

Working on Fire Programme

SURVEY: Wildfire Awareness Programme



Dear Sir/Madam

Thank you for your participation in this survey undertaken by the Working on Fire Programme.

In 2004, Working on Fire (WoF) undertook a survey to ascertain the level of interest, involvement and budget that was aligned to fire awareness initiatives across South Africa with local, provincial and national organisations. We are now repeating the survey with a view to evaluate what may have changed with respect to fire awareness activities and campaigns that have been actioned since the last survey.

We would strongly appreciate you taking the time to complete the questionnaire and return it to info@wofire.co.za by 31 December 2008 (alternatively, fax to 086 5197588 or post to Working on Fire Advocacy, Winter House, Private Bag X7, Claremont 7735).

The questionnaire contains three Sections: A: Profile, B: Historical information on your programme, and C: Current / Active information on your programme. Please read the questions carefully and reply as indicated. Examples of material will be welcome and should be sent to the address above.

Once collated, the report will be circulated amongst respondents, to assist them with their own awareness initiatives. There will be opportunities for collaborative work.

Yours sincerely,

The Advocacy and Awareness Department
The Working on Fire Programme

A quick overview of the Working on Fire Programme

Wild fires cost the South African economy millions of Rands annually, causing loss of life and loss of livelihoods, affecting in particular the rural poor. However, most regions of South Africa are situated in naturally fire-prone ecosystems and fire is a crucial component of veld management, necessary for the smooth functioning of many of our natural systems.

Working on Fire (WoF) is a co-operation between government departments at all levels with the private sector, established to promote an integrated approach to fire management in South Africa. Among other goals, WoF assists the establishment of Fire Protection Associations (FPAs), with co-operative development of fire protection measures, with the reduction of fire hazards, with improved wild fire control, with the implementation of appropriate veld-management strategies, and with the empowerment of communities affected by fire. The Programme is firmly underpinned by EPWP principles.

At the operational level, WoF aerial and ground fire-fighting forces are a national resource, distributed across the country.

Given that roughly 90% of unwanted fires are caused by people and their activities, a key step in rolling out Integrated Fire Management is education and awareness-raising of communities affected by fire.

Purpose of the survey

The report resulting from this follow-up investigation will be crucial to monitoring progress achieved on fire awareness activities in South Africa over the past four years (2005-2008). The results will also prove key for informing:

1. How the WoF wild fire Awareness Programme will be rolled out until 2010 and beyond.
2. Which stakeholders might be open to combining effort and aligning initiatives.
3. Where the need for a nationally-aligned Wildfire Awareness Programme is deemed greatest.
4. What the key messages [causes of Wildfires] are.
5. Which programmes/ stakeholders can claim to have reduced unwanted fire frequency as a result of their awareness campaign [how measured].
6. Which age group[s] is/are most effectively addressed.

SECTION B: SURVEY ON WILDFIRE AWARENESS PROGRAMMES

Please complete this section of the questionnaire by carefully reading each statement. Where applicable, mark your reply in one of the three columns provided, with an **X** (please only use the “N/A - Not Applicable” column if you absolutely have to). Space has been provided for your responses, however should you require more space (*for example, if your organisation has participated in more than one wildfire awareness programme*), please insert additional rows (or continue on an additional sheet).

*** N/A = Not Applicable**

SECTION B: HISTORICAL PROGRAMMES

1.	Has your organisation/department/ company implemented or participated in a Wildfire Awareness Programme in the past four years?	YES	NO	N/A
2.	List the names of your partner organisations / departments, etc. <div style="border: 1px solid black; height: 40px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div>			
3.	What was the programme known as, for example Ukuvuka ‘bucket & whistle campaign’? <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div>			
4.	What were the key messages relating to Wildfires? <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div>			
5.	Give a brief description of what the programme entailed: <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div> <div style="border: 1px solid black; height: 25px; margin-top: 5px;"></div>			
6.	What was the lifespan of the programme? From _____ To _____ .			

SECTION B: HISTORICAL PROGRAMMES

7.	Kindly select one of the following options pertaining to monetary value of your programme. This is not compulsory, however it will help in assessing and establishing values related to rollout of a National Awareness programme on an annual basis [p.a.].			
	Between R5, 000 > R10, 000 p.a.		Between R10, 000 > R50, 000 p.a.	
	Between R50, 000 > R100, 000 p.a.		Between R100, 000 > R200, 000 p.a.	
	Between R200, 000 > R500, 000 p.a.		Between R500, 000 > R1, 000, 000 p.a.	
	Between R1, 000, 000 > R5, 000, 000 p.a.		More than R5, 000, 000 p.a.	

8.	What resources and mediums were used? [For example, promotional material, radio, TV, teacher training materials, etc.]

9.	Who was/were the target audience/s? [Give details, for e.g. Youth btw ages 15-20 at risk of wildfires living in and around the Sada, Eastern Cape areas]
	Out of your target audience(s) which age group/s do you feel have been most effectively addressed and why?

10.	Has the programme been evaluated?	YES	NO	N/A
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11.	Has measurement been put in place for the programme?	YES	NO	N/A
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12.	In your opinion was the programme successful?	YES	NO	N/A
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13.	If you answered NO to question 12 , kindly state why not [to extract lessons learnt].

SECTION B: HISTORICAL PROGRAMMES				
14.	If you answered YES to question 12 , kindly state how this programme has reduced the unwanted fire frequency.			
15.	Give detail of any form of measurement / monitoring & evaluation of the programme			
16.	What was your main form of communication, i.e. website, pamphlets, flyers, promotion materials, etc. to convey your message/s?			
17.	Are you interested in participating in a nationally-aligned Wildfire Awareness Programme?	YES	NO	N/A
18.	Could your materials/ programmes be developed further for a wider audience?	YES	NO	N/A
19.	Would you be keen to revive this programme through collaboration with Working on Fire and partners by combining efforts and aligning initiatives?	YES	NO	N/A

Thank you for your historical input, please continue with the last section of the questionnaire, as your input is invaluable.

SECTION C: SURVEY ON WILDFIRE AWARENESS PROGRAMMES

Please complete this section of the questionnaire by carefully reading each statement. Where applicable, mark your reply in one of the three columns provided, with an **X** (please only use the "N/A - Not Applicable" column if you absolutely have to). Space has been provided for your responses, however should you require more space (*for example, if your organisation has participated in more than one wildfire awareness programme*), please insert additional rows (or continue on an additional sheet).

*** N/A = Not Applicable**

SECTION C: ACTIVE/FUTURE PROGRAMMES

		YES	NO	N/A
1.	Is your organisation/department currently implementing or participating in a Wildfire Awareness Programme?			
2.	List the names of your partner organisations / departments, etc. 			
3.	What is the programme known as? For example, Ukuvuka 'bucket & whistle campaign'? 			
4.	What are the key messages relating to Wildfires? 			
5.	Give a brief description of what the programme entails: 			
6.	What is the lifespan of the programme? From _____ To _____ .			

SECTION C: ACTIVE/FUTURE PROGRAMMES

7. Kindly select one of the following options pertaining to monetary contributions to your programme. This is not compulsory to complete, however it will assist us in estimating the total values of projects currently underway and extrapolating the resources required to run a National Awareness programme on an annual basis.

Between R5, 000 > R10, 000 p.a.		Between R10, 000 > R50, 000 p.a.	
Between R50, 000 > R100, 000 p.a.		Between R100, 000 > R200, 000 p.a.	
Between R200, 000 > R500, 000 p.a.		Between R500, 000 > R1, 000, 000 p.a.	
Between R1, 000, 000 > R5, 000, 000 p.a.		More than R5, 000, 000 p.a.	

8. What materials/ resources will be or have been put into the programme? [i.e. promotional material, training materials, etc.]

9. Who is/are the target audience/s? [Give details, for e.g. Youth btw ages 15-20 at risk of wildfires living in and around the Sada, Eastern Cape areas]

Out of your target audience/s which age group/s do you feel have been most effectively addressed and why?

10. Has any evaluation of the programme been undertaken?	YES	NO	N/A
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11. Has measurement been put in place for the programme?	YES	NO	N/A
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12. In your opinion, has the programme been successful thus far?	YES	NO	N/A
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13. If you answered **NO** to **question 12**, kindly state why not [to extract lessons learnt].

SECTION C: ACTIVE/FUTURE PROGRAMMES				
14.	If you answered YES to questions 12 , kindly state how this programme has reduced the unwanted fire frequency.			
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<input type="text"/>				
15.	Give detail of any form of measurement / monitoring & evaluation of the programme:			
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
16.	What is your main form of communication, i.e. website, pamphlets, flyers, promotion materials, etc. to convey your message/s?			
<input type="text"/>				
<input type="text"/>				
17.	Are you interested in participating in a nationally-aligned Wildfire Awareness Programme?	YES	NO	N/A
18.	Could your materials be developed further to address a wider audience?	YES	NO	N/A
19.	Would you be keen to align your programme through collaboration with Working on Fire and its partners by combining efforts and aligning initiatives?	YES	NO	N/A

- **If you have any additional COMMENTS you would like to make, please insert lines here or continue on a separate sheet**

If you are aware of any other organisation/department/company/partnership that could inform this process kindly put forward their details and we will follow up with them. Alternatively kindly forward this document on our behalf.

<u>Nominee's details:</u>	
Name:	
Organisation/Department/etc:	
Work address:	
.....	
..... Code:	
Telephone: (W) (H)	
Fax: (W) E-mail:	

THANK YOU!!
Your participation is appreciated