

Welcome to the 3rd

INTERNATIONAL SAFETY EDUCATION SEMINAR 2015

21-22 October 2015, Malmö, Sweden



ISES 2015 – A conference for anyone working with fire, prevention and safety

Information, communication and education of the public in issues concerning fire and safety are becoming an increasingly important part of the prevention work of the rescue services. In order to be successful in reducing the number of fatalities and injuries as a result of accidents, we must improve our ability to interact and adapt communication to the target groups in question. By meeting the various needs of the target groups through different means and methods, we can better deliver our message and subsequently reduce accidents. The conference is aimed specifically at you who are active within the rescue services, district councils, local authorities or other organizations involved in information, communication and educational training within the area of fire, prevention and safety issues.

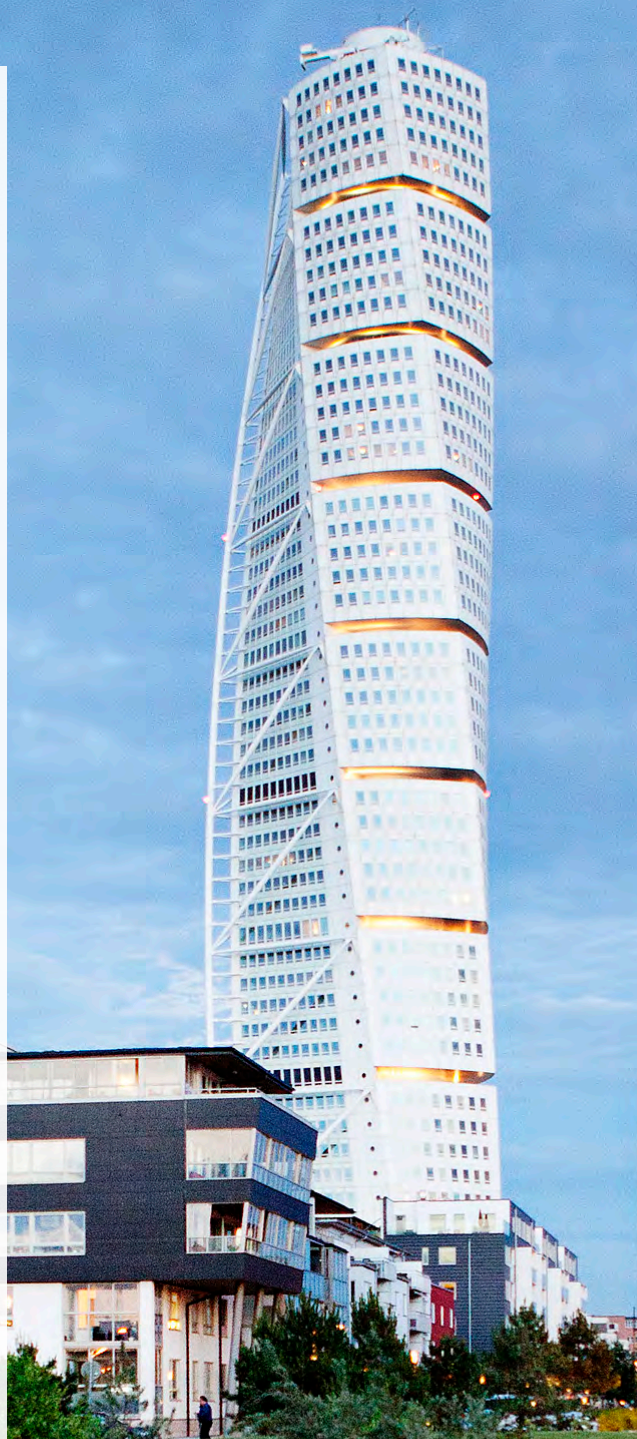
We cordially welcome you to Sweden and Malmö where for two days we will be confronting the important issues highlighted during the conference. The aim of the conference is to enhance skills, share experiences and spread new knowledge between European countries.

The conference will consist of three program blocks:

- **How do we identify the target groups?** We look into the research concerning those who suffer from accidents and how social factors influence the risk of suffering from accidents.
- **Different people, different needs?** Do we have sufficient knowledge about the different needs of the target groups and public in general? We will learn more about the prioritized target groups so that we can adapt messages and methods in order to better disseminate knowledge and information.
- **How can we reach the different target groups?** What techniques and tools can we use in our communication? Here various experiences are presented from different methods used to deliver our messages, for example, through personal meetings, social media, voluntary organizations or the use of public relation communicators.

For further information, program and registration.

www.ises2015.se



Myndigheten för
samhällsskydd
och beredskap

INFORMATIONSBOLAGET