



# Fiscal Year 2020 FEMA Fire Act Grant **GRANT SUMMARY REPORT**

Home Fire Sprinkler General Prevention & Awareness Campaign  
August 12, 2021 – August 11, 2022





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## MISSION STATEMENT

The Home Fire Sprinkler Coalition (HFSC) is a national, nonprofit, 501(c)(3) educational organization. HFSC is noncommercial and does not lobby for legislation. HFSC's sole focus is educational outreach. The mission of the Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of home fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.



## HFSC BOARD

American Fire Sprinkler Association  
Canadian Automatic Sprinkler Association  
FM Global  
International Association of Fire Chiefs  
National Association of State Fire Marshals  
National Fallen Firefighters Foundation  
National Fire Protection Association  
National Fire Sprinkler Association  
National Volunteer Fire Council  
Phoenix Society for Burn Survivors  
State Farm Insurance  
UL  
U.S. Fire Administration/FEMA





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## TABLE OF CONTENTS

- Introduction** .....4
- About the VR Video and Kit** .....5
- State Coalition Team Guidance** .....6
  - Online Written Presenters Guidance
  - 6-minute Step-by-Step Video
  - Printed Instructions
  - Talking Points
  - Customizable Invitations
- Surveys, Evaluations & Analysis** .....7
  - VR Kit Stakeholder Evaluations .....7
  - Fire Service Evaluations .....10
- National Fire Service VR Awareness Advertising Campaign** .....13
  - Digital Media .....13
  - Print Ads.....14
  - Custom Dedicated eBlasts .....15
  - Native Content.....16
  - eNewsletters.....17
  - Social Media Facebook Boosted Posts.....18
- National Consumer Digital Awareness Advertising Campaign**.....20
  - Goals – 4.5 million impressions | 80,000 video views | 12,000 website visits
- VR Awareness Media Outreach** .....21
  - Blog Articles .....21
  - Social Media Content .....24
  - Video Views and Engagement.....26



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## INTRODUCTION/SUMMARY

HFSC was awarded a FY2020 Fire Prevention & Safety Grant to carry out an unprecedented national CRR home fire sprinkler awareness program featuring unique Virtual Reality (VR) educational videos. FEMA's investment in HFSC's program has already proved to be a sound federal decision, delivering unmatched home fire safety resources to the fire service, local officials and the public. Even more impressive: our Grant program was built on a previous private-sector seed grant, making it a model national public-private partnership initiative.

As you read this Grant Summary you'll understand how HFSC worked with the fire service to share new VR video tools and other Grant deliverables; how we encouraged and coached regional teams of fire safety experts in one-on-one VR education events targeted to their local CRR audiences; and how we reached millions of consumers with facts about home fire dangers and video proof of the unparalleled benefits of installing fire sprinklers if they build new homes. Our Summary also details findings from our numerous Evaluation strategies that both support our Grant application goals and continue providing us with beneficial direction for our future use of Grant deliverables.

We have implemented our Grant award activities in accordance with the risk analysis, goals and objectives described in our application and completed them on time and on budget.



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## ABOUT THE VR VIDEO AND KIT

*Advisory: This educational resource was designed for use with adult audiences.*

### Virtual Reality: A Better Side-by-Side

This new resource helps you reach your target audiences with an authentic, interactive home fire experience. You can use it individually and in small groups. The Immersive Education Kit is portable; you can take it anywhere.

Use it to reach stakeholders in your community on their turf and on their timelines.

### About the Immersive Education Kit

The Kit comes complete with a rolling transport/storage case, 10 or 15 reusable virtual reality headsets, a presenter's laptop to sync with the audience headsets, and educational guidance. Alcohol pads are recommended to sanitize the headsets after each use.

Wearing the headset transports viewers into a realistic 3D home fire scene so they can experience actual home fires without and with an installed sprinkler as if they were inside the burning house. By looking around the rooms, they can watch flames and smoke from any angle and hear the fire crackle and the smoke alarm activate. This helps people understand and appreciate the speed of home fires today and the significant difference between sprinklered and unsprinklered homes.

When they experience the video in the room without a fire sprinkler, viewers will see flashover occur in real time and watch how fast the flames and smoke spread. The video of the fire in a room with an installed fire sprinkler provides convincing evidence of the life-saving and property protection power of fire sprinklers. Viewers will see with their own eyes how the high heat from the fire activates the water flow and how quickly the sprinkler controls the blaze and minimizes smoke spread.





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## STATE COALITION TEAM GUIDANCE



### Online Presenters Guidance - Virtual Reality Immersive Educational Guide

HFSC developed a microsite to help presenters conduct successful virtual reality immersive educational events. Presenters learned how to operate the VR Kit with written instructions and an instructional video. Included on this microsite were written invitations they could copy and paste or download the file and make their own updates for their specific event.

The online Virtual Reality Immersive Educational Guide includes the following:

- **6-minute Step-by-Step Instructional Video**

HFSC produced a 6-minute Step-by-Step instructional video to help presentations learn how to operate the VR (Virtual Reality) Kit. From how to open the kit, how to charge the headsets, how the headsets work, tips on how to present.

- **Printed Instructions**

HFSC produced written instructions on how to use the kits. These instructions can be viewed on a laptop or mobile device. They can be printed as well.

#### VR Kit Use With Laptop Written Instructions

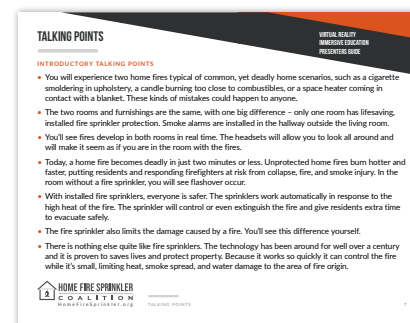
#### VR Kit Use Without Laptop

- **Talking Points**

HFSC included talking points for any presenter to use at their events, giving them all the data and information they will need to put on a successful event.

- **Customizable Invitations**

HFSC created customizable invitations for presenters to download and update the information for their specific event.





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## SURVEYS, EVALUATIONS & ANALYSIS

### FY2020 Grant VR Stakeholder Feedback Summary (481 Respondents)

The vast majority of stakeholder respondents expressed a positive experience with the VR presentation. 96% agreed it was a good use of their time, an easy way to learn, and a good public education tool. Similarly, 97% said they would recommend the VR experience to others. Just under half said the VR experience made them think about their or their family's home fire safety.



Eight of 10 respondents rated the VR experience the highest score for realism. The same number found it easy to move around to see the fire from different angles. Respondents were invited to add comments about their particular experiences. Some examples:

*"Gave me a whole new perspective on a house fire."*

*"Being able to compare the damage done side by side was life changing."*

*"Very interactive."*

*"The proximity to fire was very poignant."*

*"About as close as you can come to being in a fire without being there."*



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

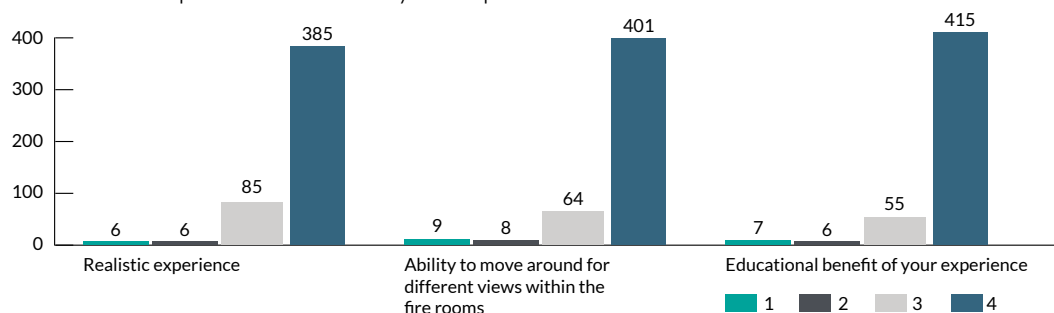
Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## SURVEYS, EVALUATIONS & ANALYSIS *continued*

### FY2020 Grant VR Stakeholder Feedback Summary *(continued)*

The VR experience reinforced stakeholder knowledge about home fires and home fire sprinklers for most of the respondents while it provided new information for many. The VR reinforced the fact that damage from a home fire is disastrous for nearly 90%. More than a quarter of respondents gained new knowledge about how fast a fire sprinkler controls a home fire. More than 20% learned new information about how fire sprinklers limit smoke and fire and make it possible to safely escape.



In addition to feedback on how the VR is a time-saver and simplifies education, respondents said it is useful as an alternative to attending live fire demos and side-by-side events. Some examples:

*“Great new use of innovative technology.”*

*“The rawness of being in the room is much more profound than a side by side demonstration.”*

*“Great! No mess to clean up.”*

*“Please make these more available to all fire departments.”*

*“What a powerful and relevant educational tool!”*

*“Nice to see new technologies being used that younger people may relate to.”*



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

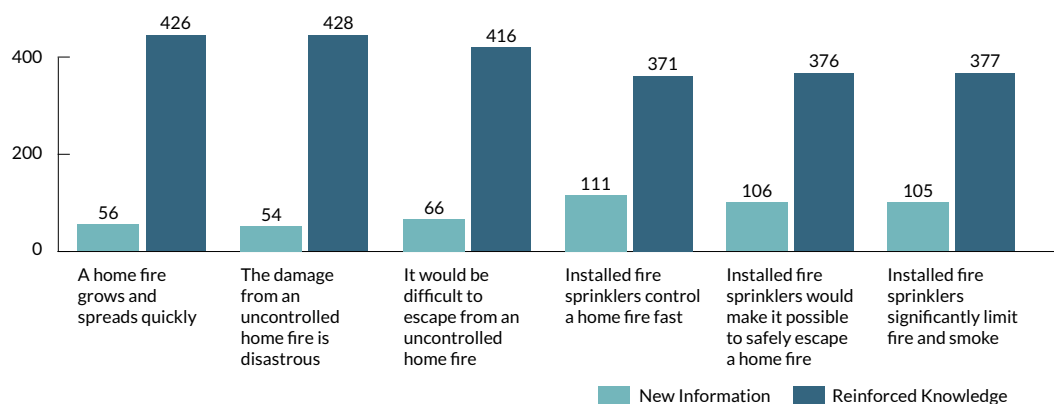
Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## SURVEYS, EVALUATIONS & ANALYSIS *continued*

### FY2020 Grant VR Stakeholder Feedback Summary *(continued)*

Many respondents noted the importance of the VR resource providing safe educational outreach. For example, several mentioned the value of being able to realistically show an actual home fire without “exposure to a toxic environment”; others noted it is “engaging without the danger” and the value of demonstrating true home fire dangers without the audience experiencing “trauma.”



Stakeholder respondents overwhelmingly found the VR useful, and one noted the resource reinforced “*my feelings as a (sprinkler) proponent.*” Another felt it would help overturn negativity, such as with those in the community working to stop home fire sprinkler installation.

The feedback documents appeal from stakeholders such as developers, water purveyors, and homebuilders. But the respondents’ comments suggest the appeal goes well beyond their own cohort. One stakeholder noted the VR could be used “*in schools and work space*” and another said it should be used for government employees and education outreach at corporate functions. Stakeholders also expressed value for local fire service training, and one wrote: “*This would be great for Fire Investigation type classes to assist with Origin & Cause.*” Another stakeholder pointed out the VR’s unique value to younger members of the community who are fans of TikTok.



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## SURVEYS, EVALUATIONS & ANALYSIS

### FY2020 Grant VR Fire Service Feedback Summary (238 Respondents)

Nearly 97% of fire service respondents said they would recommend HFSC's Virtual Reality (VR) experience to others in the fire service. Similarly, the vast majority gave the highest ratings for realism in the VR presentation (realistic rooms, fire, smoke and sprinkler activation). Overall, eight of 10 respondents gave the highest rating for the VR experience's educational value.

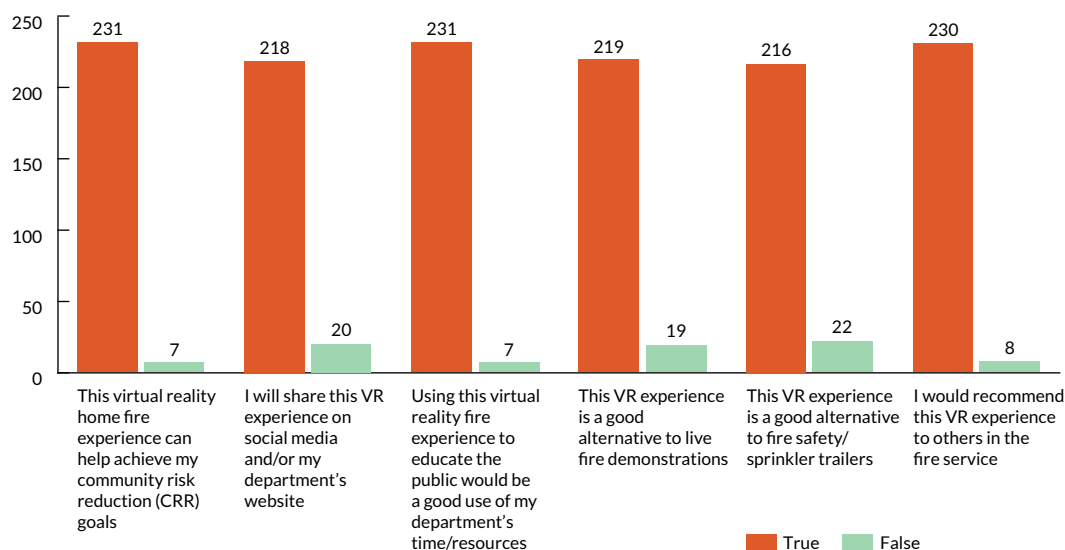
With regard to ease of use on respondents' electronic devices, 95% rated it favorably and nearly 95% gave high ratings for their ability to experience different views within the VR video. 89% stated it was easy to share the VR electronically.

97% of respondents answered affirmatively that the VR experience can help achieve their community risk reduction (CRR) goals. 91% said they intended to share the VR video on their fire department website and/or through their social media accounts. These high ratings are reflected in the comments:

*"This is the future of education in community risk reduction."*

*"This is a very cost effective, easy to deploy alternative to trailers or other props available."*

*"I think VR is the way of the future showing how fast fire can spread in modern style homes."*





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## SURVEYS, EVALUATIONS & ANALYSIS

### FY2020 Grant VR Fire Service Feedback Summary (238 Respondents)

97% of those fire service members who experienced the VR said using it for public education would be a good use of their department's time and resources. More than nine of 10 respondents said the VR is a good alternative to live fire demonstrations. A similar percentage said the VR is a good alternative to fire safety/sprinkler trailers. This is an example of the favorable feedback:

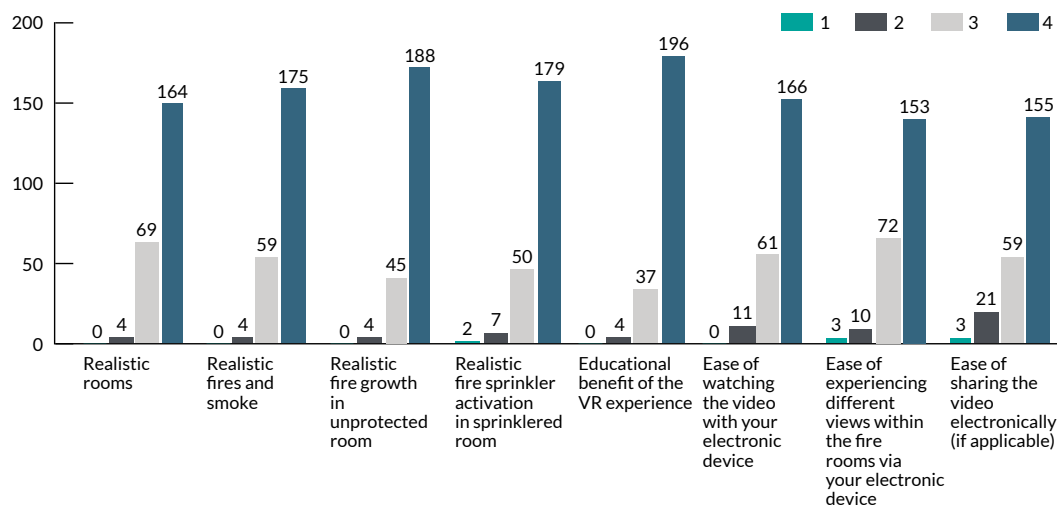
*"We are lacking in community education due to funding, personnel, and resources. This would address all of these for us. Being as large as we are this would go far, easily and quickly."*

Some respondents acknowledged that experiencing the VR changed their personal beliefs about home fires or sprinklers. Some admitted it improved their knowledge about home fire sprinklers, such as these respondents:

*"I had not realized how quickly a sprinkler could address the issue. I also did not realize that single sprinklers could be activated separately from the others, based on heat...not smoke."*

*"Yes, I didn't believe the extent of protection home sprinklers provided."*

*"Yes just the way a fire spreads so quickly."*





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## SURVEYS, EVALUATIONS & ANALYSIS

### FY2020 Grant VR Fire Service Feedback Summary (238 Respondents)

Other respondents found that experiencing the VR reinforced their understanding and advocacy for home fire sprinklers:

*"Yes, it is good to be able to see it and not even have to leave the station, very awesome!!!"*

*"Yes, home fire sprinklers can help protect life and property quickly by reducing the fire while units are dispatched and responding."*

And perhaps the most important comment of all:

*"My new home will have sprinklers in it."*

Several respondents noted that the VR is also useful for fire service training. And while the majority of respondents didn't need any prompting to support fire sprinklers, their comments reveal the positive impact the VR had on this important audience – the key source of home fire safety information in communities.

*"We have always been a proponent of home fire sprinklers but have really had no way to display exactly how much of a difference they make. This unit would be a fantastic addition to our prevention team's presentations."*

*"My home is already fire sprinklered, so this video reinforced my decision to fire sprinkler my home."*

*"It opened my eye even more than before. I have been a proponent for home sprinklers for years."*

*"This did not change my beliefs (home is sprinklered) but is an amazing tool for the layperson."*

In summary, the feedback from this important audience was highly positive. These quotes exemplify fire service interest in using the VR:

*"This is the best video footage I have seen showing flashover, how blinding the smoke is and a sprinkler activation in a residential setting."*

*"I feel that by putting people directly into the environment through VR is a very effective tool."*

*"This would be a fantastic tool to use in our program!"*

*"I think the new VR tool is an excellent method to educate those that cannot set up real life side by side demonstrations."*

*"This VR experience is incredible, and I would love to see more of these throughout the fire service for training and education."*

*"I think this would be good to show city councils and village boards. I would also like to show this to builders."*



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN

### Digital Media

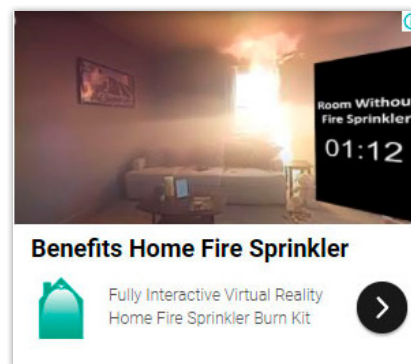
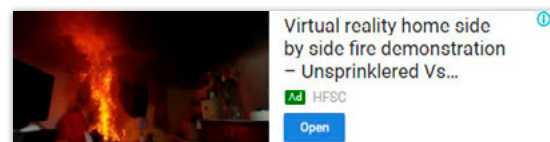
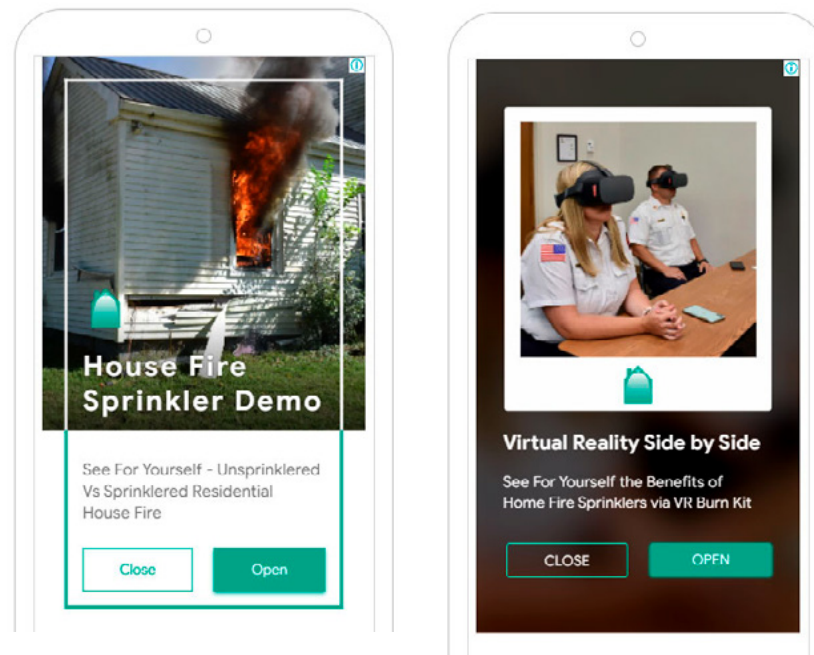
HFSC created a digital VR awareness campaign targeting members of the Fire Service through Google Ad Network, YouTube, Paid Keyword Search, Display Ads and Remarketing.

Landing Page: [homefiresprinkler.org/vr](https://homefiresprinkler.org/vr)

Duration of the Campaign:

February 14 - May 1, 2022

- 1,324,922 Impressions
- 358,359 Engagements (views + clicks)
- 9,395 Clicks to Landing Page
- 3:13 minutes: ave. time/visit landing page
- 301,019 YouTube Video Views





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN *continued*

### Print Ads

Print ads in 7 publications: 298,016 total circ.

- **Firehouse** – April & May issues:  
77,675 circ.
- **Fire Engineering** – April & May issues:  
42,583 circ.
- **NFPA Journal** – Summer issue (May/June):  
50,000 circ. – Free Ad
- **Sprinkler Age** – May/June issue:  
4,500 circ. – Free Ad
- **National Fire Sprinkler** – May/June issue:  
3,000 circ. – Free Ad



### Virtual Reality Reveals the Speed of Fire and the Power of Fire Sprinklers

Exposure to home fires puts responders at risk from fire, collapse and health hazards. Each new home built without home fire sprinklers makes the community less safe for all.

With HFSC's new virtual reality video you can help decision makers, stakeholders and others in your community understand what you know all too well: today's home fires are fast and deadly.

With user-controlled 360-degree full-room views, they'll experience actual house fires in virtual reality, feeling as if they are in the rooms. They'll see flashover in the unsprinklered room in real time and watch a sprinkler automatically control the blaze in another.

This new resource lets you share your knowledge with convincing evidence of the need to protect new housing stock with sprinklers. It can be watched with 3D glasses/headset for an immersive experience or in 2D on HFSC's website.

Installed home fire sprinklers support Community Risk Reduction. Our new virtual reality video is an effective resource to help you achieve your CRR goals. Visit [HomeFireSprinkler.org/VR](https://HomeFireSprinkler.org/VR).



Scan this QR code with your smartphone to learn more.



©2022 Home Fire Sprinkler Coalition



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN *continued*

### Custom Dedicated eBlasts


- e-Blasts in 2 publications: 416,702 total circ.

#### Firehouse – April 12 & May 15

- 4/12** – Subject Line: Virtual reality reveals the speed of fire
  - 104,205 Delivered
  - 67,215 Opened (64.50%)
  - 691 Clicks (1.03%)
- 5/15** – Subject Line: Virtual reality shows the speed of fire and benefits of fire sprinklers
  - 104,896 Delivered
  - 68,521 Opened (65.32%)
  - 614 Clicks (0.90%)

#### Fire Engineering – April 21, May 10 & August 4

- 4/21** – Subject Line: Virtual reality reveals the speed of fire
  - 70,306 Delivered
  - 30,643 Opened (43.58%)
  - 1,282 Clicks (4.18%)
- 5/10** – Subject Line: Virtual reality shows the speed of fire and benefits of fire sprinklers
  - 69,552 Delivered
  - 34,602 Opened (49.74%)
  - 1,471 Clicks (4.25%)
- 8/4** – Subject Line: Fire is fast, sprinklers are faster, see for yourself
  - 67,743 Delivered
  - 30,519 Opened (45.05%)
  - 1,050 Clicks (3.44%)



### HFSC VIRTUAL REALITY


#### Virtual Reality Reveals the Speed of Fire and the Power of Fire Sprinklers

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This new resource lets you share your knowledge with convincing evidence of the need to protect new housing stock with sprinklers. It can be watched with 3D glasses/headset for an immersive experience or in 2D on HFSC's website.



CLICK HERE AND COMPLETE  
A SURVEY FOR A CHANCE TO  
WIN 3D GLASSES






Room Without Sprinkler  
01:38

**Unsprinklered and Sprinklered**  
[Watch on YouTube](#)  
[Download the file](#) (484 MB)

**Sprinklered and Unsprinklered**  
 (room with sprinkler first)  
[Watch on YouTube](#)  
[Download the file](#) (494 MB)

**After the Fire Side X Side Comparison**  
 (room with sprinkler first)  
[Watch on YouTube](#)  
[Download the file](#) (494 MB)

Installed home fire sprinklers support Community Risk Reduction. Our new virtual reality video is an effective resource to help you achieve your CRR goals.

[Visit HomeFireSprinkler.org/VR](https://www.HomeFireSprinkler.org/VR)



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

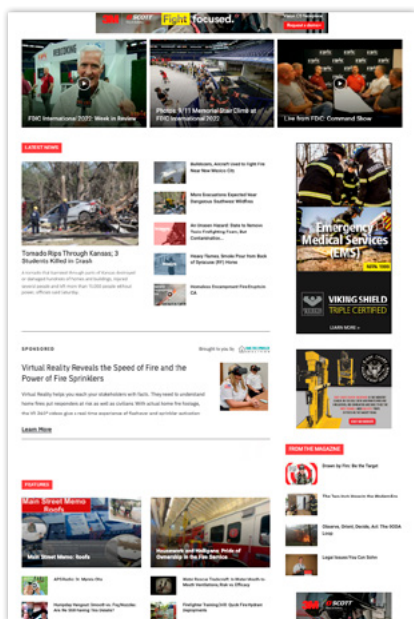
Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN *continued*

### Native Content

- **Firehouse Native Content:** May 17, 2022 – May 17, 2023
  - 5/17 promotion started: Firehouse promotes the native content on their website via banner ads, eNewsletters, etc.
  - Article was posted on their website and will remain there for 1 year
  - 42 leads received
- **Fire Engineering:** May 1 – 31
  - 46,145 Impressions
  - 169 Clicks



### Home Fire Sprinkler Coalition Virtual Reality Video Proves the Speed of Fire and the Power of Fire Sprinklers

The Home Fire Sprinkler Coalition (HFSC) is taking home fire safety education to the next level with a new virtual reality (VR), 360-degree video that compares an actual house fire flashover with a fire sprinkler activation in an identical room. Created to improve awareness of the speed of today's home fires and the need for installed sprinkler protection, HFSC's new resource was created with footage of live fires, making it stand apart from animated virtual reality videos.

Thanks to state-of-the-art cinematic technology, viewers can experience the fires without and with an installed sprinkler as if they were inside the burning house. They can watch flames

and smoke from any angle and hear the fire crackle and smoke alarms activate. In the video without a fire sprinkler, viewers will see flashover occur in real time and watch how fast the flames and smoke spread. When they watch the video with an installed fire sprinkler, they'll learn how the high heat from the fire activates the water flow and see the sprinkler quickly control the blaze and minimize smoke spread.

HFSC produced the VR video in 2021 with a seed grant from State Farm. HFSC was later awarded a FEMA Fire Prevention & Safety Grant to build on that initial production, promote it to the fire service and the public, and purchase Immersive VR Kits in order to work directly with the fire service to present and evaluate the effectiveness of the virtual reality experience.

(continued on back)



HomeFireSprinkler.org/vr





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN *continued*

### eNewsletters

Banner ad places with Firehouse and Fire Engineering magazines:

#### • Firehouse "Community Risk" eNewsletter

Sole Sponsorship 4/10 & 6/10 issues

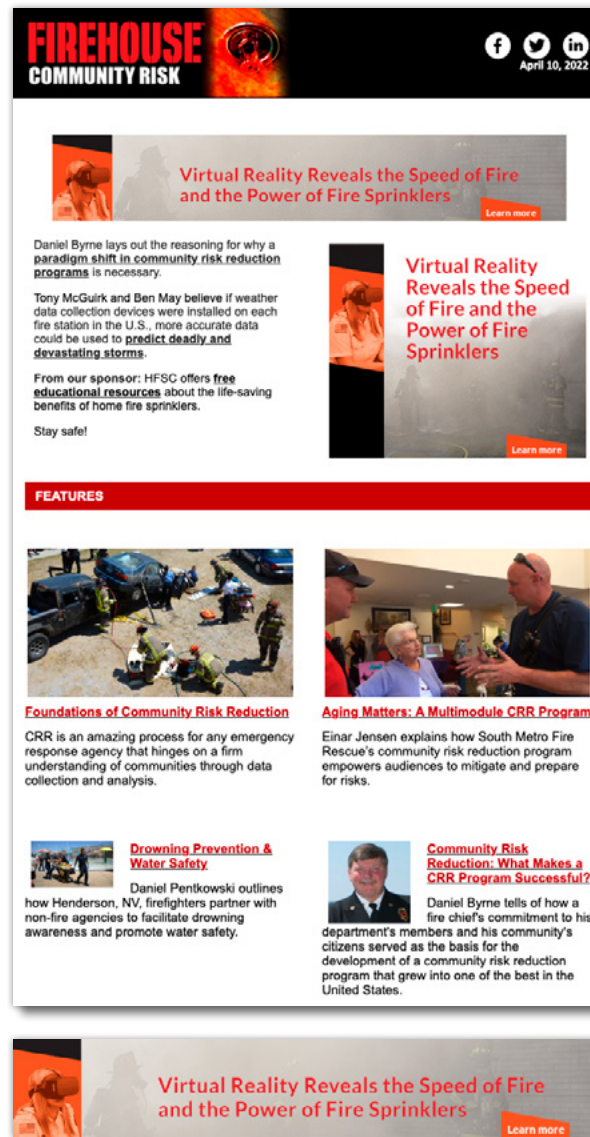
- 4/10: 16,748 Delivered
- 10,102 Opened (60.43%)
- 19 Clicks (0.19%)
- 6/10: 16,746 Delivered
- 10,000 Opened (59.72%)
- 13 Clicks (0.08%)



#### • Fire Engineering "Daily" eNewsletter

4/18 & 5/16 issues

- 4/18: 342,051 Delivered
- 147,291 Opened (43.06%)
- 36 Clicks (0.02%)
- 5/16: 273,229 Delivered
- 111,448 Opened (40.78%)
- 5 Clicks (0.004%)





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

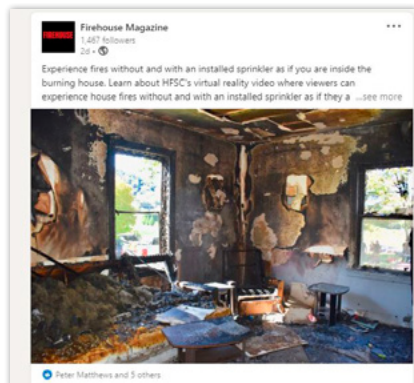
August 12, 2021 –  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN *continued*

### Social Media Facebook Boosted Posts

#### Firehouse Video Posts

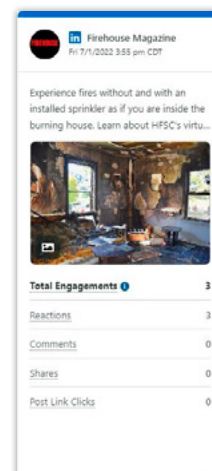
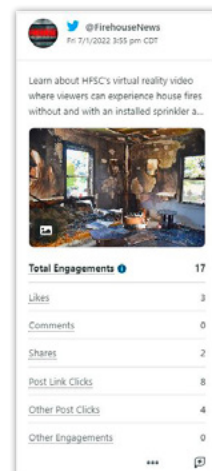
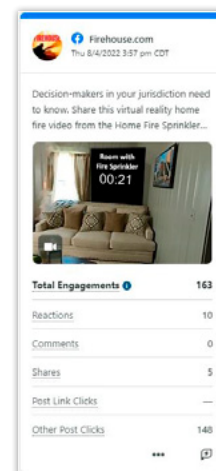
- Facebook Post 6/20



- Twitter Post 6/23



- LinkedIn Post 6/28



#### Firehouse Facebook Posts

7/1, 7/19, 7/22, 8/1, 8/4, 8/16

#### Firehouse Twitter Posts

7/1, 7/21, 7/23, 8/2, 8/14

#### Firehouse LinkedIn Posts

7/1, 7/20, 7/26, 7/29, 8/8, 8/11

- Engagements: 1,434
- Reactions: 119
- Shares: 58
- Post Link Clicks: 1,155
- Likes: 41



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

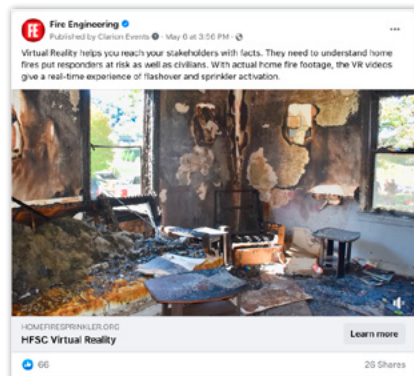
August 12, 2021 -  
August 11, 2022

## NATIONAL FIRE SERVICE VR AWARENESS ADVERTISING CAMPAIGN *continued*

### Social Media Facebook Boosted Posts *(continued)*

#### Fire Engineering Facebook Boosted Video Post

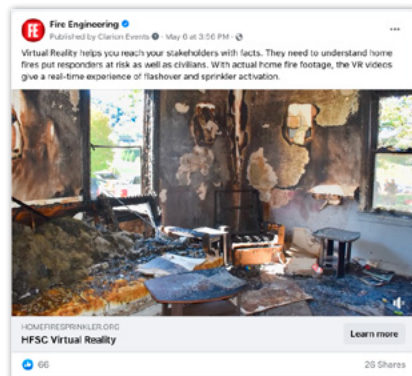
5/9 - 13



- 21,328 Reach
- 35,287 Impressions
- 6,076 Post Engagements
- 1,386 Clicks
- 726 Link Clicks

#### Fire Engineering Facebook Boosted Video Post

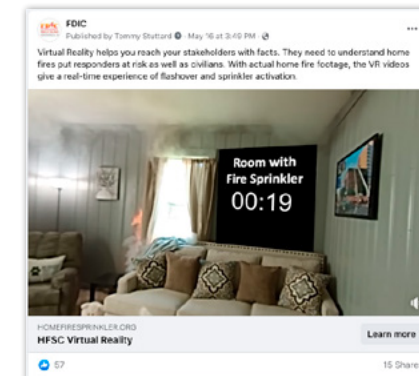
5/16 - 20



- 22,269 Reach
- 37,649 Impressions
- 8,096 Post Engagements
- 1,319 Clicks
- 701 Link Clicks

#### FDIC Facebook Boosted Video Post

5/23



- 29,415 Reach
- 33,255 Impressions
- 10,763 Post Engagements
- 918 Clicks
- 572 Link Clicks



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## NATIONAL CONSUMER DIGITAL AWARENESS ADVERTISING CAMPAIGN

Targeting people who plan to build a new home, HFSC implemented a digital campaign using keyword search, display ads placed on websites viewed by the target audience, and a video campaign. The short messages include facts about home fire sprinklers, featuring the VR (Virtual Reality) video. Visitors who clicked on the ads were sent to the MyHomeFireSprinkler.org landing page where they could request information sent to them or download more information.

Consumers could receive a FREE pair of 3D glasses for which to view the VR video off YouTube by complete a survey. The results of survey garnished 7 responses.

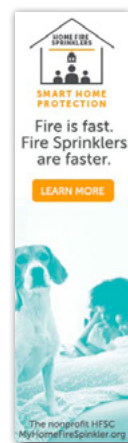
### Feature Video:

[https://www.youtube.com/watch?v=W\\_S4hmem8Co](https://www.youtube.com/watch?v=W_S4hmem8Co)

Duration of the campaign:  
March 15 and ran through September 22

### Campaign Results:

- 15,408,899 Total Ad Impressions
- 593,705 Engagements (views + clicks)
- 14,610 Clicks to Landing Page
- 420,578 Total Video Views (:30 & :50 Teaser Videos)
- 2:43 minutes: ave. time/visit landing page
- 3,068 Total Ad Clicks
- 6,790 hours spent by people watching the videos





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## VR AWARENESS MEDIA OUTREACH

### Blog Articles

September 14, 2021

#### Home Fire Sprinkler Coalition Awarded FEMA Grant to Roll Out Next-Generation Virtual Reality Home Fire Education

<https://homefiresprinkler.org/home-fire-sprinkler-coalition-awarded-fema-grant-to-roll-out-next-generation-virtual-reality-home-fire-education/>



October 22, 2021

#### Home Fire Sprinkler Coalition Virtual Reality Video Shoot A Success Thanks to Help from National Fire Sprinkler Association and Ashland City Fire Department

<https://homefiresprinkler.org/home-fire-sprinkler-coalition-virtual-reality-video-shoot-a-success-thanks-to-help-from-national-fire-sprinkler-association-and-ashland-city-fire-department/>



November 2, 2021

#### HFSC and NFSA Team up to Show the Effectiveness of Home Fire Sprinklers using Virtual Reality

<https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/Fire-Sprinkler-Initiative/Blog-Posts/2021/11/02/HFSC-and-NFSA-Team-up-to-Show-the-Effectiveness-of-Home-Fire-Sprinklers-Using-Virtual-Reality>





Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## VR AWARENESS MEDIA OUTREACH *continued*

### Blog Articles

November 19, 2021

#### Fire Sprinkler Side-by-Side Burn Brings Reality Closer to Home with New Virtual Reality Video

<https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/Fire-Sprinkler-Initiative/Blog-Posts/2021/11/19/Fire-Sprinkler-Side-by-Side-Burn-Brings-Reality-Closer-to-Home-with-New-Virtual-Reality-Video>



FIRE SPRINKLER INITIATIVE -  
NOVEMBER 19, 2021

Facebook Twitter LinkedIn Email  
BACK TO BLOGS LANDING PAGE

#### Fire Sprinkler Side-by-Side Burn Brings Reality Closer to Home with New Virtual Reality Video

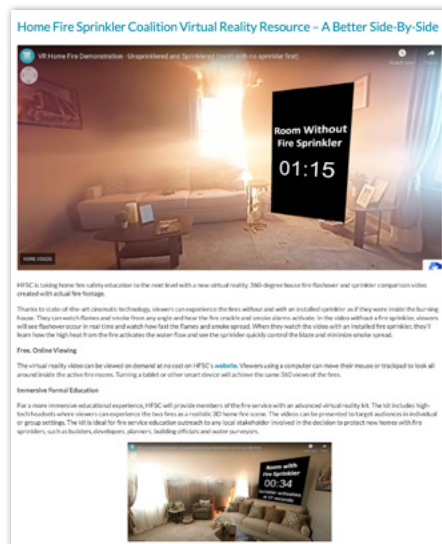
BY MATTHEW LEVIN

I did not truly understand just how effective fire sprinklers were until I saw the Home Fire Sprinkler Coalition's (HFSC) virtual reality live fire video demonstration. I have interned at NFPA for a few months, so I know going in that fire sprinklers are key for fire safety. However, this video showed me that fire sprinklers are so much more effective than I originally thought and have the power to save one's belongings, home, and even life. They should be installed in every home.

January 26, 2022

#### Home Fire Sprinkler Coalition Virtual Reality Resource – A Better Side-By-Side

<https://homefiresprinkler.org/home-fire-sprinkler-coalition-virtual-reality-resource-a-better-side-by-side/>



February 22, 2022

#### Fire Departments and Other Fire Safety Advocates Gear Up for Fifth Annual Home Fire Sprinkler Week: May 15-21

<https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/Fire-Sprinkler-Initiative/Blog-Posts/2022/02/22/Fire-Departments-and-Other-Fire-Safety-Advocates-Gear-Up-for-Fifth-Annual-Home-Fire-Sprinkler-Week>



FIRE SPRINKLER INITIATIVE -  
FEBRUARY 22, 2022

Facebook Twitter LinkedIn Email  
BACK TO BLOGS LANDING PAGE

#### Fire Departments and Other Fire Safety Advocates Gear Up for Fifth Annual Home Fire Sprinkler Week: May 15-21

BY LORRAINE CARLI

The NFPA Fire Sprinkler Initiative and the Home Fire Sprinkler Coalition (HFSC) will once again work with fire departments, the sprinkler industry, and other safety advocates throughout North America to increase awareness about home fire sprinklers May 15-21, 2022. The week-long digital campaign will amplify key home fire sprinkler messaging with daily themes and turn-key assets anyone can use. HFSC's new virtual reality 360-degree flashover and sprinkler video will kick off the campaign.



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 –  
August 11, 2022

## VR AWARENESS MEDIA OUTREACH *continued*

### Blog Articles

May 9, 2022

**LI Herald.com Oyster Bay:  
Believing these home fire  
myths puts your family at risk.**



May 9, 2022

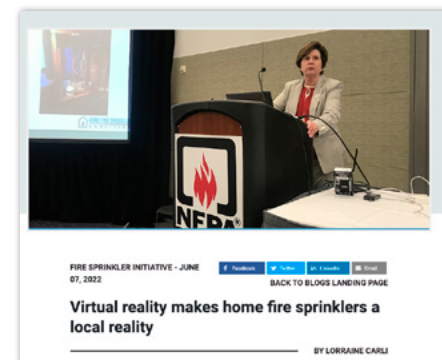
**Warwick Beacon:  
Believing these home fire  
myths puts your family at risk.**



June 7, 2022

**Virtual Reality Makes Home  
Fire Sprinklers a Local Reality**

<https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/Fire-Sprinkler-Initiative/Blog-Posts/2022/06/07/Virtual-reality-makes-home-fire-sprinklers-a-local-reality>





Fiscal Year 2020  
FEMA Fire Act Grant

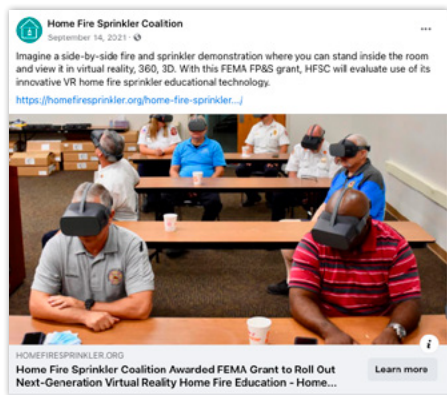
# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## VR AWARENESS MEDIA OUTREACH *continued*

### Social Media Content



September 14, 2021

**Imagine a side-by-side fire and sprinkler demonstration where you can stand inside the room and view it in virtual reality, 360, 3D. With the FEMA FP&S grant, HFSC will evaluate use of its innovative VR home fire sprinkler education technology.**



September 21, 2021

**The HFSC team is conducting virtual reality demonstrations at the American Fire Sprinkler Association conference. Viewers will be able to experience two fires with 360 degree VR views, one fire until flashover occurs the other fire will activate a home fire sprinkler.**



Fiscal Year 2020  
FEMA Fire Act Grant

# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

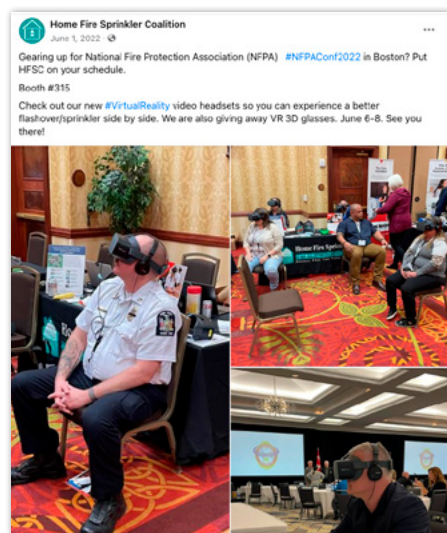
## VR AWARENESS MEDIA OUTREACH *continued*

### Social Media Content



February 22, 2022

**U.S. Fire Administrator Dr. Lori-Moore-Merrell and U.S. Deputy Fire Administrator Tonya Hoover experienced HFSC's VR fire and sprinkler video at Vision 20/20 Symposium 7**



June 1, 2022

**Check out our new #VirtualReality video headsets so you can experience a better flashover/sprinkler side by side**



April 8, 2022

**Our VR fire and sprinkler video was very well received at the CFSI Annual national Fire and Emergency Services Symposium and Dinner**



Fiscal Year 2020  
FEMA Fire Act Grant

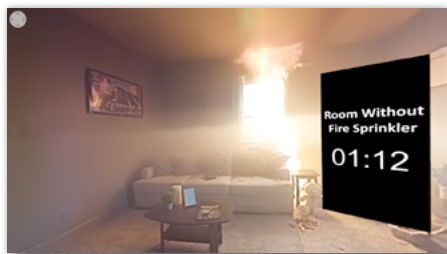
# GRANT SUMMARY REPORT

Home Fire Sprinkler  
General Prevention &  
Awareness Campaign

August 12, 2021 -  
August 11, 2022

## VR AWARENESS MEDIA OUTREACH *continued*

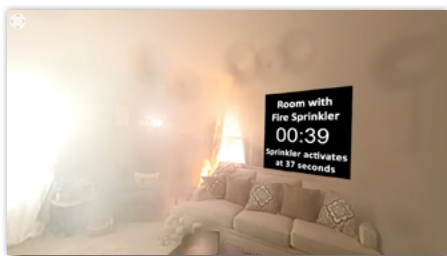
### Video Views and Engagements



#### VR Home Fire Demonstration – Unsprinklered and Sprinklered (room with no sprinkler first)

Video Views: 353,551

*(Views through the end of the grant period. We continue to gain video views.)*



#### VR Home Fire Demonstration – Sprinklered and Unsprinklered (room with sprinkler first)

Video Views: 11,729

*(Views through the end of the grant period. We continue to gain video views.)*



#### HFSC Teaser Video – 30 sec Original HFSC Teaser Video – 50 sec

Original Video Views total: 314,973

*(Views through the end of the grant period.*

*We continue to gain video views.)*



All numbers are through August 23, 2022.