

ENHANCING COMMUNITY AWARENESS CAMPAIGN THROUGH FIRE PREVENTION PROGRAM IN BARANGAY SAUYO, QUEZON CITY

ABSTRACT

AUTHORS

Rey Mark Alboleras

Joel Cabasag

Paolo Nuylan

Carl Revilloza

Charles Kirk Salazar

RESEARCH ADVISER

Irene D. Gaviola, MSCJ

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Criminology

KEYWORDS

*fire prevention; community
awareness; barangay sauyo;
quezon city; fire hazards;
electrical safety*

ARTICLE ID

AASGBCPJMR-B72419

Fire remains one of the most frequent disasters in the Philippines, particularly in highly urbanized areas such as Quezon City. Although often attributed to human error or accidental causes, fire incidents significantly impact the lives and livelihood of affected communities. These incidents commonly occur in densely populated areas with lower socioeconomic conditions. In response to this concern, this study aims to enhance the effectiveness of community awareness campaigns through a fire prevention program, particularly focusing on empowering vulnerable sectors of Barangay Sauyo, Quezon City. This study utilizes a quantitative-descriptive research design to assess the effectiveness of a fire prevention program in raising community awareness. A simple random sampling technique was employed to select participants from various communities within Barangay Sauyo that have been affected by fire incidents. A structured survey questionnaire was distributed to gather measurable data relevant to fire safety awareness, preparedness, and prevention strategies. The collected data were analyzed to characterize current conditions and determine areas for improvement. The findings revealed that most of the respondents were aged 18 to 25, with a significant number being female and having resided or worked in Barangay Sauyo for at least 11 years. Respondents from both Fire Officers/Volunteers and Barangay Officials groups strongly agreed on the effectiveness of the current community awareness campaign. However, the most prevalent issue identified in the area was the presence of outdated or overburdened electrical systems. Suggested solutions included conducting regular inspections, performing timely maintenance, and upgrading aging wiring and electrical panels in households. The study concluded that collaborative efforts between Barangay Officials and Fire Officers/Volunteers are essential to improving fire prevention campaigns. Increasing public knowledge of fire hazards and promoting proper safety measures are crucial steps in protecting lives, properties, and the environment. It is recommended that comprehensive strategies be developed and implemented to minimize fire risks and enhance community resilience. These initiatives would significantly reduce the frequency and impact of fire-related disasters in Barangay Sauyo.

RECOMMENDED CITATION

Alboleras, R. M., Cabasag, J., Nuylan, P., Revilloza, C., & Salazar, C. K. (2025). Enhancing Community Awareness Campaign Through Fire Prevention Program In Barangay Sauyo Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(1), 80.