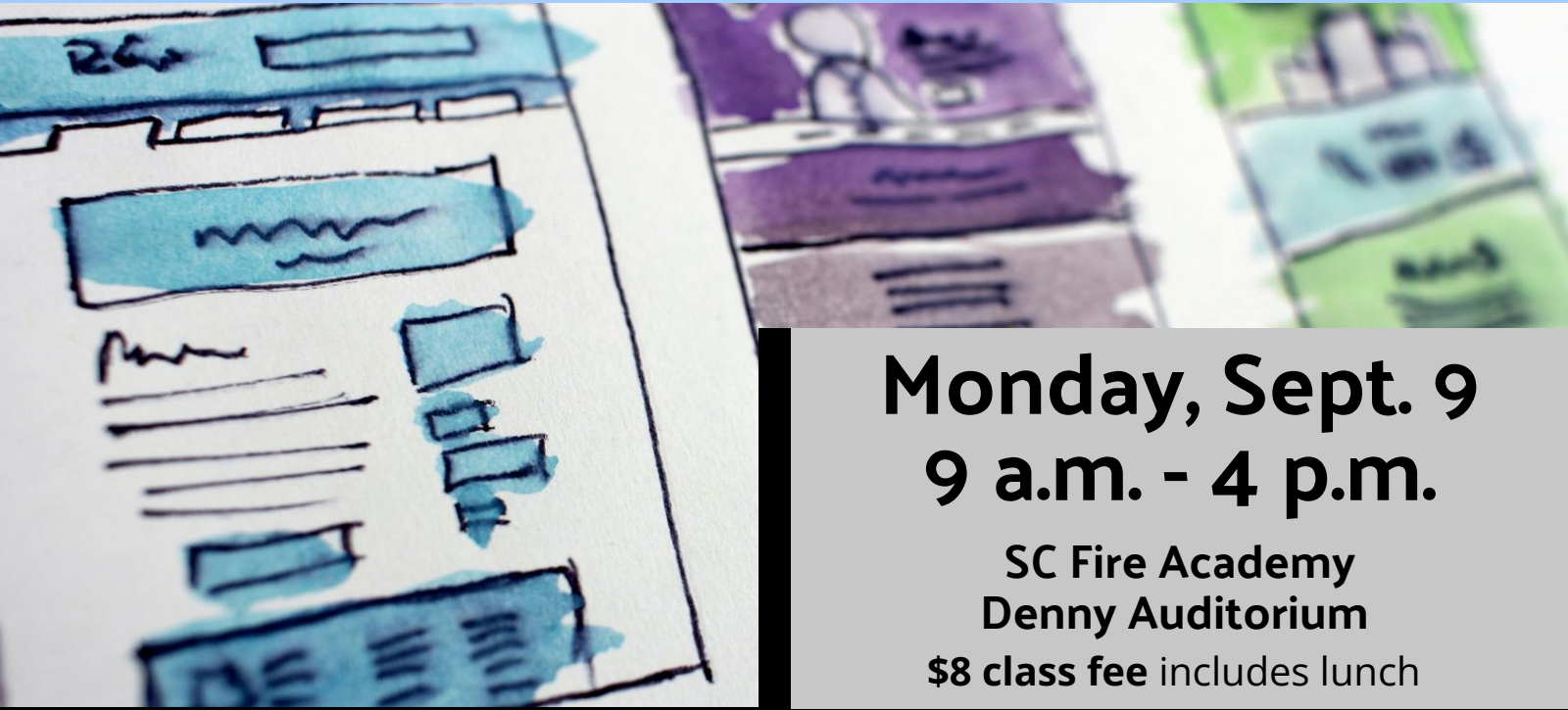


Fire and Life Safety Educator Quarterly Training

Marketing Risk-Reduction Interventions



**Monday, Sept. 9
9 a.m. - 4 p.m.**

**SC Fire Academy
Denny Auditorium**

\$8 class fee includes lunch

This Quarterly focuses on **utilizing digital platforms** such as social media campaigns, online advertisements, educational videos, and website optimization for safety information. This includes **community engagement and outreach activities**.

Discussions will encourage organizing safety workshops and seminars, partnering with local schools and community centers, and hosting fire station open houses and demonstration events.

In addition, we will discuss **public relations and media partnerships**, including collaborating with news outlets for coverage, press releases, and media training. We will also explore the **use of influencers and ambassadors**, testimonials and endorsement strategies, and **innovative campaign ideas** such as interactive apps and games focused on fire safety.

Attendees will also learn to **evaluate campaign effectiveness** using metrics to measure campaign success (reach, engagement, behavior change) through feedback collection and analysis.

Register Via Fire Portal by [clicking here](#) or scanning this QR code.

Fire service members register with Fire Department Identification number (FDID).

No FDID? Use "48003" when registering.



SCAN ME

