

THE EFFECTIVENESS OF MANDALUYONG CITY BUREAU OF FIRE PROTECTION FIRE AWARENESS CAMPAIGN: AN ASSESSMENT

ABSTRACT

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KEYWORDS

*fire awareness campaign;
bureau of fire protection;
mandaluyong city; fire safety;
urban risk reduction; fire
drills*

ARTICLE ID

AASGBCPJMR-B37215

This study evaluates the effectiveness of the Fire Awareness Campaign launched by the Mandaluyong City Bureau of Fire Protection in enhancing public knowledge and promoting fire safety practices among residents, barangay officials, BFP officers, and firefighter volunteers. Fire safety education is a critical component of risk reduction, especially in densely populated urban areas where the likelihood of fire incidents is higher. The campaign aimed to reduce fire-related accidents and cultivate a culture of preparedness and fire prevention throughout the city. A mixed-methods research design was employed, incorporating both quantitative and qualitative approaches. Data were collected through survey questionnaires administered to 80 respondents, selected via simple random sampling. The sample consisted of 30 residents, 20 barangay officials, 20 Bureau of Fire Protection officers, and 10 firefighter volunteers. The survey focused on five key areas: fire risk assessment, emergency evacuation planning, fire drill training, fire incident reporting, and regular review and updating of safety procedures. The results showed that 61.25% of the respondents were male, while 38.75% were female. A majority were married (56.25%) and college graduates (52.50%). The campaign was assessed as highly effective, with weighted mean ratings ranging from 3.40 to 3.60. Respondents reported increased awareness of fire hazards, improved emergency preparedness, and greater participation in fire safety initiatives as a result of the campaign. The findings support the conclusion that the Mandaluyong City Fire Awareness Campaign was effective in promoting fire safety and preparedness. Based on the results, it is recommended that the city conduct regular inspections and maintenance of fire safety equipment, offer incentives for fire drill participation, and develop a comprehensive fire safety education program. Strengthening collaboration among the city government, barangay officials, and the Bureau of Fire Protection is also crucial. This study contributes to the growing body of literature on fire prevention, emphasizing the importance of sustained education and coordinated efforts to build safer, more resilient communities.

RECOMMENDED CITATION

Ablijena, A., Bragais, M. J., Caseres, P., Lee, C., & Nonesco, J. (2025). The Effectiveness Of Mandaluyong City Bureau Of Fire Protection Fire Awareness Campaign: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(1), 43.