



Service Priorities and Programmes Electronic Presentations

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Application of 4-Ps Approach in Promoting Fire Safety at Kowloon East Cluster

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Introduction

Maintaining fire safety at workplace is especially important for hospital in light of the impact that may arise from any fire incident. Among which, staff awareness and engagement in fire safety is of outmost importance. However, the round-the-clock operation and high turnover impose particular challenges in promoting fire safety among staff in hospital.

Objectives

To formulate a staff awareness program that could address the aforementioned challenges in promoting fire safety in hospital.

Methodology

The 4-Ps marketing approach has been adopted (namely Product, Place, Price and Promotion) when redesigning a more effective fire safety awareness program (Product). At cluster level, customized e-learning program, and monthly on-site workplace-specific fire safety talks by Fire Services Department have been arranged which could be easily accessed (Place) by staff in a cost and time-effective manner (Price). Regarding promotion, a series of activities, including exhibitions, game booths and slogan competition have been organized to raise staff awareness. Of which, exhibitions and game booths are purposely set up at locations with high volume of staff flow (Place) for wider penetration of fire safety awareness among staff. At departmental level, Fire Safety Ambassadors have been trained and appointed as the backbones of ensuring and promoting fire safety at each workplace that further enhance the sense of ownership on workplace fire safety among staff.

Result

The 4-Ps approach would assist in developing a staff-oriented fire safety awareness program that could enhance staff motivation in learning and engagement in fire safety at the workplace. Keen responses and positive feedbacks were received from stakeholders on the promotional activities