

Fire Prevention

Bluetooth Systems work by sending out specific messages to members of the public in a particular area via their mobile phones, and their use has proved beneficial in improving the dissemination of important Fire Prevention messages to the public. They do this in a number of different ways.



- 📶 **Location.** The *Bluetooth* activity can be set up in locations deemed to be most effective in contacting the targeted audience, so that the message gets to those members of the public most likely to be at risk. So, for example, it could be set up in an area where young mothers congregate when there has been a number of fat fires suffered by such people.
- 📶 **Tailored to target audience.** The style, language, etc. can be different, depending on the target audience. For example, a message in Urdu will probably get a better response than the same message in English in an ethnic area where that language is spoken. It is possible to use animated messages to get the attention of a younger audience.
- 📶 **Longevity.** As the message can be stored in their mobile phone, the message is reinforced every time the recipient looks at it. Also, the useful information contained within it, such as helpline phone numbers, etc. can be retained for later use.
- 📶 **Redistribution.** The recipient can send on the message (and therefore the useful information contained therein) to their friends who they think might be interested, thus expanding the audience dramatically, especially if the message is in an interesting format. This is possible as the message is stored in their mobile phone.
- 📶 **Responsive.** The *Bluetooth* system can be set up very quickly as the equipment is portable and the operators do not necessarily need to organise mains power as it can run off other power sources. By the use of standard content templates (supplied by Jibajaba Limited) the specific message can be created very quickly.
- 📶 **Consistency.** The *Bluetooth* message can fit in with local and national Fire Prevention initiatives, by modifying artwork already in use. This helps to reinforce the same message from multiple sources.