

THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF HOME AFFAIRS
FIRE AND RESCUE FORCE



COMMUNICATION STRATEGY
2024/2025 - 2025/2026

MAY 2024

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LIST OF ABRIVIATIONS

CA:	Chief Accountant
CF (A&F):	Commissioner of Fire Administration and Finance
CF PSD:	Commissioner of Fire Public Safety Division
CGF:	Commissioner General of Fire
CPR:	Communication and Public Relations
CPRO:	Communication and Public Relations Officer
DCF:	Deputy Commissioner of Fire
DFO:	District Fire Officer
FBOs:	Faith Based Organizations
FRF:	Fire and Rescue Force
HA&HRMU:	Head of Administration and Human Resource Management Unit
HCPRU:	Head of Communication and Public Relations Unit
HLU:	Head of Legal Unit
HICTU:	Head of Information and Communication Technology Unit

M & E:	Monitoring and Evaluation
MDAs:	Ministries, Independent Departments and Agencies
MoHA:	Ministry of Home Affairs
NGOs:	Non-Governmental Organizations
NIDA:	National Identification Authority
PMU:	Procurement Management Unit
PREI:	Public Relation Education and Information
RFO:	Regional Fire Officer
SWOC:	Strengths, Weaknesses, Opportunities, Challenges
TCRA:	Tanzania Communication Regulatory Authority
TISD:	Tanzania Immigration Service Department
TPF:	Tanzania Police Force
TPS:	Tanzania Prisons Service
TV:	Television

DEFINITION OF KEY TERMS

- i. **Convergence**
Refers to the coming together or similarity of different things.
- ii. **Communication Crisis Management Plan**
Refer to the document that specifies when, how and with whom FRF will communicate during occurrence of an emergency.
- iii. **Security organs**
Refers to an entity or organization responsible for maintaining public order, enforcing laws, ensuring national security, and protecting the interests of the state.
- iv. **Brigade**
Means an organized unit of the Force providing fire and rescue services within a specific area or in relation to a particular public authority.
- v. **The Force**
Means the Fire and Rescue Force.
- vi. **Emergency**
A serious, unexpected, and often dangerous situation requiring immediate action.
- vii. **Fire Safety**
Means the set of practices intended to reduce destruction caused by fire.

viii. **Fire Prevention**

It is a proactive method of preventing fire base emergencies and reducing the damage caused by them.

ix. **Fire Protection**

Measures and practices for preventing or reducing injury and loss of lives or properties by fire.

x. **Arson**

The criminal act of deliberately setting fire to the property.

ACKNOWLEDGEMENT

The preparation of this Communication Strategy is a historic endeavor undertaken under the directives and guidance of the Commissioner General of Fire (CGF), John W. Masunga, who recognizes the significance of the Communication and Public Relations Unit in the operations of the Fire and Rescue Force (FRF).



This strategy is the result of the outstanding efforts of the Communication and Public Relations experts from the FRF and the Ministry of Home Affairs.

The FRF Communication and Public Relations Unit extend its heartfelt thanks to CGF for his continued guidance and support throughout the preparation of this strategy.

Special tribute goes to Ally S. Gugu, Permanent Secretary of the Ministry of Home Affairs, for his directives in preparing this strategy. Appreciation is also extended to Zamaradi R. Kawawa, Assistant Director of the Department of Information Services, Ministry of Information, Communication, and Information Technology, for her technical support in the preparation of this strategy. I would also like to express my gratitude to Christina R. Mwangosi, Acting Head of the Government Communication Unit in the Ministry of Home Affairs, for her tireless supervisory efforts and guidance to ensure the completion of this strategy.

Special recognition goes to the drafting team of this strategy for their commitment and great efforts, which have enabled the

successful finalization of this document. The team comprises Spokespersons from security organ under the Ministry of Home Affairs, Communication Officers, Public Relations Officers, and Economists from the Tanzania Police Force (TPF), Tanzania Prisons Service (TPS), Tanzania Immigration Services Department (TISD), Fire and Rescue Force (FRF), and the National Identification Authority (NIDA).

Puyo

DCF - Puyo Nzalayaimisi
**HEAD OF COMMUNICATION AND PUBLIC
RELATIONS UNIT**

STATEMENT OF THE COMMISSIONER GENERAL OF FIRE

The Fire and Rescue Force (FRF) is pleased to present its Communication Strategy for 2024/2025 – 2025/2026. This strategy serves as a crucial instrument for guiding communication with stakeholders over the next two years and will be reviewed in 2026/2027 to align with the new FRF Strategic Plan.



The formulation of this Communication Strategy aligns with the FRF Strategic Plan 2021/2022 – 2025/2026, which focuses on saving lives and protecting property. It results from extensive stakeholder contributions and reflects our commitment to transparency in disseminating information. This strategy will facilitate effective communication practices to promote awareness of fire and rescue services.

The FRF believes that working collaboratively with stakeholders and leveraging innovative technology will enhance the visibility of FRF's duties and responsibilities in promoting fire and rescue services. We anticipate that these efforts will lead to positive changes in strategic communication with all audiences, including those with disabilities, and significantly improve service delivery.

In implementing this strategy, the FRF will continuously monitor progress, evaluate performance, and make necessary adjustments to achieve our primary objective of saving lives and protecting property.

Furthermore, the strategy will drive the implementation of recommendations from the President's Commission on Reforms of Criminal Justice Institutions, particularly those related to community awareness and engagement, encouraging public participation in saving lives and property.

I strongly urge all FRF staff, especially the Communication and Public Relations Unit, to ensure the smooth implementation of this strategy in accordance with the principles of good governance and human rights.



John W. Masunga
COMMISSIONER GENERAL
FIRE AND RESCUE FORCE

EXECUTIVE SUMMARY

The overall objective of the Fire and Rescue Force (FRF) Communication Strategy for 2024/2025 - 2025/2026 is to strengthen communication between the Force and its stakeholders regarding fire and rescue services.

This strategy aims to develop a systematic and effective system for informing, educating, persuading, and proactively communicating the FRF's roles, functions, regulatory frameworks, and development initiatives to both internal and external stakeholders. The goal is to increase public awareness and promote community engagement.

The strategy is designed to achieve FRF's communication goals by enhancing community awareness of fire and rescue services, leading to improved access to information, increased feedback and mutual understanding with the community, better service delivery, and a reduction in the number of complaints from stakeholders.

This Communication Strategy is organized into five chapters:

Chapter One: Provides a summary of the FRF's historical background, mandate, vision, mission, core values, roles and functions, the rationale behind the strategy, its purpose, and scope.

Chapter Two: Presents the situational analysis, including the current communication situation of the FRF, an analysis of its Strengths, Weaknesses, Opportunities, and Challenges (SWOC), critical communication issues, and stakeholder analysis.

Chapter Three: Outlines the communication priorities and key messages, communication channels, broad and specific objectives, targets, and desired communication outcomes for the effective implementation of the strategy.

Chapter Four: Contains the implementation matrix (Action Plan), detailing the objectives, targets, strategies (activities), audience, channels, frequency/quantity, responsible persons, annual budget, two-year budget, timeframe, and indicators.

Chapter Five: Explains how the strategy will be monitored and evaluated to ensure its effective implementation. The strategy's budget is attached as **Annex 1**



Figure 1: Corporal Iqbal Nyataba of the Fire and Rescue Force, educated motorcyclists in the Njombe Region on fire safety and disaster awareness

CHAPTER ONE

INTRODUCTION

This chapter provides an overview of the historical background, vision, mission, core values, roles, and functions of the Fire and Rescue Force (FRF). It also explains the purpose, scope, and rationale behind the Communication Strategy.

1.0 Historical Background

The Fire and Rescue Force (FRF) is a security organ under the Ministry of Home Affairs, operating in Tanzania Mainland. Established in 1945 as the Police Fire Brigade, it was initially mandated to provide fire prevention and rescue services. In 1950, the Fire Brigade was separated from the Police Force and divided into distinct units for airports, ports, and municipal councils.

Post-independence, several reforms occurred, notably in 1982 when the Airports Fire Brigade was transferred to the Ministry of Home Affairs. In 1985, the Fire and Rescue Service Act No. 3 was enacted, formally establishing the Fire and Rescue Service. This Act was repealed in 2002 as part of the Law Reform Program.

Significant reforms were undertaken in 2007 with the enactment of the Fire and Rescue Force Act No. 14 of 2007, centralizing activities under a unified command.

1.1 Mandate

The Fire and Rescue Force, established under the Act No. 14 of 2007, is mandated to save lives and property by preventing or minimizing death rates, property damage, and loss of life due to fires, floods, earthquakes, road traffic accidents, and other disasters.

1.2 Vision, Mission, and Core Values

This Communication Strategy articulates the vision, mission, and core values of the FRF as follows:

1.2.1 Vision

To become the leading Fire and Rescue Force in terms of quality service delivery in East Africa.

1.2.2 Mission

To serve our community by providing prevention and awareness programs and effective emergency response services that minimizes the loss of life and property resulting from fires and other emergency situations.

1.2.3 Core Values

i. **Safety:**

The FRF prioritizes the safety of its members, the community, and the public, promoting a culture of good health and well-being across its staff.

ii. **Teamwork:**

The FRF strives to achieve common goals

through strong internal relationships, team-based responses to incidents and emergencies, and collaboration with stakeholders in prevention and response efforts.

iii. **Integrity and Accountability:**

The FRF is committed to delivering its services honestly and reliably.

iv. **Professionalism:**

The FRF aspires to be professional, ethical, and passionate in performing its duties.

v. **Equity and Equality:**

The FRF promotes justice and diversity, treating all stakeholders with courtesy, respect, and promptness.

vi. **Community - Centric:**

The FRF aims to serve the community through a participatory approach in the prevention, mitigation, preparedness, and response to emergencies.

1.3 Roles and Functions

The Fire and Rescue Force has several key roles and functions, including:

- i. Extinguishing fires.
- ii. Grading cities, municipalities, townships, and

villages into various levels of fire and rescue services.

- iii. Conducting fire inspections and investigations to gather information related to fire causes and damage.
- iv. Studying and investigating arson and accidental fires.
- v. Providing training for fire department personnel, other officers, and voluntary firefighters.
- vi. Preparing fire statistics and fire service information.
- vii. Conducting fire tests on protective facilities, equipment, and materials.
- viii. Raising public awareness about fire prevention and fire services.
- ix. Developing test standards for handling hazardous materials.
- x. Setting standards for equipment and facilities necessary for fire and rescue services.
- xi. Preparing fire prevention plans based on disaster prevention plans.
- xii. Planning and setting standards for rescue activities conducted by various operators.
- xiii. Inspecting and ensuring the security of industrial

facilities, petrochemical facilities, and petroleum and gas pipelines.

- xiv. Assisting in preparing curricula, materials, and information for fire and rescue service training institutes.
- xv. Advising the government on policies related to fire safety and ensuring their implementation.
- xvi. Providing firefighting services at airports and other premises in line with international standards and recommendations.
- xvii. Conducting research and training in all aspects of firefighting and ensuring coordination of international research and training efforts.
- xviii. Performing any other functions as directed by the minister.

1.4 Purpose of the Strategy

The purpose of this strategy is to enhance the FRF's capacity to communicate proactively, informing, educating, and persuading stakeholders to engage and support the realization of FRF's strategic plan objectives. In doing so, the strategy will contribute to the FRF's main objective of saving lives and property.

The communication strategy aims to:

- i. Provide information regarding the FRF's core

values, objectives, mission, and vision.

- ii. Increase public awareness of the FRF's roles, functions, regulatory frameworks, successes, and development initiatives.
- iii. Raise awareness about criminal justice, fire, and rescue services.
- iv. Change societal behavior and perceptions towards the FRF.
- v. Promote community participation and support in fire and rescue operations.
- vi. Resolve communication challenges arising from fire and rescue operations.
- vii. Communicate the successes of fire and rescue operations.
- viii. Provide opportunities for feedback and effective engagement with stakeholders on fire and rescue operations.

1.5 Scope

This FRF Communication Strategy serves as a guideline to facilitate the implementation of FRF communication activities over two years (2024/25 – 2025/26). The document will be reviewed in 2026/2027 to align with the new FRF Strategic Plan.

1.6 Rationale

Since its establishment, the FRF has lacked a coordinated Communication Strategy, leading to issues such as misinformation, disinformation, and the inability to shape public opinion and debate on critical fire and rescue operations.

Current FRF communication faces challenges and weaknesses, including negative stakeholder perceptions, misinformation, disinformation, unethical journalism, misuse of social media, limited skills among Communication and Public Relations officers, inadequate communication tools, high media advertising costs, and insufficient budget.

Given the present situation, this strategy provides a framework to ensure timely, coordinated, and planned communication activities. Effective communication, guided by this strategy, will facilitate the realization of the FRF Strategic Plan 2021/2022 – 2025/2026.

CHAPTER TWO

SITUATIONAL ANALYSIS

2.0 Introduction

This chapter underscores the environmental scan and examines the current communication practices within the Fire and Rescue Force (FRF). It analyzes the Strengths, Weaknesses, Opportunities, and Challenges (SWOC) of the FRF's communication system. Additionally, it assesses stakeholders and their expectations, as well as the communication issues that need to be addressed. The environmental scan also focuses on how the FRF communicates its vision, mission, core values, roles, functions, successes, regulatory frameworks, and development initiatives to its audience. The chapter concludes by identifying critical issues for improvement from each method of analysis to be addressed in this strategy.

2.1 FRF Communication Situation

Communication and information dissemination have always been integral aspects of the FRF's duties and functions. Before the development of this Communication Strategy, the dissemination of information to stakeholders was guided by the directives from Force management.

The establishment of Government Communication Units in Ministries, Departments, and Agencies (MDAs) dates

back to 2003, during the third administration under His Excellency the late Benjamin William Mkapa, President of the United Republic of Tanzania. He directed that “good communication forms an essential component of good governance and that building an enhanced capacity to communicate effectively is a critical element in current public management practice” (Mkapa, B.W., 2003).

In response to these directives, the FRF undertook institutional reforms to enhance communication with stakeholders. In 2012, the FRF established the Public Relations, Education, and Information (PREI) Section staffed with communication professionals under the Public Safety Division. Before this, communication activities were managed by the Administration Division. In 2018, the FRF established the Awareness Section, which took on communication roles under the Fire Safety Division. Further structural reforms in 2022 led to the creation of the Communication and Public Relations Unit as a fully-fledged unit responsible for facilitating and coordinating the Force’s communication functions.

The formulation of this Communication Strategy is part of the implementation of government directives, requiring all Government Ministries, Departments, and Agencies to have a Communication Strategy to meet information and communication demands.

Moreover, this document aligns with directives from Her Excellency Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania and Commander in Chief of

the Armed Forces, who on 20th July 2022, mandated that all Security Organs develop a Communication Strategy. This strategy incorporates the recommendations from the President's Commission on Reforms of Criminal Justice Institutions, which highlighted the importance of public awareness and engagement.



Figure 2: Fire Constable Jegu of the Fire and Rescue Force in the Dodoma Region is providing a lesson on fire prevention and protection to market managers in Dodoma.

2.2 SWOC Analysis

To improve communication with stakeholders, the FRF must effectively and efficiently utilize its strengths and opportunities to address existing weaknesses and challenges. This situational analysis identifies the strengths,

weaknesses, opportunities, and challenges that inform the development of this communication strategy.

The analysis presented in Table 1 below outlines the strengths, weaknesses, opportunities, and challenges facing the Fire and Rescue Force (FRF) in its communication efforts.

Table 1: SWOC Analysis.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
i. Presence of FRF Communication and Public Relations Unit. ii. Allocation of budget for Communication activities. iii. Management support on Communication activities. iv. Good Media Relationship. v. Existence of Communication Experts.	i. Absence of FRF Communication Strategy. ii. Absence of Communication Crisis Management Plan. iii. Insufficiency of Communication and Public Relations officers. iv. Absence of studio for TV and radio programs production. v. Absence of repository system for storage of	i. Increased demand of information on fire and rescue operations from stakeholders. ii. General public interest on fire and rescue information. iii. Presence of regulatory frameworks on media. iv. Availability of qualified and skilled labor in the market.	i. Misinformation, disinformation and distortion of FRF information. ii. Negative perception on FRF information among stakeholders. iii. Abuse of advanced media technologies in communication.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
<p>vi. Engagement of CO CPR in top level of FRF decision making platform.</p> <p>vii. Presence of FRF social media platforms.</p> <p>viii. Availability of modern working tools.</p> <p>ix. Existence of Proper channel of information dissemination.</p> <p>x. Good media relation.</p> <p>xi. Stakeholders interest in fire and rescue services information.</p> <p>xii. Invention of wide range of new media communication channel and technology.</p>	<p>Documents, still pictures, audio and video of FRF events which result in loss of historical events.</p> <p>vi. Insufficient budget of communication activities.</p> <p>vii. Inadequate modern working tools.</p> <p>viii. Low awareness on the implementation of regulatory frameworks in communications at FRF.</p> <p>ix. Insufficient number of communication/public relations officers at regional level with modern and specialized skills.</p>	<p>iv. Good media relation.</p> <p>v. Presence of wide range of social media.</p> <p>vi. Convergence of technology and dissemination of information.</p> <p>vii. Availability of qualified and skilled labor in the market.</p> <p>viii. Collaboration with Communication Units under MOHA and other Security Organs.</p> <p>ix. Presence of formal and informal public officers' forums to enhance communication s.</p>	<p>iv. Rapid change of new technology.</p> <p>v. Emerging of Citizen Journalism.</p> <p>vi. High cost of advertisement s in media.</p> <p>vii. Hostility from international media network.</p> <p>viii. Constant change of news consumption behavior.</p> <p>ix. Barriers in Communication of FRF information in some of stakeholders including foreigners, nomadic and indigenous</p>

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
<p>xiii. Presence of FRF’s Regional Information Desks.</p> <p>xiv. Presence of regulatory frameworks on dissemination of information.</p> <p>xv. Presence of FRF website platform.</p>	<p>x. Absence of Client Service Charter</p>	<p>x. Willingness of stakeholders to support Communication programs.</p> <p>xi. Presence of social media and mobile phones channels for dissemination of information.</p> <p>xii. Presence of communication platforms at regional level.</p> <p>xiii. Existence of Government Communication and Public Relations Officers professional forums.</p> <p>xiv. Presence of communication training institutions.</p> <p>xvi. High expectation of</p>	<p>ethnic groups such as Hadzabe, Sandawe, Maasai, Barabaig and people with disabilities such as (deaf and blind).</p>

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
		the public on fire and rescue services.	



Figure 3: A Fire and Rescue turntable ladder truck is used for rescuing people and extinguishing fires in tall buildings.

2.3 Critical communication issues and way forward

Following the SWOC analysis, the strategy has identified key communication issues that need to be addressed. The approach for tackling these issues is outlined in the way forward, as detailed in Table 2 below.

Table 2: Critical communication issues and way forward

NO:	Critical communication issues	Way forward
1	Negative perception of fire and rescue services among stakeholders.	To conduct regular campaigns that aim at creating awareness and build positive image of fire and rescue services to the public.
2	Rapid change of new technology.	To equip and train Communication and Public Relations Officers on the use of modern communication equipment's.
3	Misinformation, disinformation and distortion of FRF information.	To respond quickly to misinformation, disinformation and distortion by providing accurate and timely information.
4	Emerging of Citizen Journalism.	To create regular media campaigns on fire and rescue services.
5	Hostility from international media network.	Engagement of international journalists in FRF events and provide them with accurate and timely information.

6	Inadequate manpower within Communication and Public Relations Unit.	To recruit 31 Communication and Public Relations officers.
7	Insufficient budget of communication activities.	To improve budget for communication activities.
8	Inadequate modern communication working tools.	To procure modern communication working tools.
9	Insufficient number of communication and public relations officers at regional level with modern and specialized skills.	To train FRF communication and public relations officers at regional level on modern communication skills.
10	Abuse of advanced technologies in communication.	To conduct sensitization campaigns to the public on the FRF achievements.
11	Constant change of news consumption behaviours.	Creativity in contents generation and conduct proactive communication campaigns/programs on FRF projects.
12	Communication barriers of FRF with some stakeholders including foreigners, nomadic, indigenous ethnic group such as Hadzabe, Sandawe, Barabaig, Maasai and people with disabilities (deaf and blind).	<p>a. To recruit sign language interpreters for interpretation services.</p> <p>b. To produce FRF educational materials using written language for blind people (braille).</p> <p>c. To use community influential leaders in the sensitization forums and hire interpreters.</p> <p>d. To recruit multilingual experts for interpretation services.</p>

13	Absence of Communication Strategy.	To develop and implement Communication Strategy.
14	Absence of Communication Crisis Management Plan.	To develop Communication Crisis Management Plan.
15	Absence of studio for TV and Radio programs production.	To establish studio for TV and Radio programs production.
16	High cost of advertisements in media.	To use of FRF social media platforms in information dissemination.
17	Absence of Client Service Charter	To develop Client Service Charter



Figure 4: Assistant Inspector Hussein Mohamoud of the Fire and Rescue Force (on the right), is conducting a fire safety inspection for prevention and protection in a building in the Tanga Region.

Communication Objectives

2.3.1 Main Objective

To strengthen communication between the Fire and Rescue Force (FRF) and its stakeholders regarding fire and rescue services.

2.3.2 Specific Objectives

The specific objectives of this communication strategy are as follows:

- i. Improve community awareness of fire and rescue services.
- ii. Reinforce the feedback system between FRF and stakeholders.
- iii. Strengthen the FRF Communication and Public Relations (CPR) Unit.
- iv. Enhance the use of the website, social media, and new media technologies.

2.3.3 Communication Outcomes

The FRF Communication Strategy aims to achieve the following outcomes:

- i. Improved access to FRF information.
- ii. Increased public trust and confidence.

- iii. Enhanced relationship between the Force and the community.
- iv. Strengthened positive image of the FRF.
- v. Better compliance with legal frameworks and media professionalism.
- vi. Enhanced professionalism and performance of the CPR Unit.
- vii. Improved service delivery by the FRF.
- viii. Reduced public complaints regarding fire and rescue services.
- ix. Timely management of communication crises.
- x. Increased community engagement.
- xi. Reduced misinformation, disinformation, and distortion.
- xii. Quicker response to critiques and concerns on social media about fire and rescue services.
- xiii. Greater public awareness of fire and rescue services.



Figure 5: Sergeant Ester Kinyaga of the Fire and Rescue Force in the Mbeya Region is providing a fire safety and protection lesson, along with information about the emergency number (114), to Nondo Cup players and spectators in Mbeya.

Table three (3) below presents specific objectives, targets and outcomes of this Communication Strategy:

Table 3: Communication specific objectives, targets and outcomes.

S/N	SPECIFIC OBJECTIVES	TARGETS	OUTCOMES
1	Improve community awareness of fire and rescue services.	i. Ensure that the general public is aware of FRF roles and functions by June 2026.	i. Improved access to FRF information on its roles and functions. ii. Enhanced FRF image to stakeholders.

			<ul style="list-style-type: none"> iii. Improved community engagement on fire and rescue services. iv. Increased community compliance on FRF laws and regulations.
		<ul style="list-style-type: none"> ii. Stakeholders' collaboration mechanism for dissemination and information sharing established and implemented by June 2026. 	<ul style="list-style-type: none"> i. Strengthened access to FRF information. ii. Increased community awareness and support on fire prevention. iii. Enhanced mutual understanding between FRF and stakeholders. iv. Increased community compliance on laws and orders. v. Enhanced FRF image to stakeholders.

			<ul style="list-style-type: none"> vi. Enhanced internal and external communication. vii. Improved information sharing between FRF and stakeholder on fire and rescue services. viii. Reduced stakeholder's complaints.
		<p>iii. Communication Crisis Management Plan developed and implemented by June 2026.</p>	<ul style="list-style-type: none"> i. Good coordination of FRF communication during crisis. ii. Rapid response to media inquiries during crisis. iii. Contained crisis situation. iv. Timely communication crisis management. v. Managed public panic. vi. Reduced misinformation,

			disinformation and distortion.
3	Strengthen the FRF Communication and Public Relations (CPR) Unit.	i. Capacity of Communication and Public Relations Unit enhanced by June 2026.	<ul style="list-style-type: none"> i. Improved professionalism and performance. ii. Improved access to FRF information. iii. Increased services delivery. iv. Enhanced mutual understanding between FRF and community. v. Improved FRF image among stakeholders. vi. Increased customer satisfactions.
		ii. Communication Strategy implementation enhanced by June 2026.	<ul style="list-style-type: none"> i. Increased CPRO strategic communication skills, knowledge and competence. ii. Enhanced access to FRF information. iii. Improved FRF image among stakeholders.

			iv. Improved service delivery.
4	Enhance the use of the website, social media, and new media technologies	i. Creativity on social media contents enhanced by June 2026.	<p>i. Improved FRF image.</p> <p>ii. Enhanced media professionalism.</p> <p>iii. Improved access to FRF's information on fire and rescue services.</p>
		ii. New social media outlet effectively used by June 2026.	<p>i. Improved FRF image to stakeholders.</p> <p>ii. Improved access to FRF's information.</p> <p>iii. Enhanced media professionalism.</p> <p>iv. Increased awareness on fire and rescue services.</p> <p>v. Promoted community engagement.</p>

			<ul style="list-style-type: none"> vi. Improved CPRO professionalism and performance. vii. Reduced complaints. viii. Increased rapid response to fire and rescue services critics and concerns on social media.
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2.4 Stakeholders Analysis

Stakeholder analysis involves identifying stakeholders and their expectations. To gain a comprehensive understanding of FRF stakeholders and their information needs, a thorough analysis has been conducted, and its findings are presented in Table 4 below:-

Table 4: Stakeholders Analysis

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
1.	FRF employees	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Good service delivery. iii. Capacity building in communication, customer care and other relevant skills. iv. Timely implementation of communication activities. v. Complaints handling mechanism.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> vi. Conducive working and living environment. vii. Timely provision of working environment. viii. Good customer care.
2.	Security Organs under MoHA and Others Security Organs	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Good service delivery. iii. Good customer care. iv. Cooperation and effective communication. v. Good collaboration mechanism in handling fire and rescue operations. vi. Information sharing on fire and rescue operations. vii. Timely response and decision making on fire and rescue operations.
3.	Media	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Access to information. iii. Reliable collaboration mechanism with FRF. iv. Capacity building in sensitization on fire and rescue services.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> v. Sensitization on regulatory frameworks regarding to fire and rescue services. vi. Engagement in reporting major FRF events, programs and projects. vii. Regular feedback. viii. Recognition of journalistic works in communication of fire and rescue services. ix. Assurance on safety of journalists while conducting their works. x. Good service delivery. xi. Sensitization of fire and rescue services. xii. Good customer care. xiii. Good relation between FRF and national as well as international media practitioners.
4.	General Public	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Quick response to disinformation, distortion and misinformation. iii. Regular Feedback. iv. Good customer care. v. Good service delivery. vi. Saving life and property.
5.	MDAs	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives.



Figure 6: Fire Constable Nyerere Mwita from the Fire and Rescue Force Njombe Region is giving instructions to traders on Mangula Street about fire safety precautions to take after purchasing a cooking gas cylinder

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> ii. Complaints handling mechanisms. iii. Good service delivery. iv. Reliable and good collaboration mechanism in implementing joint initiatives programs. v. Transparent procedures and prompt decision-making. vi. Sensitization on regulatory frameworks regarding to fire and rescue services. vii. Good customer care. viii. Cooperation and effective communication. ix. Regular feedback. x. Skilled and competent personnel. xi. Timely and efficient fire safety services. xii. Relevant and customized training.
6.	Parliament	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Quick response to Members of Parliament concerns. iii. Sensitization on fire and rescue services. iv. Implementation of Parliament directives.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> v. Reliable and good collaboration mechanisms in implementing fire and rescue services programs. vi. Mutual relationship. vii. Information sharing on fire and rescue services. viii. Good customer care. ix. Regular feedback. x. Good service delivery.
7.	Judiciary	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Accurate and timely framed charge sheets. iii. Reliable and good collaboration mechanism in implementing fire and rescue services programs. iv. Regular Feedback. v. Timely investigation. vi. Good collaboration mechanisms with FRF. vii. Cooperation and relationship. viii. Timely investigation on fire and rescue services. ix. Good customer care. x. Good services delivery.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
8.	Non State Actors (NGOs, CBOs and FBOs)	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Good service delivery. iii. Good customer care. iv. Sensitization of FRF regulatory frameworks. v. Timely response to their concerns. vi. Regular feedback. vii. Good collaboration with FRF.
9.	Private sector /business community.	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Good service delivery. iii. Good collaboration with FRF. iv. Timely response on fire and rescue inquiries. v. Regular feedback. vi. Good customer care.
10.	Researchers	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Access to information on fire and rescue services. iii. Good cooperation and effective communication.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> iv. Platform to communicate research findings. v. FRF to use research findings. vi. Good collaboration mechanism with FRF. vii. Regular feedback. viii. Good service delivery. ix. Good customer care. x. Timely response to feedback on fire and rescue services.
11.	Political parties	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Quick response to political parties' concerns on fire and rescue services. iii. Good service delivery. iv. Implementation of the Ruling Part manifesto. v. Good collaboration with FRF. vi. Good services delivery. vii. Public education during election. viii. Good feedback mechanisms. ix. Access to information. x. Good customer care. xi. Regular feedback.
12.	Development partners.	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> ii. Good collaboration with FRF. iii. Good service delivery. iv. Quick response to development partners with fire and rescue concerns. v. Good customer care. vi. Clear and reliable procedures on fire and rescue services. vii. Information on implementation of international Agreements, Treaties and Protocols.
13.	LGA _s	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Good collaboration mechanism with FRF. iii. Good service delivery. iv. Sensitization on FRF regulatory frameworks. v. Complaints handling mechanisms. vi. Good collaboration mechanisms in implementing joint initiatives. vii. Transparent procedures and prompt decision-making. viii. Good customer care. ix. Cooperation and effective communication. x. Regular feedback.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		<ul style="list-style-type: none"> xi. Skilled and competent personnel. xii. Timely and efficient fire safety services. xiii. Relevant and customized training.
14.	Financial Institutions	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Good collaboration mechanism with FRF. iii. Good service delivery. iv. Regular feedback. v. Sensitization on FRF regulatory frameworks. vi. Information sharing on FRF legal frameworks and projects.
15.	Suppliers/Service Providers	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Transparency and impartiality in procurement process. iii. Professionalism and integrity of FRF Staff. iv. Timely response to inquiries and concerns. v. Good service delivery. vi. Regular feedback. vii. Good customer care.

S/N	STAKEHOLDER	STAKEHOLDERS' EXPECTATIONS
		viii. Timely payments on services provided.
16.	Embassies and High Commissions	<ul style="list-style-type: none"> i. Timely and accurate information on FRF roles, functions, legal frameworks and development initiatives. ii. Sensitization on FRF regulatory frameworks. iii. Good service delivery. iv. Timely response to their concerns. v. Good collaboration mechanism with FRF. vi. Good diplomatic relations. vii. Transparent procedures and prompt decision-making. viii. Good customer care. ix. Good feedback mechanisms.



Figure 7: Twelve new fire and rescue trucks were purchased by the Sixth Phase Government of the United Republic of Tanzania in 2024 to provide services to citizens

CHAPTER THREE

COMMUNICATION PRIORITIES, MESSAGES AND OBJECTIVES

3.0 Introduction

This chapter addresses Fire and Rescue Force communication priorities, key messages, communication channels, and communication objectives.

3.1 Communication Priorities and Key Messages

This section outlines priority areas from which key messages have been derived for communicating with stakeholders, as shown in Table 5 below:

Table 5: Communication priorities and Key Messages

SN	Communication Priorities	Key Messages
1	Fire prevention and protection	<ul style="list-style-type: none">i. Obey the law; submit architectural drawings for safety advice.ii. Install fire protection devices for fire prevention.iii. Fire escape plan for emergency exit.iv. Install portable fire extinguishers for controlling fire.

SN	Communication Priorities	Key Messages
		<ul style="list-style-type: none">v. Train your kids on fire safety and protection.vi. Do not overload socket to avoid fire accidents.vii. Install flash light alarm, for deaf safety.viii. Fire prevention starts with you.ix. Unattended candle causes fire accident.x. Fear fire, prevent it.xi. A careless smoker is a fire provoker.xii. Put your matches in a safe place.xiii. Call 114 for fire disasters, emergencies and rescue events.xiv. Report emergencies immediately for rescue.xv. Inspect premises for fire safety and protections.

SN	Communication Priorities	Key Messages
2	Firefighting and rescue services	<ul style="list-style-type: none"> i. Fight fire, be the hero. ii. Be committed to safety. iii. Use local fire extinguishers when modern fire extinguishers are not in place. iv. Call 114 for fire and rescue emergencies. v. Provide path for fire tracks. vi. Avoid false information on fire and rescue emergencies. vii. Provide clear location for fire and rescue. viii. Firefighting and rescue services are free of charge. ix. Fire investigation report is your right.
3	Road safety	<ul style="list-style-type: none"> i. Use emergency exits during road accidents. ii. Install portable fire extinguishers in motor vehicles. iii. Report to nearest Security Organs in case of road traffic emergency. iv. Rescue is for lives and properties. v. Drive safely, we need you.

SN	Communication Priorities	Key Messages
3	Road safety	vi. Safety is a priority, take action. vii. Safety is gainful, accident is painful.

3.2 Communication Channels

3.2.1 Stakeholders Engagement Methods

Different communication channels, tools, and tactics will be applied to ensure targeted stakeholders are reached to accomplish the communication objectives.

3.2.2 Radio

Radio serves as a communication channel to reach a mass audience simultaneously. According to data from the Tanzania Communication Regulatory Authority (TCRA) as of June 30, 2021, radio coverage is 98%. Therefore, this Communication Strategy will leverage the popularity of radio in Tanzania, including mainstream, regional, community, and online radios, for information dissemination.

3.2.3 Television

While television is less accessible to most Tanzanians compared to radio, it still offers opportunities to disseminate information to intended stakeholders.

Therefore, television will be used to inform the public about services offered by the FRF.

3.2.4 Newspapers and Magazines

Although newspaper readership has declined, this channel remains crucial for reaching specific stakeholders such as decision-makers and development partners, compared to radio and TV. Given the variety of newspapers in the country, communication practitioners will utilize this channel to disseminate information to special interest groups through news stories, feature articles, special editions, pictorials, advertorials, and sponsored content.

3.2.5 Websites and Social Media

Unlike TV, radio, and newspapers, which transmit information in one direction without stakeholder interaction, websites and social media platforms allow for engagement. With 29.2 million internet users in Tanzania (as of June 30, 2021, TCRA Statistics), platforms like Facebook, Instagram, WhatsApp, Clubhouse, LinkedIn, TikTok, Caffeine, Pinterest, YouTube, Xspaces, and Podcasts are vital for communication, interaction, and information dissemination for the Fire and Rescue Force.

3.2.6 Media/Journalists Engagement

This Communication Strategy will prioritize building strong relationships with media practitioners, specifically journalists and editors. Activities will include training sessions, dialogues, meetings, press briefings, media

tours, and campaigns. A special group of journalists will be equipped with fire and rescue services reporting skills to enhance accurate reporting of FRF information.

3.2.7 Special Campaigns and Events

Scheduled special campaigns and events will be launched focusing on various priority areas of the Fire and Rescue Force aligned with safety priorities.

3.2.8 Culturally Appropriate Information Materials

The Force will collaborate with cultural entertainment groups in society to disseminate information and raise awareness on various fire and rescue-related matters.

3.2.9 One-To-One Communication

This communication strategy will utilize one-to-one communication platforms to strengthen information dissemination during stakeholder meetings, media practitioner trainings, media tours, and campaigns.



Figure 8: Station Sergeant Halid Urembo of the Fire and Rescue Force in the Pwani Region is providing fire-safety prevention and protection education on Chalinze FM radio

CHAPTER FOUR

IMPLEMENTATION FRAMEWORK

4.0 Introduction

The strategy will be executed over a span of two years, with tasks distributed across these years. The main activities projected for the initial year, which are expected to yield swift outcomes and establish a foundation for subsequent years, are listed below:

- i. Management of issues resulting from misinformation, disinformation, and distortion in the media.
- ii. Conducting communication activities through mainstream and social media on fire and rescue services.
- iii. Capacity building and training of leaders, Communication and Public Relations Officers on strategic communication and the use of modern technology in communication.
- iv. Equipping the Communication and Public Relations Unit with modern equipment.
- v. Preparation and implementation of a Communication Crisis Plan.

- vi. Conducting advocacy campaigns and meetings on fire and rescue services.
- vii. Establishment of a modern library with an electronic repository system for the storage of FRF documents (speeches, policies, laws, press releases, newspapers, journals, photos, and videos) of FRF events for future use.
- viii. Management of feedback and complaints regarding FRF services.
- ix. Training staff on good customer service, the code of ethics and conduct, and the importance of implementing a client service charter.

This chapter provides a framework for the implementation of this strategy. It outlines both the main objectives and specific objectives, along with their corresponding targets, activities, audiences, channels, quantities, time frames, responsible persons, and indicators, as shown in Table 6 below.

Table 6: Implementation Framework.

Main Objective: To strengthen communication between the Fire and Rescue Force (FRF) and its stakeholders regarding fire and rescue services.							
SPECIFIC OBJECTIVE 1: Improve community awareness of fire and rescue services							
Target	Activity/ Strategy	Audience	Channel	Quantity/ Frequency	Responsible person	Time frame	
i. Ensure that the general public is aware of FRF roles and functions by June, 2026	i. To conduct awareness program on roles, functions, regulatory frameworks and other developments initiatives at the National Level.	General public	Workshop and meetings	2 programs Annually	HCPRU	July 2024 – June, 2025	i. Number of programs conducted. ii. Number of stakeholders attended. iii. Number of issues raised and responded. iv. Number Feedback received.
	ii. To conduct awareness program on roles, functions and regulatory frameworks at the Regional Level.	General public	Workshop and meetings	2 programs each regional annually	HCPRU and RFOs	July 2024 – June, 2025	i. Number of programs conducted. ii. Number of stakeholders attended. iii. Number of issues raised and responded. iv. Number Feedback received.
	iii. To conduct awareness program on roles, functions and regulatory frameworks at the district level.	General public	Workshop and meetings	2 programs each District annually	HCPRU and DFOs	July 2024 – June, 2025	i. Number of programs conducted. ii. Number of stakeholders attended. iii. Number of issues raised and responded. iv. Number of feedback received.

	<p>iv. To organize awareness creation meetings on regulatory framework and fire and rescue services to the People with disabilities (Deaf and Blinds) Stakeholders.</p>	<p>People with disability (Deaf and Blinds)</p>	<p>Meetings</p>	<p>Once annually</p>	<p>HCPRU and FRO's</p>	<p>March - April 2025</p>	<p>i. Number of meetings conducted. ii. Number of participants attended. iii. Number of issues raised and responded. iv. Number of feedback received.</p>
	<p>v. To engage in social activities and provide charitable supports at National, Regional and District level.</p>	<p>General public</p>	<p>Outreach/ meetings</p>	<p>CO CPR (2), RFO's (1) and DFO's (1) annually</p>	<p>H C P R U , RFO's and DFO's</p>	<p>July 2024- June 2025</p>	<p>i. Number of social activities engaged. ii. Number of charitable supports provided. iii. Number of issues raised and responded. iv. Number of feedback received.</p>
	<p>vi. To conduct press conference on annual report of fire and rescue services.</p>	<p>General public</p>	<p>Press conference</p>	<p>once Annually</p>	<p>CGF and HCPRU</p>	<p>December, 2025</p>	<p>i. Number of press conference conducted. ii. Number of journalists attended. iii. Number of issues raised and reported. iv. Number of feedback received. v. Media coverage monitoring report of the conference</p>

	vii. To conduct press conference to inform the public on fire and rescue services at National level.	General public	Press conferences	Quarterly	HCPRU	July 2024 – June 2025	<ul style="list-style-type: none"> i. Number of press conferences conducted. ii. Number of journalists attended. iii. Number of issues raised and responded. iv. Number of feedback received. v. Media coverage monitoring reports of the conference.
	viii. To conduct press conference to inform the public on fire and rescue services at Regional level.	General public	Press conferences	2 Annually	HCPRU and RFO'S	July 2024 – June 2025	<ul style="list-style-type: none"> i. Number of press conferences conducted. ii. Number of journalists attended. iii. Number of issues raised and responded. iv. Number of feedback received. v. Media coverage monitoring reports of the conference.
	viii. To coordinate FRF participation in live TV programs on fire and rescue services at National level.	Stakeholders	TV	12 annually for each Region	HCPRU	July 2024 – June 2025	<ul style="list-style-type: none"> i. Number of live TV programs participated. ii. Number of issues raised and responded. iii. Number of feedback received.

	ix. To coordinate FRF participation in live TV program on fire and rescue services at Regional level.	General public	TV	12 for each Region annually	HCPRU and RFO's	July 2024 – June 2025	i. Number of live TV programs participated. ii. Number of issues raised and responded. iii. Number of feedback received.
	x. To coordinate FRF participation in live radio programs on fire and rescue issues at the National Level.	General public	Radio	12 annually	HCPRU	July 2024 – June 2025	i. Number of live radio programs participated. ii. Number of issues raised and responded. iii. Number of feedback received.
	xi. To coordinate FRF participation in live radio programs on fire and rescue issues at the Regional Level.	General public	community Radio	12 for each region annually	HCPRU and RFO's	July 2024 – June 2025	i. Number of live radio programs participated. ii. Number of issues raised and responded. iii. Number of feedback received.
	xii. To coordinate FRF participation in live radio programs on fire and rescue issues at the District Level.	General public	community Radio	12 for each region annually	HCPRU and DFO's	July 2024 – June 2025	i. Number of live radio programs participated. ii. Number of issues raised and responded. iii. Number of feedback received.

	xiii. To produce and air TV documentaries.	General Public	TV	2 annually	HCPRU	July 2024 - June 2025	<ul style="list-style-type: none"> i. Number of TV documentaries produced and aired. ii. Number of issues raised and responded. iii. Number of feedback received.
	xiv. To produce and air radio documentaries.	General Public	Radio	2 annually	HCPRU	July 2024 - June 2025	<ul style="list-style-type: none"> i. Number of radio documentaries produced and aired. ii. Number of issues raised and responded. iii. Number of feedback received.
	xv. To coordinate production and air TV programs (Ijue Zimamoto).	General public	TBC1 and Channel ten	12 annually	HCPRU	July 2024 - June 2025	<ul style="list-style-type: none"> i. Number of TV programs produced and aired. ii. Number of issues raised and responded. iii. Number of feedback received.
	xvi. To produce and air Radio programs (Ijue Zimamoto).	General public	TBC Taifa, Clouds radio, Morning Star radio, Radio Uhuru and Afm radio	12 Quarterly	HCPRU	July 2024 - June 2025	<ul style="list-style-type: none"> i. Number of special program produced and aired. ii. Number of issues raised and responded. iii. Number of feedback received.
	xvii. To produce Radio adverts.	General public	Radio	4 annually	HCPRU	July 2024 - June 2025	<ul style="list-style-type: none"> i. Number of radio adverts produced

	xviii. To air Radio adverts.	Stakeholders	Radio	10 annually	HCPRU	July 2024 - June 2025	i. Number of radio adverts aired. ii. Number of issues raised and responded. iii. Number of Feedback received.
	xix. To produce TV adverts.	Stakeholders	TV	4 annually	HCPRU	July 2024 - June 2025	i. Number of TV adverts produced.
	xx. To air TV adverts.	Stakeholders	TV	10 annually	HCPRU	July 2024 - June 2025	i. Number of TV adverts aired. ii. Number of uses raised and responded. iii. Number of Feedback received.
	xxi. To produce and publish news stories.	Stakeholders	Newspapers	48 annually	HCPRU	July 2024 - June 2025	i. Number of stories produced and published ii. Number of issues raised and responded. iii. Number of feedback received.
	xxii. To produce and publish features articles.	Stakeholders	Newspapers	12 annually	HCPRU	July 2024 - June 2025	i. Number of features articles produced, published ii. Number of issues raised and responded. iii. Number of feedback received.
	xxiii. To participate in national and international exhibitions.	General public	Exhibitions	12 annually	HCPRU	July 2024 - June 2025	i. Number of exhibitions participated. ii. Number of feedback received. iii. Number of issues received and responded. iv. Number of reports submitted.

	<p>xxiv. To conduct Fire and Rescue Week.</p>	<p>General public</p>	<p>Exhibitions</p>	<p>Annually</p>	<p>HCPRU and RFOs</p>	<p>30th April – 4th May</p>	<p>i. Number of exhibitions conducted. ii. Number of feedback received. iii. Number of issues received and responded. i. Number of reports submitted.</p>
<p>xxv. To design, develop and print promotional materials to promote FRF brand. (Newsletters, brochures, banners, calendars, t-shirts, cup, key holders, wheel covers, caps and pens).</p>	<p>Stakeholders</p>	<p>Meeting/exhibitions/seminars/workshops</p>	<p>Annually FRF journal (5,000 copies), brochures (500,000 copies), banners (100 copies), calendars (2,500 copies), t-shirts (1,000), caps (1,000), Cups (200), key holders (200), wheel covers (200), diary (1,000) and pens (5,000)</p>	<p>HCPRU and HPMU</p>	<p>July 2024 – June 2025</p>	<p>i. Number of promotional materials produced and distributed.</p>	

<p>ii. Stakeholders' collaboration mechanism for dissemination and sharing of information established and implemented.</p>	<p>i. To convene meetings to stakeholders on Fire and Rescue Issues at the National level.</p>	<p>Stakeholders</p>	<p>Meetings</p>	<p>2 annually</p>	<p>HCPRU</p>	<p>July 2024 – June 2025</p>	<p>i. Number of meetings conducted ii. Number of stakeholders participated. iii. Number of issues raised and responded. iv. Number of feedback received.</p>
	<p>ii. To organize sensitization forum on FRF roles, functions and regulatory frameworks and FRF development initiatives.</p>	<p>Editors</p>	<p>Workshop/seminar</p>	<p>Annually</p>	<p>CF - PSD, HLU and HCPRU</p>	<p>May 2025 - June 2025</p>	<p>i. Number of workshops conducted. ii. Number of editors attended. iii. Number of issues raised and responded. iv. Number of feedback received.</p>
	<p>iii. To train media personnel on reporting fire prevention and protection, road rescue and regulatory frameworks.</p>	<p>National and International journalists.</p>	<p>Training programs</p>	<p>Annually</p>	<p>HCPRU and RFOs</p>	<p>May 2025 - June 2025</p>	<p>i. Number of training programs conducted. ii. Number journalists attended. iii. Number of issues raised and responded. iv. Number of feedback received.</p>
	<p>iv. To appoint a team of specialized reporters to cover FRF activities.</p>	<p>Journalists</p>	<p>Letters</p>	<p>once</p>	<p>HCPRU</p>	<p>July 2024</p>	<p>i. Number of specialized reporters appointed.</p>

iii. Communication Crisis Management Plan developed and implemented by June, 2026	i. To develop and implement FRF Communication Crisis Management Plan.	FRF	Meeting	once	HCPRU	August 2024	i. Communication Crisis Management Plan in place and implemented.
	ii. To formulate Communication Crisis rapid response team.	FRF Management	Meeting	once	FRF Management team	October 2024 December 2024	i. Communication crisis rapid response team in place.
	iii. To monitor FRF contents in media.	FRF	media	Daily	HCPRU	July 2024 - June 2025	i. Media coverage monitoring reports in place. ii. Number of FRF contents published and aired. iii. Number of feedback received. iv. Number of issues raised and responded.
SPECIFIC OBJECTIVE 2: Reinforce the feedback system between FRF and stakeholders							
	i. To conduct training to staff on good customer services.	FRF staff	In house trainings, workshop and seminars	annually	CF(A&F), HCPRU and HA & HR - MU	December 2024 -February 2025	i. Number of trainings conducted. ii. Number of staff trained. iii. Number of feedback received.
	ii. To conduct service delivery survey.	stakeholders	survey	Once	HCPRU	April 2026 -June 2026	i. Service delivery survey report in place.

	iii. To sensitize staffs on FRF code of ethics and conduct.	FRF staff	Meetings, seminar, special master parade and workers council (Baraza la Wafanyakazi).	2 annually	H C P - R U and HA & HR - MU	July 2024 – June 2025	i. Number of meetings/special master parade/seminars conducted. ii. Number of staff sensitized. iii. Number of issues raised and responded iv. Number of feedback received.
	iv. To develop Client Service Charter	FRF	Meetings	Once	H C P R U and A&HR - MU	December 2024 – February 2025	i. Client Service Charter in Place
	i. To conduct online sensitization campaign on the use of emergency call Number 114 and RFO's call numbers for reporting fire and rescue services	General public	Social media platforms	12 annually Video clip (1), electronic postpose (1), and newsletter (1).	HCPRU	July 2024- June 2026	i. Number of issues raised and responded. ii. Number of campaigns conducted. iii. Number of reports submitted. iv. Number of feedback received.
	ii. To sensitize staff on prompt response to customer concerns.	FRF Staff	Meetings and internal memos	4 Annually	HCPRU and CF A&F	July 2024 - June 2025	i. Number of staff sensitized. ii. Number of meetings conducted. iii. Number of issues raised and responded. iv. Number of feedback received.



Figure 9: A firefighter from the Fire and Rescue Force in Morogoro Region rescues a flood victim during heavy rain

SPECIFIC OBJECTIVE 3: Strengthen the FRF Communication and Public Relations (CPR) Unit.					
	FRF	Recruitment	31 once	staff and HRMU	July 2024 – June 2025.
i. To recruit Communication and Public Relations personnel.	FRF	Training	28 Annually	HCPRU and HRMU	July 2025
ii. To train Communication and Public Relations personnel on communication professional programs.	FRF			Annual HA&HRMU	July 2025 -September 2025
					i. Number of CPROs recruited. ii. Number of training conducted. iii. Number of reports submitted



Figure 10 : A firefighter from the Fire and Rescue Force in Morogoro Region extinguishes a fuel fire

<p>iii. To procure modern communication equipment (Video cameras, still picture cameras, camera lens, computer (desktop and laptops), microphone, flashlight, printer, scanner, tablet, tripod stand, PA system, Flat screen, photocopy machine, external driver, flash disk, drone camera, Live U, memory card, smartphone, Video Power Mixer, projector, Mobile Gimbal, Ob van, video switcher, Backup portable driver).</p>	<p>FRF HQ, Regions and 3 commandants.</p>	<p>Procurements procedure.</p>	<p>Video camera 1, still picture camera 1, camera lens 1, computer (desktop 1 and laptops 1), microphone 1, flashlight 1, printer 1, scanner 1, tablet 1, tripod stand 1, PA system 1, Flat screen photocopy machine 1, external driver 1, flash disk 1, drone camera 1, Live U 1, memory card 1, smartphone 1, Video Power Mixer 1, projector 1, mobile Gimbal 1, Ob van 1, video switcher 1, Backup portable driver 1.</p>	<p>H C P R U , HPMU and CF A&F</p>	<p>July 2024 – June 2025.</p>	<p>i. Number of modern communication equipment procured.</p>
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	iv. To establish and operationalize a modern library with electronic repository system for storage of FRF events, documents (Speeches Policies, Laws and regulations, press releases, Newspapers, Journals), photos, and video of events for future use.	FRF HQ	Procurement procedures.	Once	H CPRU, HICTU and HPMU	July 2024 - June 2025	i. A modern library with electronic repository system in place.
	v. To establish studio for TV and radio programs productions	FRF	In house studio	Once	H CPRU	July, 2025 – June, 2026	Studio for TV and radio programs productions established
ii. Communication Strategy effectively implemented by June, 2026.	i. To conduct monitoring and evaluation of implementation of Communication Strategy	FRF	M&E	4 annually	H PRSU	July 2024 – June 2025	i. Number of M & E reports submitted.
	ii. To review the FRF Communication Strategy.	FRF	Meetings	Once	H CPRU and HPR-SU	July 2026 – September 2026	i. A reviewed Communication strategy in place.
SPECIFIC OBJECTIVE 4: Enhance the use of the website, social media, and new media technologies.							
i. Creativity on social media contents enhanced by June, 2026	FRF	FRF	Short courses	25 officials once annually	H CPRU and HPR-SU	July 2024 – June 2025	i. Number of training conducted. ii. Number of CPROs trained. iii. Number of reports submitted.

	ii. To produce and post online news letters.	General public	Website, Facebook, Instagram, WhatsApp and Xspaces	4 annually	HCPRU	July 2024 – June 2025	i. Number of online newsletters produced and posted. ii. Number of views. iii. Number of Feedback received. iv. Number of issues raised and responded.
	iii. To update digital contents (Photos, reports, press, statement, features articles, Guidelines, registration form, advert) on FRF website and social media platforms.	Stakeholders	Website Facebook Instagram, WhatsApp Xspaces and YouTube	20 Daily	HCPRU	July 2024 – June 2025	i. Number of digital contents updated. ii. Number of views. iii. Number of Feedback received. iv. Number of issues raised and responded.
	iv. To produce and post short audios.	General public	Website Facebook Instagram, WhatsApp Xspaces and YouTube	10 daily	HCPRU	July 2024 – June 2025	i. Number of short audios produced and posted. ii. Number of views. iii. Number of issues raised and responded. iv. Number of Feedback received.
	v. To produce and post short videos.	Stakeholders	Website Facebook Instagram, Xspaces and YouTube.	1,000 Annually	HCPRU and RFOs	July 2024 – June 2025	i. Number of short videos produced and posted. ii. Number of views. iii. Number of issues raised and responded. iv. Number of Feedback received.

	vi. To produce and post electronic posters.	Stakeholders	Website, Facebook, Instagram, WhatsApp and X	3 daily	HCPRU	July 2024 – June 2025	i. Number of electronic posters produced and posted. ii. Number of views. iii. Number of issues raised and responded. iv. Number of feedback received.
	vii. To produce and post info graphics.	Stakeholders	Website, Facebook, Instagram, WhatsApp and Xspaces.	24 Annually	HCPRU	July 2024 – June 2025	i. Number of info graphics produced and posted. ii. Number of views. iii. Number of issues raised and responded. iv. Number of Feedback received.
ii New social media outlets effectively used by June, 2026.	i. To establish and use new social media platforms.	FRF	WhatsApp channel, Podcast, LinkedIn, TikTok, Club house and Xspaces.	Once	HCPRU	July 2024 – September 2024	i. Number of social media platforms established and used. ii. Number of audience reached. iii. Number of issues raised and responded. iv. Number of Feedback received.
	ii. To organize online dialogues on fire prevention, protection and rescues issues.	Stakeholders	Clubhouse and Xspaces.	4 annually	HCPRU	July 2024 – June 2025	i. Number of online dialogues organized. ii. Number of people participated. iii. Number of issues raised and responded. iv. Number of Feedback received.

CHAPTER FIVE

MONITORING AND EVALUATION FRAMEWORK

5.0 Introduction

This chapter outlines the implementation framework for monitoring and evaluating the FRF Communication Strategy, which includes providing reports, conducting performance reviews, and gathering feedback.

The monitoring and evaluation process will focus on indicators specified in the communication strategy implementation framework, which encompasses activities conducted through various channels such as meetings, workshops, outreach programs, seminars, dialogues, print media, radio, TV, social media, and the website.

5.1 Responsibilities

During the implementation of this FRF Communication Strategy, the Communication and Public Relations Unit's performance will be monitored and evaluated by the Planning, Research and Statistics Unit.

5.2 Monitoring, Evaluation, and Reporting

The implementation of the Communication Strategy will be continuously monitored and evaluated annually. The evaluation will focus on achieving objectives, resource utilization, and the plan's impact on the achievement of the FRF Strategic Plan for 2021/2022-2025/2026.

5.3 Conclusion

To ensure that the intended objectives outlined in this document are achieved, monitoring and evaluation will be conducted periodically. This will enable measurement of whether the strategy is on course and allow adjustments to address emerging obstacles for the successful implementation of this strategy.



Figure 11 : Fire Constable Iman Nason from the Fire and Rescue Force Mwanza Region provides education on fire prevention and safety measures against disasters to passengers at Nyegezi Bus Terminal in Mwanza City

S/NO	MKOA	NAMBA ZA SIMU
1	ILALA	0736800059
2	KINONDONI	0736800060
3	TEMEKE	0736800061
4	MWANZA	0736800076
5	ARUSHA	0736800065
6	MBEYA	0736800074
7	DODOMA	0736800068
8	MOROGORO	0736800064
9	PWANI	0736800063
10	IRINGA	0736800072
11	KAGERA	0736800077
12	SHINYANGA	0736800086
13	SINGIDA	0736800069
14	MARA	0736800078
15	RUJUMA	0736800085
16	MTWARA	0736800082
17	LINDI	0736800083
18	RUKWA	0736800084
19	KATAVI	0736800081
20	GEITA	0736800080
21	SIMIYU	0736800079
22	KIGOMA	0736800071
23	TABORA	0736800070
24	TANGA	0736800087
25	KILIMANJARO	0736800067
26	MANYARA	0736800066
27	NJOMBE	0736800073
28	SONGWE	0736800075