volunteering
- Fire safety
- Media centre

WORKING FROM HOME?
**DON'T OVERLOAD
POWER BOARDS**

Find out more

Welcome to Fire and Rescue NSW

Smoke Alarms In Residential Rentals

23
MARCH 2020

All NSW landlords or agents need to ensure that smoke alarms installed in the rented property are in working order.

2 for landlords or agents to repair a non-working alarm (this includes changing a battery).
BUSINESS DAYS

The tenant can choose to change a removeable battery. If they choose to change the battery, they must change it within **2 business days** and notify the landlord within **24 hours**.

Tenants must notify landlords/agents if they discover that a smoke alarm is not working.

Landlords or agents must ensure:
• smoke alarms are replaced within 10 years of manufacture, or earlier if specified by the smoke alarm manufacturer
• Removeable batteries are installed or replaced every year (or for lithium batteries, in the period specified by the smoke alarm manufacturer).

It is recommended that all smoke alarms should be tested once a month by occupants and vacuumed every 6 months to ensure smoke alarms operate correctly.

Some exceptions apply to residential property in a strata scheme.

- Website with important messages
- Homeowners are the target audience
- Instructions/guides for smoke alarm installation and maintenance

Fire and Rescue New South Wales created a campaign called “Keep Looking when Cooking”



- Most common place for a fire to start is in the kitchen
- Physical campaign materials

The background features a large, faint watermark of the Monash University Polytechnic logo. The logo is circular and contains the text "MONASH UNIVERSITY POLYTECHNIC" around the top and "1865" at the bottom. In the center of the logo is a shield with a heart and a book.

Using social marketing to map out a campaign for HFSC Australia

The Social Marketing Process

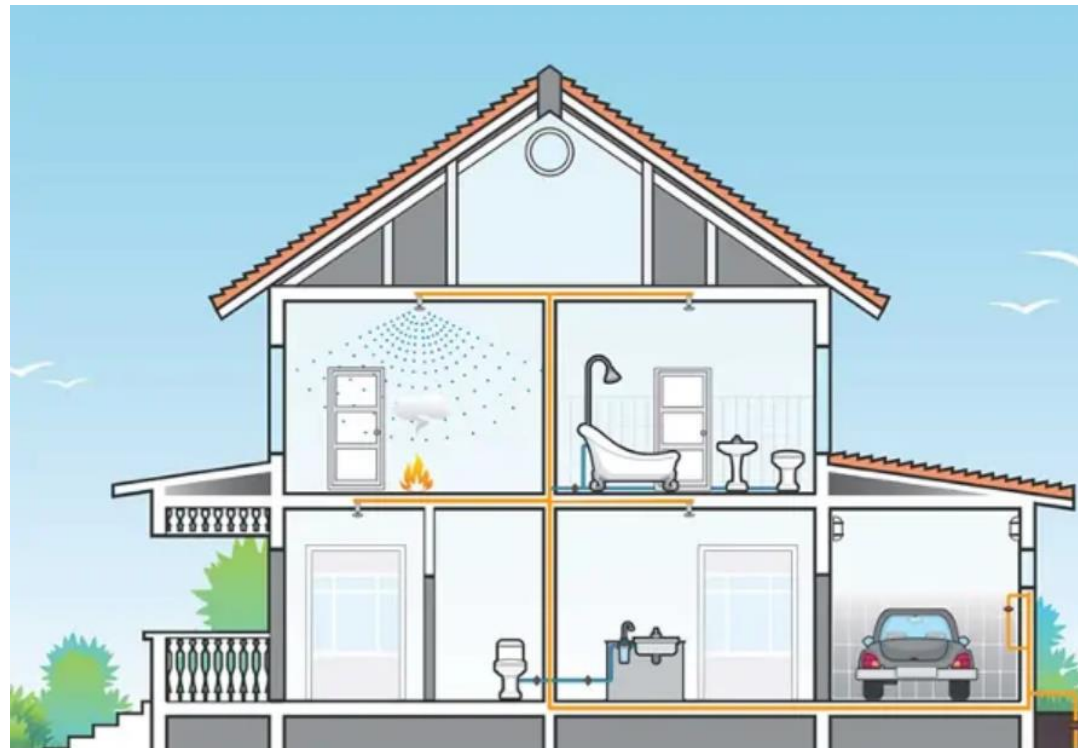


Using Social Marketing to map out a campaign for HFSC Australia



Goals

Develop a residential sprinkler campaign for the Home Fire Sprinkler Coalition strategy based on other successful public safety campaigns.



Using Social Marketing to map out a campaign for HFSC Australia



Target Audience

Current
and Future
Homeowners



Local
Fire
Departments



AHJs, Developers,
Builders, Other
Industry
Stakeholders



Using Social Marketing to map out a campaign for HFSC Australia



Messages can be sent out in the form of tweet to reach a wider audience

When a home fire starts, it becomes dangerous almost immediately. Sprinklers give you extra time to ensure you and your loved ones can get out safely.

Sprinklers are activated by the hot gasses produced by the fire. The liquid in the small glass vessel will expand from the heat and break the glass, causing the water to pour out and extinguish the fire.

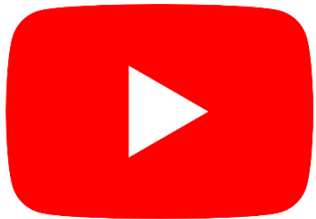


Using Social Marketing to map out a campaign for HFSC Australia



Channels

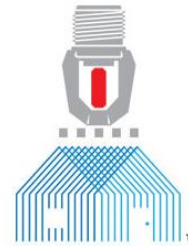
Social Media



Website



Conferences



**HOME FIRE
SPRINKLER WEEK™**

A project of the NFPA® Fire Sprinkler Initiative®
and the Home Fire Sprinkler Coalition®

Channels

Physical Campaign Materials



Digital Campaign Materials



Using Social Marketing to map out a campaign for HFSC Australia



Educational Prop



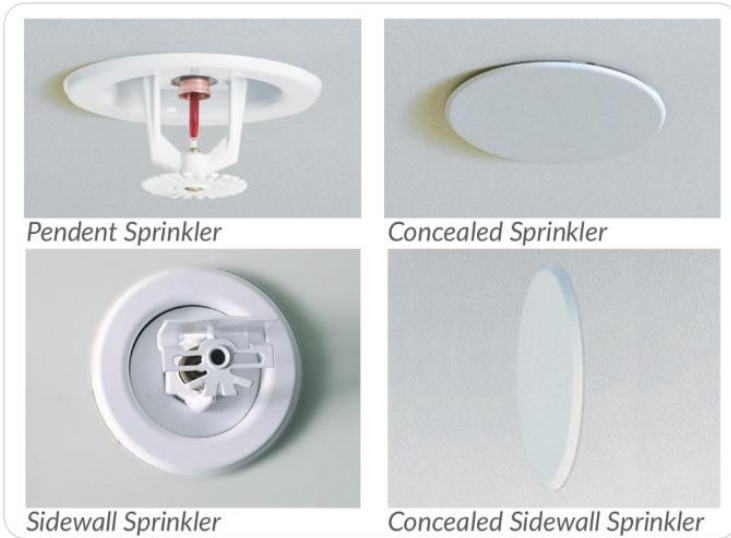
Educational Prop



Tweets

 Home Fire Sprinkler Coalition Australia ✓
@HFSCaus

Sprinklers can be hidden with wall or ceiling plates. No matter what they look like, they will still act the same. You can paint over these covers so they blend in with your house and you will barely notice them!



12:00 PM · Jan 1, 2021

 Home Fire Sprinkler Coalition Australia ✓
@HFSCaus

New home do burn! Smaller and lighter construction materials and synthetic furniture create a larger fire risk in your new home.



12:00 PM · Jan 1, 2021

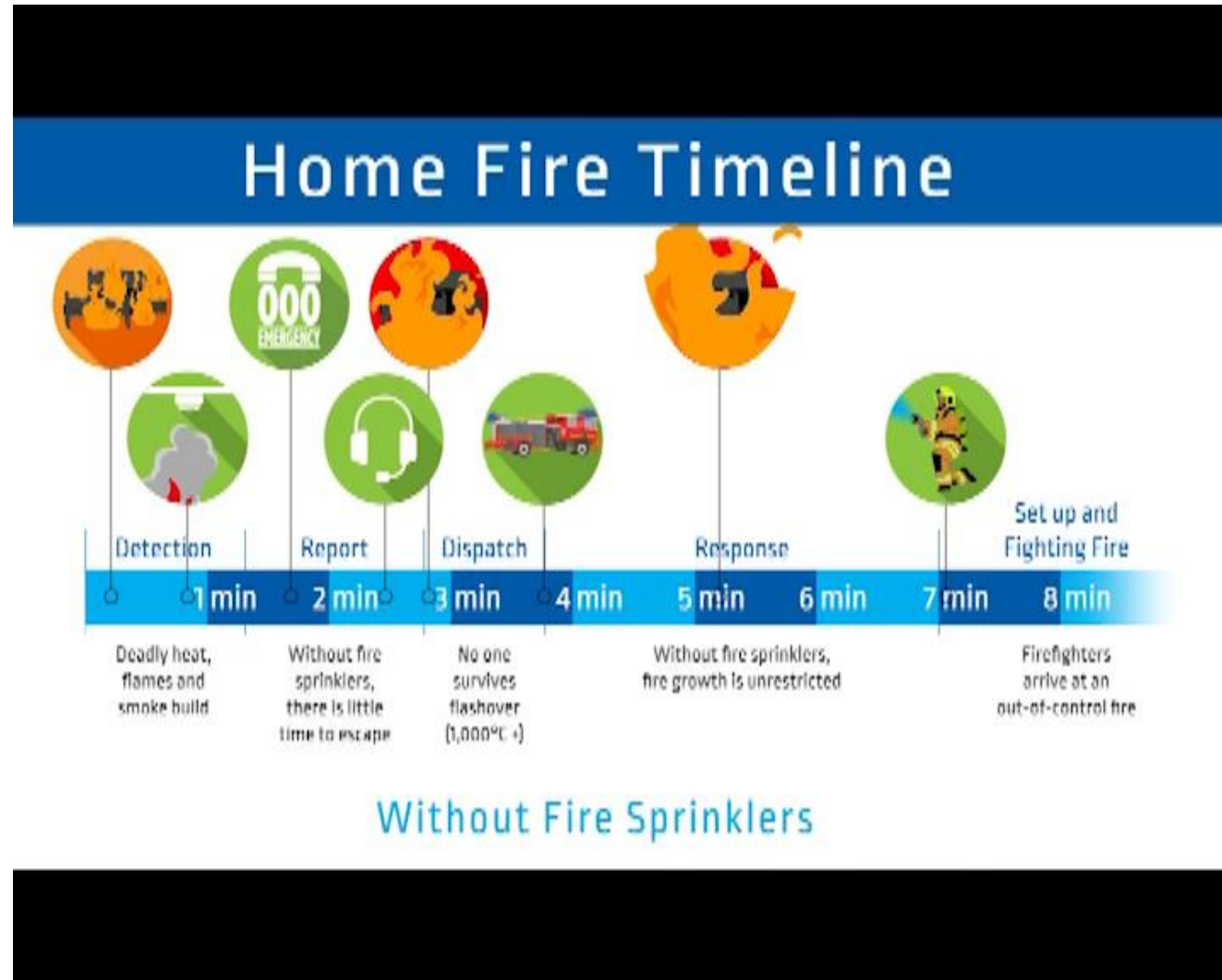
 Home Fire Sprinkler Coalition Australia ✓
@HFSCaus

Only the sprinklers near the fire will activate! If the sprinklers activate, it means that they were likely needed to control the fire. All sprinklers do not go off at the same time!



12:00 PM · Jan 1, 2021

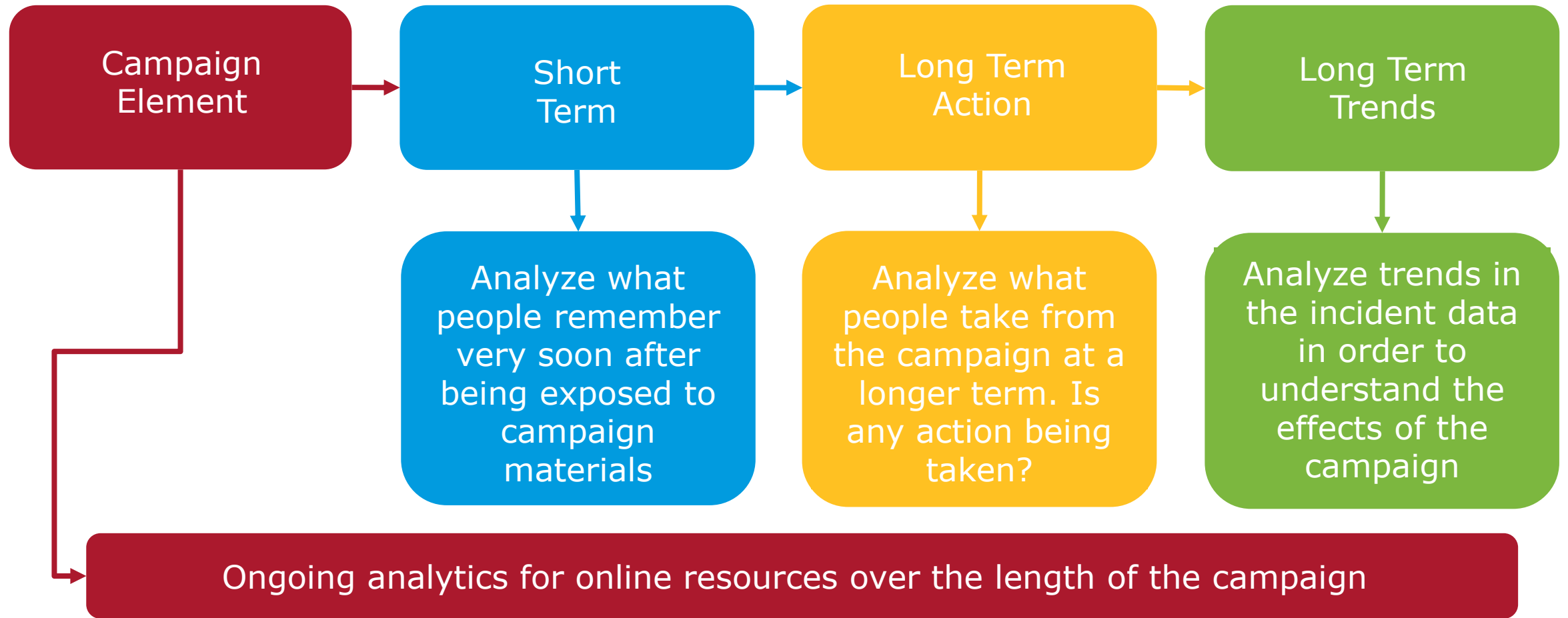
Video



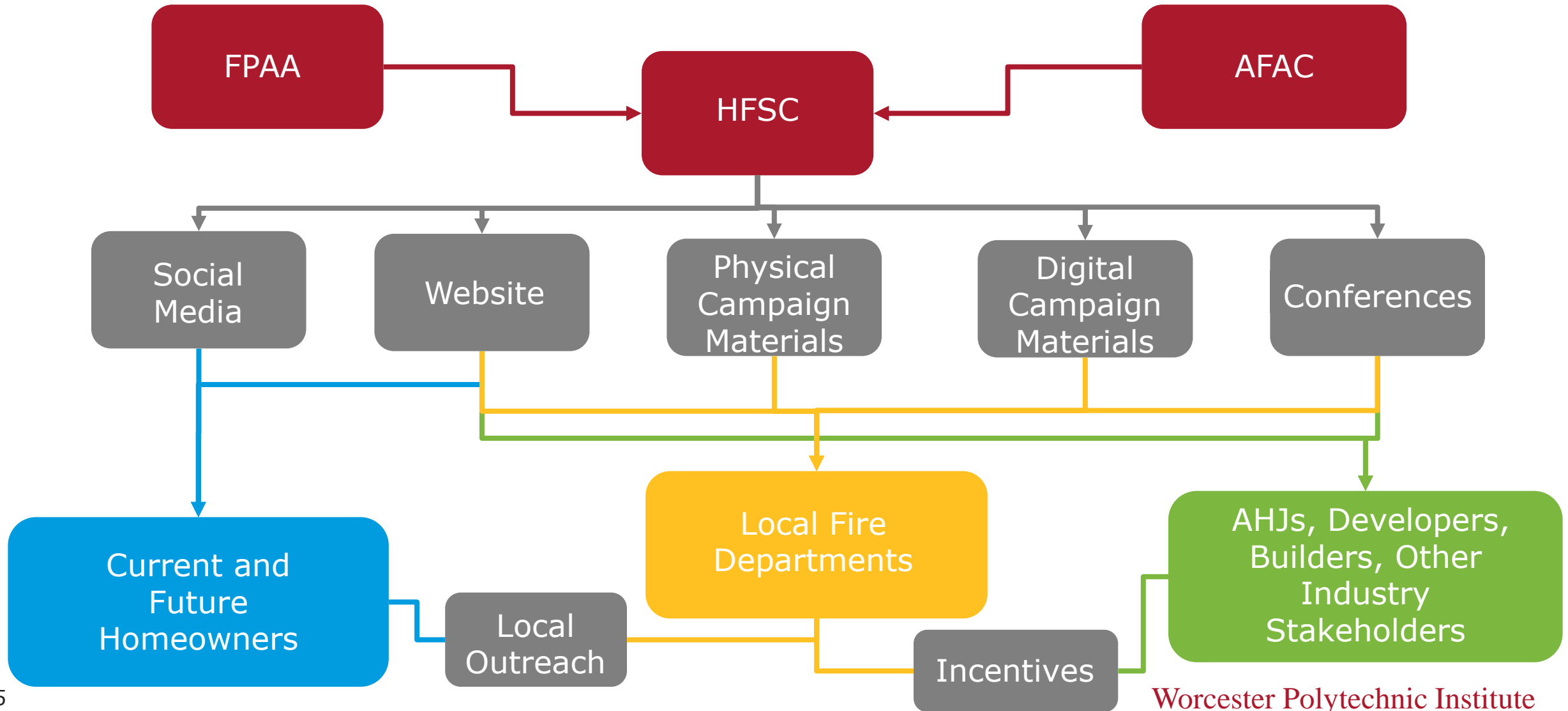
Using Social Marketing to map out a campaign for HFSC Australia



Campaign Evaluation Methods



Summary of Proposed Campaign



Further Recommendations

Work with AFAC/FPAA to compile a national report of fire incidents every year

Identify and target all stakeholders on the HFSC AU website

Create a section in the Australian building codes to adopt developer incentives



Acknowledgements

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