

Public Policy for Fire-Resilient Communities: Perspectives of Executives on the Safety Initiatives of the Bureau of Fire Protection (BFP)

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ABSTRACT

The study aimed to determine the perspectives of hotel and mall owners in Toledo North regarding the Fire Safety Awareness Program of the Bureau of Fire Protection (BFP). This study utilized a mixed-method approach, combining both quantitative and qualitative methods of research, to assess the positive and negative aspects as well as the overall impact of the program on the establishments in the area. All informants consisted of twelve (12) participants, including six (6) hotel and mall owners and six (6) professional business owners from Toledo North. Each informant is at least 25 years old. Thematic content analysis was utilized to analyze and cluster interview responses into common themes for interpretation. The analysis was formulated based on the gathered data, wherein significant statements were extracted, core meanings were formulated, and themes were clustered. A total of nine (9) emergent themes comprehensively described the informants' responses, providing answers to the research questions. The following are the emergent themes arranged according to each sub-problem.

For the experience of the informants, we created the themes namely. *“Modernization and Equipment Enhancement”, “Consistent BFP Presence and Year-Round Programs”, “Observance of Standard Operating Procedures (SOPs)”, “Fire Drills and Practical Training”, “Maintaining Order and Preventing Panic during Fires”, “Alertness and Quick Reporting”, “Fire Safety Awareness through Continuous Education”, “Effective Use of Social Media and Technology”, “Youth Involvement and Early Fire Education”, “Business Compliance and Preparedness”, “Responsible Behavior and Household Safety Practices”, “Teamwork and Community Cooperation”, “Lack of Participation due to Time Constraints”, “Efficient and Timely Fire Response”, “Regular Inspections and Monitoring”, “Encouraging Public Involvement in Fire Safety Activities”, “Accessibility and Readiness of Fire Equipment”, “Fire Safety as a Shared Daily Responsibility”*

Keywords: Between Commerce and Catastrophe: Fire Safety Through The Eyes Of Business Owners

THE PROBLEM AND ITS SCOPE

Introduction

Rationale

Despite the critical role of the BFP, there remains a gap in research exploring the perspective of the hotel or mall owners on fire safety awareness program of the BFP. Due to the fact that existing studies primarily focus on policy implementation and its impact on the community, thereby leaving the operational and personal challenges faced by the BFP.

The Bureau of Fire Protection (BFP) is mandated to prevent and suppress all kinds of destructive fires, investigate their causes, and enforce fire safety laws. The establishment of a national fire safety awareness

campaign is a vital component of this responsibility. This initiative aims to improve community readiness for fire crises, raise public awareness of fire threats, and encourage safe fire behaviors.

Global issues in fire safety awareness are significant and multifaceted, impacting communities worldwide. A primary concern is the consistent lack of adequate fire safety education and preparedness across various populations. This deficiency leads to delayed responses during fire emergencies, increased injuries, and higher mortality rates, particularly in vulnerable groups such as children and the elderly (National Safety Council, 2016). Furthermore, rapid urbanization and the construction of high-rise buildings in many parts of the world present unique challenges in terms of evacuation and firefighting capabilities, underscoring the urgent need for targeted awareness programs for residents and building administrators alike (Arcadis, 2024). The increasing frequency of wildfires due to climate change further exacerbates the problem, demanding greater public understanding of fire risks in both urban and rural interfaces (World Health Organization, 2016).

Another critical global issue is the variability in fire safety regulations and their enforcement across different countries and regions. While some developed nations have stringent building codes and public awareness campaigns, many developing countries struggle with inadequate infrastructure, limited resources for fire prevention, and a lack of standardized safety protocols (Modern Building Alliance, 2020). This disparity contributes to a disproportionately higher burden of fire-related deaths and property damage in these regions. Moreover, cultural factors and socioeconomic conditions often influence fire safety behaviors, highlighting the necessity for culturally sensitive and community-specific awareness initiatives to achieve meaningful impact (PMC, 2019).

Addressing these global disparities requires international collaboration in sharing best practices and providing support to strengthen fire safety awareness and infrastructure in high-risk areas.

Ultimately, enhancing fire safety awareness globally necessitates a comprehensive approach that integrates formal education, public campaigns, community engagement, and the strategic use of technology. Leveraging media platforms and digital tools can disseminate crucial fire safety information to wider audiences, overcoming geographical barriers (EuroFSA, 2024).

Republic Act No. 9514, also known as the Fire Code of the Philippines of 2008, provides the overarching legal framework that necessitates and empowers the BFP to conduct such programs. Section 5 of this act outlines the powers and functions of the BFP, which inherently include the responsibility for fire safety education and the promotion of fire safety consciousness among the populace. This section grants the BFP the authority to develop and implement fire safety information campaigns, conduct drills, and collaborate with local government units and other agencies to ensure public awareness and preparedness for fire emergencies.

Furthermore, Section 6 of RA 9514 emphasizes the importance of fire safety education by declaring it a policy of the State to ensure the active participation of the community in fire prevention and suppression efforts. This declaration necessitates that the BFP, as the primary implementing agency for the fire code, undertakes initiatives to educate the public on fire hazards, prevention measures, and proper responses during fire incidents. The Implementing Rules and Regulations (IRR) of RA 9514 further detail how these provisions are to be carried out, often specifying the BFP's role in conducting seminars, workshops, and other outreach activities aimed at increasing fire safety awareness at the community level.

Public lectures, seminars, fire drills in workplaces and schools, community outreach initiatives like Oplan Ligtas na Pamayanan, and media campaigns using social media, radio, and television are some examples of these efforts. The BFP seeks to decrease the number of fires, foster a culture of fire safety awareness, and eventually save lives and safeguard property throughout the Philippines by actively interacting with different facets of society.

On the other hand, the hotel and mall owners participated in the Bureau of Fire Protection's (BFP) fire safety awareness programs by means of adapting measures that is a critical element in ensuring the safety of these high-

occupancy establishments. These business owners are key stakeholders due to their responsibility for a large number of occupants and significant property value.

The effectiveness of fire safety awareness programs is intrinsically linked to the active participation of key stakeholders, including business owners, particularly those managing high-occupancy establishments like hotels and malls. Their engagement extends beyond mere compliance with fire safety regulations; it involves actively participating in BFP-led training, conducting regular fire drills for their employees, and disseminating safety information to their clientele. However, the level of commitment can be influenced by factors such as perceived cost implications, time constraints, and a lack of perceived immediate threat. Understanding the perspectives and challenges faced by these stakeholders, as your research in Toledo City, Cebu, aims to do, is crucial for tailoring awareness programs to their specific needs and fostering a stronger sense of shared responsibility in fire safety (Quinto, 2015).

Measuring the tangible impact of fire safety awareness programs on reducing fire incidents and casualties remains a complex undertaking. While anecdotal evidence and post-campaign assessments can provide some insights, establishing a direct causal link requires robust data collection and analysis over extended periods. Furthermore, the dynamic nature of communities and the emergence of new fire hazards necessitate continuous evaluation and adaptation of awareness strategies. Embracing innovative technologies and communication channels, such as social media and interactive platforms, can potentially enhance engagement and broaden the reach of fire safety messages, particularly among younger generations (Reyes & Cruz, 2020).

Further, the fire safety awareness program is a vital component of the national strategy for disaster risk reduction. While significant progress has been made in disseminating crucial information and promoting preparedness, persistent challenges related to reach, engagement, resource limitations, and impact measurement necessitate a continuous and adaptive approach. Understanding the specific context of local communities and the perspectives of key stakeholders, such as hotel and mall owners in Toledo City, Cebu, is essential for refining these programs and fostering a more fire-safe nation.

As criminology students, the researchers felt the need to conduct an in-depth study to effectively explore the perspectives of the hotel or mall owners in Cebu province, specifically in Toledo city on the Fire Safety Awareness Program of the Bureau of Fire Protection (BFP).

THEORETICAL BACKGROUND

This study is anchored on Protection Motivation theory by Roger (1975), supported by Theory of Planned Behavior by Icek Azjen (1985) and Preparedness theory by Seligman (1971).

Protection Motivation Theory (PMT), originally proposed by Ronald W. Rogers in 1975, is a psychological framework designed to explain how individuals respond to threats, particularly in the context of health-related behaviors. According to Rogers (1975), an individual's motivation to protect themselves from a threat is influenced by their cognitive appraisal of both the threat itself and their ability to cope with it. This appraisal involves several key components: the perceived severity of the threat (how serious the consequences are), perceived vulnerability (how likely one is to experience the threat), response efficacy (how effective the recommended protective action is), and self-efficacy (one's belief in their ability to perform the recommended action successfully). The theory posits that a higher perception of these factors leads to stronger protection motivation and, consequently, greater likelihood of adopting adaptive behaviors to mitigate the threat.

Milne, Sheeran, and Orbell (2000) further elaborate on PMT's utility, highlighting its widespread adoption in predicting and intervening in various health-related behaviors. They conducted a meta-analytic review, emphasizing that PMT provides a comprehensive framework by integrating elements of other social cognitive theories, such as the Health Belief Model and Self-Efficacy Theory. Their review confirmed that the threat and coping appraisal components are significant predictors of health-related intentions. This emphasizes that for individuals to be motivated to change their behavior, they must not only perceive the threat as substantial and

relevant to them, but also believe that the recommended protective actions are both effective and within their capacity to perform.

Despite its broad applicability, Theory Hub (Newcastle University, 2026) points out some limitations of Rogers's original PMT. While the theory identifies key factors influencing protection motivation, it does not explicitly clarify the relative importance or interplay between the threat appraisal and coping appraisal components in the decision-making process. Moreover, the original formulation doesn't fully explain how these factors interact to lead to a specific behavioral outcome. This suggests a need for further research to refine the model, perhaps by exploring the weighting of each component and the cognitive pathways through which they influence behavioral intentions and actual behavior, particularly in complex health scenarios where multiple threats and coping strategies might be at play.

The Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985, is a widely recognized social psychological model that explains and predicts human behavior. Building upon the earlier Theory of Reasoned Action, TPB posits that an individual's behavioral intention is the most immediate determinant of their actual behavior. This intention, in turn, is shaped by three key constructs: attitudes toward the behavior (the individual's positive or negative evaluation of performing the behavior), subjective norms (the perceived social pressure to perform or not perform the behavior), and perceived behavioral control (the individual's belief in their ability to perform the behavior successfully). Ajzen (1985) argues that the stronger an individual's intention, and the greater their perceived control over the behavior, the more likely they are to engage in that behavior.

Ajzen and Madden (1986) further elaborate on the practical implications of TPB, particularly in their discussion of its application to understanding and predicting leisure behavior. They emphasize that perceived behavioral control, a critical addition to the original model, accounts for situations where individuals may have strong intentions but lack the necessary resources or opportunities to perform the behavior. Their work demonstrates how the three core components interact to form a coherent framework for predicting a wide range of volitional behaviors. By providing a clear and testable model, TPB has been instrumental in guiding interventions aimed at promoting desirable behaviors across various domains, from health to environmental protection.

Montano and Kasprzyk (2015), in their comprehensive review of health behavior theories, highlight the enduring relevance and utility of the Theory of Planned Behavior. They acknowledge its strength in identifying modifiable determinants of behavior, making it a valuable tool for designing effective health interventions. However, they also point out that while TPB is a robust predictor of behavioral intention, the link between intention and actual behavior is not always perfect, and other factors not explicitly included in the model may play a role. Despite this, they affirm that TPB remains one of the most frequently used and well-supported theories in health psychology, offering a solid foundation for understanding and influencing human actions.

According to Seligman (1971), Preparedness Theory revolutionized the understanding of phobias and fear acquisition by proposing that humans are biologically predisposed to learn fears of certain stimuli more easily than others. Challenging the then-dominant equipotentiality premise of classical conditioning, which suggested that any stimulus could become a fear-eliciting cue with equal ease, Seligman argued that evolutionary history has prepared us to associate certain stimuli like snakes, spiders, and heights with danger. These "prepared" fears are characterized by their rapid acquisition, strong resistance to extinction, irrationality, and specific nature, often developing from limited exposure or even vicariously. This theory provided a compelling explanation for why common phobias are often related to ancestral threats, despite their reduced danger in modern environments.

Öhman and Mineka (2001) significantly expanded upon Seligman's initial concept, proposing an "evolved module of fear and fear learning." Their work provided extensive empirical support for preparedness theory through numerous psychophysiological experiments. They demonstrated that fear-relevant stimuli, such as images of snakes or spiders, lead to more robust and enduring conditioned fear responses, higher skin conductance responses compared to fear-irrelevant stimuli. Furthermore, they showed that these prepared fear responses are often acquired quickly, are difficult to extinguish, and can be activated automatically, even without conscious awareness. This research solidifies the idea that our evolutionary past has shaped distinct neural pathways that prioritize the detection and rapid response to certain types of threats.

While Preparedness Theory offers a powerful framework for understanding phobias, researchers like McNally (2015) acknowledge its profound impact but also highlight areas of ongoing debate and refinement. Some critiques point to the fact that while preparedness explains the ease of acquiring certain fears, it doesn't fully account for the irrationality or resistance to rational persuasion often seen in clinical phobias. Additionally, some studies have found mixed support for all aspects of the theory, particularly regarding the absolute "one-trial" acquisition or complete impenetrability of prepared fears to cognitive influence. Nevertheless, McNally underscores that Seligman's original contribution paved the way for a rich line of research that integrates evolutionary psychology with learning theory, deepening our understanding of anxiety disorders and informing more effective therapeutic approaches.

The Bureau of Fire Protection (BFP) is the primary government agency in the Philippines responsible for enforcing fire safety regulations, suppressing fires, and importantly, conducting fire safety education and awareness campaigns. Their public education efforts are diverse, targeting various sectors, including the general public and specific occupancies like business establishments. These programs aim to instill a culture of fire prevention and preparedness through lectures, seminars, drills, and the dissemination of informational materials. The BFP also emphasizes the importance of understanding fire origins, causes, and heat transfer to promote preventive measures (BFP Citizens Charter, 2022).

Commercial establishments like hotels and malls, due to their high occupancy and complex layouts, require stringent fire safety measures as mandated by the Revised Fire Code of the Philippines (RA 9514). These regulations cover aspects such as fire detection and suppression systems sprinklers, fire alarms, extinguishers, means of egress exits, stairways, fire-rated materials, and emergency preparedness plans (Quizlet, 2024).

Moreover, other related laws and government issuances reinforce the BFP's mandate in fire safety awareness. For instance, the Bureau of Fire Protection Modernization Act (Republic Act No. 11589), while primarily focused on upgrading the BFP's capabilities, also underscores the importance of community support in fire prevention. This implicitly supports the need for robust public awareness programs. Additionally, various Department of Education (DepEd) orders, such as the Continuing Fire Safety and Awareness Program (FSAP) in Schools (DepEd Order No. 72, s. 2012), mandate schools to coordinate with the BFP for fire safety seminars and drills, highlighting the BFP's role in extending its awareness programs to specific sectors.

In practice, the BFP actively conducts various fire safety awareness programs nationwide, including the BIDA KA Fire Square Roadshow, which targets students, and community-based seminars and drills. These initiatives are carried out under the broad authority and policy directives set forth in the Fire Code of the Philippines (RA 9514) and its IRR, demonstrating the BFP's commitment to fulfilling its mandate of protecting lives and properties through proactive fire safety education. While a single, isolated law might not be solely dedicated to mandating these programs, the comprehensive framework established by RA 9514 and related issuances provides the clear legal basis and obligation for the BFP to implement and sustain fire safety awareness initiatives across the country.

Ideally, their involvement would encompass several aspects. Firstly, active participation in BFP-led seminars, workshops, and drills is crucial for understanding fire safety regulations, evacuation procedures, and the proper use of fire suppression equipment. Secondly, collaboration with the BFP in developing and implementing customized fire safety plans tailored to the specific layouts and risks of their hotels or malls is essential. This might involve joint risk assessments and the integration of BFP recommendations into their operational protocols. Furthermore, these owners can play a significant role in extending fire safety awareness to their employees and even customers through internal training programs and the dissemination of BFP-approved safety materials. By actively engaging with the BFP's initiatives, hotel and mall owners can cultivate a culture of safety within their establishments, potentially reducing fire risks, ensuring smoother evacuations in emergencies, and ultimately safeguarding lives and assets.

The Bureau of Fire Protection (BFP) in the Philippines spearheads a nationwide fire safety awareness program as a proactive strategy to mitigate the devastating impact of fire incidents. Recognizing that fire prevention is paramount, the BFP employs a multi-pronged approach encompassing public education, community

engagement, and media dissemination. Their initiatives range from conducting regular fire safety seminars and workshops for various sectors to orchestrating large-scale community outreach programs like Oplan Ligtas na Pamayanan. These efforts aim to instill a culture of fire safety by equipping citizens with essential knowledge on fire hazards, preventive measures, and appropriate responses during fire emergencies. Furthermore, the BFP actively collaborates with local government units, educational institutions, and private organizations to broaden the reach and impact of their awareness campaigns, tailoring messages to specific community needs and risks (Bureau of Fire Protection, 2019).

Despite the BFP's commendable efforts, the landscape of fire safety awareness in the Philippines presents ongoing challenges. Varying levels of engagement across different demographics and geographical locations remain a concern. Factors such as socioeconomic status, access to information, and perceived relevance of the programs can influence participation and receptiveness. Resource constraints within the BFP can also limit the extent and frequency of outreach activities, particularly in remote or underserved communities. Moreover, sustaining long-term behavioral change requires consistent reinforcement and innovative strategies that go beyond traditional lecture-based approaches. The need for culturally sensitive and contextually relevant messaging is also critical to ensure effective communication and adoption of fire safety practices within diverse communities (Asian Disaster Preparedness Center, 2018).

Moreover, involving community leaders and local organizations in the development and delivery of awareness programs can foster trust and ensure cultural relevance, leading to more effective adoption of safety practices. Continuous evaluation and adaptation of these programs based on local contexts and emerging fire risks are essential to create a safer and more resilient global community.

The BFP plays a crucial role in enforcing these codes through inspections and requiring business owners to secure fire safety permits as a prerequisite for their business licenses. Regular fire drills and safety training for staff are also mandatory to ensure occupants are familiar with evacuation procedures (Flynn, 2010).

The level of engagement and perspectives of hotel and mall owners regarding BFP fire safety awareness programs can vary. While owners are legally obligated to comply with fire safety regulations, their active participation in awareness programs might be influenced by factors such as the perceived cost and time involved (Quinto, 2015).

Some studies suggest that while staff in commercial establishments may have basic knowledge of fire safety, their understanding of specific equipment and installations might be limited, highlighting the need for comprehensive training provided by or in coordination with the BFP (Rahim et al., n.d.). Ensuring consistent implementation and maintenance of fire safety measures across all establishments can also be a challenge (Rubaratuka, 2007).

Effective fire safety training for employees in hotels and malls is crucial for saving lives, reducing property damage, and ensuring compliance with legal and insurance requirements (Immer Safety, 2024).

Training enhances employee confidence, promotes a safety-conscious culture, and equips them with the necessary skills to respond effectively during fire emergencies, including proper evacuation and the use of firefighting equipment. Regular fire drills are essential to reinforce training and ensure that both staff and occupants know evacuation routes and procedures (Flameguard Philippines, 2024).

Fire safety is a collective responsibility, and effective awareness programs often involve collaboration between the BFP, local government units, and various stakeholders, including business owners (Citizen's Charter, 2025; RichestPH, n.d.). Engaging the community and specific sectors like hotels and malls through tailored programs can lead to a greater understanding of fire risks and improved preparedness (Davao City Fire District, 2025). Understanding the perspectives of different stakeholders is vital for developing sustainable and effective fire management strategies (Centre for Wildfires, 2024).

The theory further emphasizes the critical role of the BFP in implementing fire safety awareness programs and enforcing fire safety regulations for commercial establishments like hotels and malls in the Philippines. While legal compliance is mandatory, the active participation and perspectives of hotel and mall owners in these programs are essential for fostering a comprehensive culture of fire safety. Effective training, regular drills, and collaborative efforts between the BFP, business owners, and the wider community are key to minimizing fire risks and ensuring the safety of lives and properties.

Quinto (2015) , Examines the level of fire safety awareness among hotel staff. While not directly from the BFP's perspective or specifically targeting owners, it highlights the crucial role of training and awareness in ensuring fire safety within hotel establishments. The findings underscore the need for continuous and comprehensive fire safety education programs for hotel personnel, an area where the BFP often plays a significant role through training and seminars.

Another study, Investigation of Fire Safety Awareness and Management in Mall (Rahim et al., 2014), focuses on shopping malls and assesses the level of fire safety knowledge among mall users and the effectiveness of fire safety management. The study emphasizes that public awareness is often low and recommends involvement in fire safety programs and the distribution of informational materials to improve awareness. This aligns with the BFP's mandate to conduct public education campaigns and suggests the importance of collaboration between the BFP and mall management to enhance fire safety awareness among both employees and the public.

The Bureau of Fire Protection itself provides various resources and guidelines related to fire safety for business establishments. Their Volume 5: Fire Safety for Business Establishments (BFP, 2008) outlines fire safety requirements, emphasizes hazard identification, emergency evacuation procedures, and the proper use of firefighting equipment. This document, while not a study on owner perspectives, frames the BFP's expectations and the information they aim to disseminate to business owners to ensure compliance and safety.

Furthermore, the Revised Fire Code of the Philippines (RA 9514) mandates specific fire safety requirements for hotels, malls, and other commercial establishments, with the BFP being the primary enforcer (Quizlet, 2024). Compliance with this code necessitates a certain level of engagement from hotel and mall owners with BFP regulations and inspections. While studies directly exploring owners' perspectives on the BFP's awareness programs might be scarce, the legal framework and the BFP's educational initiatives implicitly require and encourage owner participation in ensuring fire-safe environments for their establishments.

To sum up, although certain local studies on the BFP's fire safety awareness programs focus directly on hotel and mall owners, relevant literature on fire safety awareness in comparable commercial settings in the Philippines emphasizes the significance of regulatory compliance, public education (a crucial function of the BFP), and training. By highlighting locations where the BFP's initiatives and owners' perspectives overlap as critical for guaranteeing fire safety, these tools highlight the necessity of continuous efforts to raise public and staff awareness of fire safety in hotels and malls.

The aforementioned theories, related literature and related studies will help us in understanding this study on the Perspective of Hotel/Mall owners in Cebu Province on fire safety awareness program of the Bureau of Fire Protection.

The Problem

Statement of the Problem

This study aims to explore the perspectives of the hotel/mall owners on the fire safety awareness program of the bureau of the fire protection (BFP) in Toledo City, North, Cebu, Philippines.

Specifically, it sought to answer the following question:

Quantitative Research Questions

1. What is the level of awareness of the community on the Fire Safety Program of the BFP as perceived by the respondents?
2. What is the level of effectiveness of the Fire Safety Program of the BFP as perceived by the respondents?
3. What is the level of community participation or engagement in the Fire Safety activities of the BFP as perceived by the respondents?
4. What is the extent of impact of the Fire Safety initiatives of the BFP to the community?

Qualitative Research Questions

1. What are the views of the informants on the Fire Safety Program of the BFP?
2. How do the informants perceive the role of the BFP in preventing and responding to fire incidents?
3. What are the views of the informants on the communication and information dissemination strategies of BFP on fire safety?
4. In what ways has the Fire Safety Program of the BFP influence the community awareness and practices regarding fire prevention?
5. What are the common challenges or barriers faced by the community in engaging with BFP's fire safety activities?
6. What are recommendations or suggestions offered by informants for sustainable community engagement with the BFP?

Significance of the Study

The findings of the study will be valuable to the following:

Hotel and Mall Owners. The study can provide owners with a clearer understanding of the BFP's current fire safety awareness initiatives, including their content, delivery methods, and intended outcomes. This knowledge can help them align their own internal safety protocols and training programs with the BFP's guidelines, ensuring better compliance with fire safety regulations and potentially streamlining the process of securing and renewing fire safety permits. Furthermore, understanding the BFP's focus areas can enable owners to proactively address potential fire hazards and implement preventive measures that are in line with the bureau's priorities, ultimately reducing the risk of fire incidents within their establishments.

Bureau of Fire Protection (BFP). This will provide the BFP with invaluable feedback on the effectiveness and reach of their current fire safety awareness initiatives within a critical sector. By understanding how hotel and mall owners perceive the relevance, content, and delivery of their programs, the BFP can identify what aspects are working well and where improvements are needed. This direct feedback from key stakeholders can help the BFP refine their strategies, ensuring that their awareness campaigns are impactful and resonate with the specific needs and operational realities of the hotel and mall industry.

BFP Marshall. The study's findings can provide the BFP Marshall with a more nuanced understanding of how the fire safety awareness programs are being received and implemented at the ground level by hotel and mall management within their jurisdiction. This localized insight is invaluable. It can reveal specific areas where the BFP's messaging is effective and where it might be falling short or facing resistance from this crucial sector. For instance, the Marshall might learn about specific challenges owners face in implementing certain fire safety protocols or areas where they feel the awareness programs could be more practical or relevant to their daily operations.

Office of the Building Official (OBO). The findings can provide the OBO with valuable insights into the level of understanding and implementation of fire safety requirements among hotel and mall owners, who are key stakeholders in their regulatory oversight. By understanding owners' perspectives on the BFP's awareness programs, the OBO can gauge the effectiveness of current fire safety dissemination efforts and identify areas where building code requirements related to fire safety might need further clarification or reinforcement during the permitting and inspection processes.

Disaster Risk Reduction Management Council (DRRMC). The study will provide the DRRMC with a valuable assessment of the level of fire safety awareness and preparedness within two critical sectors – hotels and malls – that often host a large number of people and can be particularly vulnerable in fire emergencies.

Department of Interior and Local Government (DILG). This study can provide the DILG with valuable insights into the effectiveness of the BFP's community engagement strategies within a critical sector. As the department responsible for ensuring public safety and strengthening local government units' capabilities in disaster preparedness, the DILG needs to understand how well the BFP's programs are being received and implemented by key stakeholders like hotel and mall owners.¹ This feedback will inform the DILG's policy decisions and oversight functions related to fire safety nationwide, potentially leading to the development of more effective national guidelines and resource allocation strategies for the BFP's awareness campaigns.

Local Government Unit (LGU). The study will provide the LGU with a localized understanding of the effectiveness of fire safety awareness initiatives within two critical sectors of its economy – hotels and malls. By understanding the perspectives of the owners, the LGU can gauge the level of fire safety knowledge and preparedness within these key businesses and identify areas where the BFP's programs are succeeding or falling short within the locality. This localized data is crucial for informed decision-making and resource allocation at the city level.

Academe. The study can provide rich, real-world data and case studies on the effectiveness and reception of public safety initiatives within a specific industry sector in a local context. This empirical data can be invaluable for academic research across various disciplines, including public administration, disaster risk reduction and management, sociology, communication studies, and business management.

The Community. The study's findings can lead to more effective and targeted fire safety awareness programs initiated by the BFP and potentially supported by the LGU and hotel/mall owners. By understanding the perspectives of these key stakeholders⁵⁵, the BFP can refine their messaging, delivery methods, and content to better resonate with the business sector, ultimately leading to improved fire safety practices within these high-occupancy establishments. Safer hotels and malls directly translate to a safer environment for the community members who work there, visit as patrons, or live in the vicinity. Reduced fire risks in these commercial hubs minimize the potential for large-scale emergencies that could endanger lives, cause injuries, and disrupt the local economy and social fabric.

The Researchers. The research can contribute valuable knowledge to the field of criminology, sociology, or public policy. The findings can shed light on the complex dynamics between police and communities in the Philippines, offering insights applicable to other countries as well. And as aspiring criminologist and police officers the study contribute so much learning in the field of criminal justice education especially to the researchers.

Future Researchers. This research will provide a benchmark for future studies. By understanding the perspective of hotel/mall owners and managers on fire safety awareness program, future researchers can track changes over time and evaluate the effectiveness of reforms or interventions implemented based on the initial findings.

RESEARCH METHODOLOGY

Research Design

This study employed a mixed-methods approach to analyze the perspectives of hotel and mall owners regarding the Fire Safety Awareness Program of the Bureau of Fire Protection (BFP). Given the complexity of community safety and fire prevention practices, a mixed-method approach provides a balanced framework, allowing for the integration of qualitative insights and quantitative statistical trends.

The qualitative component focused on the experiences, perceptions, and suggestions of hotel and mall owners regarding the implementation and effectiveness of the BFP's Fire Safety Awareness Program. This will be achieved through in-depth interviews and document analysis, ensuring a thorough examination of the program and its impact on fire safety practices.

The quantitative component measures statistical trends and the general level of awareness and satisfaction of hotel and mall owners regarding the Fire Safety Program of the BFP.

This study followed a convergent parallel design, where qualitative and quantitative data are collected separately, analyzed independently, and later integrated for a cohesive interpretation. This ensures that the study benefits from the depth of qualitative insights while also leveraging the broader applicability of quantitative trends.

The phenomenological design using an interview guide questions is the method utilized in this study entitled phenomenological research was the most appropriate approach for this particular exploration in digging into the individual perspective of hotel/mall owners.

Phenomenology is a study base on how people experience a particular phenomenon. It focused on how an individual makes meanings of experience and how this individual meaning will shape the meaning of a certain group and society (Vanderstoep & Johnston, 2009). The goal of the researcher in this study was to first create reality in the interpretation or consciousness of experienced and followed by an understanding of a certain phenomenon based on the experienced of the participant of this research.

The purpose of the phenomenological approach was to illuminate the specific, to identify phenomena through how they perceived by the actors in a situation. In the human sphere, this normally translated into gathering 'deep' information and perceptions through inductive, qualitative methods such as interviews, discussions and participant observation, and representing it from the perspective of the research participant(s).

Phenomenology offer the possibility of understanding lived experience in a way that other methodologies may not. It illustrated the deeper human aspects of a situation, attending to mood, sensations, and emotions, seeking to find out what the experienced was, what it meant to individuals and what the personal implications were (Van Manen, 1973).

Research Environment

This study was conducted in Toledo City North, located in the western part of Cebu Province, Philippines, is a significant industrial and commercial hub, historically known for its mining industry, particularly the operations of Atlas Consolidated Mining and Development Corporation.

There are approximately 3 fire stations in Toledo City. These include Toledo City Fire Station, Toledo City Fire Department, and Don Andres Soriano Fire Station. While there are around three malls in Toledo City. These are Gaisano Grand Mall Toledo, Super Metro Toledo and Toledo Commercial Arcade. And lastly, there are at least 5 hotels or resorts in Toledo City. These include The Ranch Resort, Ocean Breeze Resort, Estrella Del Mar, 678 sugar shack resort, and Hidden Valley Wave Pool and Mountain Resort.

While its economy has diversified over time, embracing trade, industry, and tourism, the presence of large-scale industries necessitates a strong emphasis on safety protocols, including fire safety awareness. The city's strategic location and ongoing economic development, as evidenced by approved investment plans, suggest a growing number of commercial establishments, including hotels and malls, to cater to its residents and visitors.

The hotel and mall industry in Toledo City, while perhaps not as extensive as in Metro Cebu, is developing to support the city's economic activities and increasing urbanization. Indicating the presence of such commercial centers and also show the existence of hotels like Galls Pension House and Bulls Pension House Hotel in Toledo City Cebu and other smaller resorts and accommodations. The growth in these sectors signifies an increasing number of occupants and a greater need for robust fire safety measures and awareness programs to protect both employees and the public.

Research Informants

The informants of the study hotel/mall owners or managers, total of ten (12) informants was chosen according to their knowledge about fire safety awareness program adapted in their establishment and has full exposure on the implementation and coordination with local BFP on the safety awareness program. The informants should have at least worked in the establishment (hotel or mall) for at least three (3) years and is knowledgeable of the fire safety awareness program implemented in the establishment.

Research Instruments

The research interview guide for an in-depth interview used for the individual interviewees for them to answer during the actual interview date scheduled. The researcher was an interview guide containing open-ended questions. The researcher also used a note for transcription to write responses of the participants in addition to voice recorder that recorded the answers during the interview.

The interview guide consists of three parts. Part 1 was elicit answers on the perspective of the informants on fire safety awareness program of the BFP, while part 2 on the other hand was delve into the impacts of the BFP's fire safety awareness program on the work life of the informants and lastly, part 3 will ascertain the aspirations of the informants to improve the implementation of the BFP's program and practices.

And lastly, Respondents were asked to read each question carefully. They marked their answers honestly, based on what they knew and had experienced. After that, the researchers tabulated the results and ran statistics on them. This provided solid numbers to back up the qualitative parts. All of this was interrelated to fully address the research questions. (Please refer to Appendix C for the Interview Guide).

Research Procedure

A purposive convenience sampling was employed to select the informants. The researcher discussed the purpose of the research and the manner of questioning before the interview. Upon approval of the informants, the researcher asked to sign the consent form to signify their willingness to proceed with the discussion. The discussion was recorded using a voice recorder.

Data Collection. The researcher was utilize an interview guide to extract the perspective of hotel/mall owners and managers on the fire safety awareness program implemented by the BFP. Interview guide questions were purposely constructed in a manner that utilized both in-depth interviews and focus group discussion. The interview guide was submitted first to the panelists for content validation and approval before the actual conduct of interviews.

Upon the approval of the participant of this study, he or she was asked to answer questions personally presented by the researcher about 60-90 minutes. A consent form was signed first by the informant that states the purposes and procedure in the conduct of the interviews as well as the rights of the subjects and the primary obligation of the researcher. With their prior approval, the interview was audio-recorded in order for the researcher to transcribe it after the interview. This helped the researcher to analyze the exact words and to keep the informant statements in context. The in-depth interview and focus group discussion of the research participants was conducted in the place where they are comfortable by supplying the needed information in the research.

The informant's participation in the study is voluntary in nature. The decision whether or not to join was not affect his or her current or future relations with any institution, agency, or person. If the informant decides to participate, at anytime they can still change their mind and withdraw from the study. If they feel stressed during the study, they may stop at any time. They may also skip any questions that they feel are too personal. If they withdraw, or at the conclusion of the study, they were assured that all the data collected would be returned to them or destroyed, whichever the participants preferred. There were no known risks for being involved in this study. Other important information of the interviews was recorded by the researcher and kept in the research journal.

Data Analysis. The data that was gathered during the in-depth interview were subjected to thematic analysis. The information supplied by the participants was the primary basis of data analysis. Thematic coding factors was considered such as the frequency, specificity, emotion, and extensiveness in which the researcher identifies major themes. The examination of responses according to themes and categories was properly identified. The response of each informant during the in-depth interview and focus group discussions was properly documented by way of taking notes and audio recording.

To strengthen validity, these qualitative findings were triangulated with quantitative results from the likert scale survey, which measured the Hotel/Mall owners levels of agreement on key indicators of fire safety awareness and program effectiveness. The integration of thematic insights with Likert scale ratings provided a convergent mixed-methods perspective, allowing the study to capture both the depth of Hotel/Mall owners narratives and the measurable trends in their perceptions of the BFP program.

Ethical Considerations. Confidentiality and privacy of information were the primary ethical considerations of the study. The participants were informed of their responses and were treated as classified and cannot be disclosed to anybody, except the College of Criminal Justice of the University of Cebu.

In order to protect the research informants' privacy, the researchers assured that the informants know his rights through a cover letter and provided them with a consent form. The consent form that was provided includes the instructions for the participants on the nature of the study, the benefits of participating, and the importance of comfort with the process and questions that was asked to them.

To ensure privacy and confidentiality, any information provided by the participants in the study was kept confidential. The researcher did not used any of the information gathered for any purpose outside the research study. No references were made in oral or written reports that could link participants to the study. The researcher used a pseudonym to cover up the participants' real name. The assumed name V means participant and this consisted of fourteen (14) participants who actively shared their lived experiences in the focus group discussions and in the in-depth interview.

Beneficence. The primary objective of the study was to contribute positively to the well-being of BFP personnel, advocating for enhanced working conditions and support systems. By giving them a voice, the study aimed to raise awareness of the unique demands and difficulties faced by these people, which could lead to positive system and policy reforms. Additionally, post-interview materials and support services were made available to participants.

Non-maleficence. It was a guiding principle, emphasizing the minimization of potential harm. Participation was entirely voluntary, supported by a comprehensive informed consent process that clearly outlined the study's purpose, potential risks, benefits, and participants' rights, including the ability to withdraw at any point without consequences. The data collection and storage procedures were implemented to ensure confidentiality. Sensitive topics were approached with empathy and respect, and participants received debriefing and emotional support as needed.

Justice. Ensuring a fair and equitable research process was pivotal. Recruitment efforts targeted a diverse sample that accurately represented the demographics of BFP operatives within the assigned jurisdiction. The selection was based on informed consent and willingness to participate, avoiding predetermined criteria that could have introduced bias or discrimination. Data analysis remained attentive to potential power imbalances, striving to authentically represent participants' experiences. Additionally, researchers adhered to ethical review standards to protect participants' rights and dignity, reinforcing trust and credibility within both the research community and the population studied.

Trustworthiness of Research. Trustworthiness in research was crucial here. This mixed-methods study aimed to structure it through four main components: Credibility, Transferability, Dependability, and Confirmability. These elements helped ensure that the findings held up well, especially when examining the perspectives of hotel

and mall owners regarding the Fire Safety Awareness Program of the Bureau of Fire Protection at the Capitol Site, Cebu City.

Credibility. This ensured that the results actually matched what the participants had experienced. To achieve that, data collection needed to be thorough. Triangulating interviews with surveys was also employed. Furthermore, member checking was utilized where appropriate to validate the findings.

Transferability. This allowed others to see if the findings applied elsewhere, such as in other areas of the city with businesses dealing with fire hazards. This was made possible by the thick description of the setting, the participants studied, and the context of the area in Cebu.

Dependability. This focused on keeping the study robust so that other researchers could replicate it. Documenting the steps clearly ensured this consistency. This included detailed records of how the coding worked and how the statistics were run, allowing other researchers to track the entire process.

Confirmability. Bias was minimized to ensure that insights came directly from the respondents rather than the researcher's predispositions. An audit trail kept track of the entire process. Additionally, experts reviewed the tools and the interpretation of data. Together, this setup strengthened the reliability and rigor of the entire study.

Bracketing and Reflexivity

By encouraging researchers to identify and put aside their personal opinions when assessing data, bracketing and reflexivity assisted in reducing bias. While reflexivity promoted continuous self-awareness of the researcher's influence on the study, bracketing entailed purposefully isolating one's assumptions to keep them from influencing how findings were interpreted. These tactics improved the research's objectivity and accuracy.

Definition Of Terms

For a better understanding of the study the following terms are operationally defined:

Awareness of the community on the Fire Safety Program of the BFP as perceived by the respondents. It measures how well the community is informed about the BFP's fire safety efforts, according to the respondents' views.

Challenges or Barriers Faced by the Community in Engaging with BFP's Fire Safety Activities. This focuses on the usual problems or obstacles that prevent people from actively joining or supporting BFP's fire safety programs.

Community participation or engagement in the Fire Safety activities of the BFP as perceived by the respondents. This refers to how actively the community takes part or gets involved in the Fire Safety activities of the BFP, according to the respondents.

Effectiveness of the Fire Safety Program of the BFP as perceived by the respondents. This shows how well the Fire Safety Program of the BFP works or achieves its goals, based on the respondents' opinions.

Fire Safety Program of The BFP that Influenced the Community Awareness and Practices Regarding Fire Prevention. This identifies how the BFP's Fire Safety Program has helped shape the community's knowledge, attitudes, and behaviors toward fire prevention.

Impact of the Fire Safety initiatives of the BFP to the community. This describes how much the Fire Safety initiatives of the BFP have influenced or benefited the community.

Informants Perception the Role of the BFP in Preventing and Responding to Fire Incidents. This explains how the informants see or view the responsibilities and contributions of the BFP in preventing fires and responding during fire emergencies.

Recommendations or Suggestions Offered by Informants for Sustainable Community Engagement with the BFP. This presents the ideas or proposals shared by the informants on how to maintain and improve continuous community participation in BFP activities.

Views of the Informants on the Communication and Information Dissemination Strategies of BFP on Fire Safety. This describes how the informants assess the effectiveness of BFP's ways of sharing information and educating the public about fire safety.

Views of The Informants on the Fire Safety Program of the BFP. This explores how the informants understand and describe their experiences and opinions about the BFP's Fire Safety Program.

Presentation, Analysis, And Interpretation Of Data

This chapter dealt with the presentation and analysis, and interpretation of the respondent's level of effectiveness of Fire safety Program of the Bureau of Fire Protection (BFP) of Business owners. The discussions are presented based on the sequence of the problem statements.

Table 1 Level of awareness of the Community on the Fire Safety Program of the

ITEM NO.	Mean	Interpretation
1. Business owners are aware of the fire safety program of tBFP he BFP.	4.8	Aware
2. Business owners understand the importance of fire prevention.	4.5	Aware
3. Business owners know how to respond during a fire emergency.	4.1	Aware
4. The business owners know the emergency hotline for reporting a fire.	4.42	Very Aware
5. Business owners are aware of the fire exit and evacuation procedures at hotel/mall or public places.	4.42	Very Aware
6. Business owners are familiar with fire hazards and common fire causes.	4.6	Aware
7. The business owners knows about the fire safety inspections conducted by the BFP.	4.0	Aware
8. Business owners attend or are informed about BFP fire safety seminars and drills.	4.1	Aware
9. Fire safety tips from the BFP are visible in public areas or shared online.	4.68	Very Aware
10. Overall, the business owners are well-informed about the fire safety initiatives of the BFP.	4.92	Very Aware
Overall Mean	4.45	Very Aware

As shown in table 1. There was an overall mean score 4.45 and interpreted as *very aware*. The data further showed that the indicator results on role of the BFP about the fire safety initiative of the BFP got a mean score of 4.92 and interpreted as *very aware*. This implies that level of awareness the community is highly exposed to the role of the BFP in educating the public about fire hazards. Finally, it implied a very high mean indicates that information dissemination strategies are effective, reaching the majority of the respondents.

The respondents level of awareness on Fire Safety Inspections conducted by BFP got a mean of 4.0, Owner attend or informed about BFP fire safety seminars and drills got a mean of 4.1, Owner know how to respond during a fire emergency got mean of 4.1, Owner understand the importance of fire prevention got mean of 4.5, Owner are familiar with fire hazards and common fire cause got mean of 4.6, and Owner are aware of the fire safety frogram of the BFP got mean of 4.8, which is interpreted as *aware*. Respondents are aware that inspection exist but are less knowledgeable about their schedule, purpose, or outcomes. This also indicates a need for BFP to enhance public involvement and visibility of inspection activities.

Overall, level of awareness of the Community on The Fire Safety Program of the BFP got a mean of 4.45, interpreted as *very aware*. This proves that the community has a high level of *awareness* of the BFP's fire safety

program. However, the variation across item shows that while education, emergency procedures, and safety rules are well-promoted there are weaker areas in prevention and inspection awareness.

Table 2 Level Of Effectiveness Of the Fire Safety Program Of the Bfp

ITEM NO	Mean	Interpretation
1.The BFP conducts regular fire drills in our companies/ establishment.	4.68	Very Aware
2. The fire safety seminars conducted by the BFP are informative and engaging.	4.17	Aware
3.The BFP provides clear and useful fire evacuation procedures	4.5	Aware
4. The fire safety equipment in our hotel/mall is regularly inspected with BFP.	4.42	Very Aware
5.The BFP responds promptly to fire-related concerns raised by the hotel/mall	3.92	Aware
6. The BFP educates hotel/mall owners on fire hazards and prevention.	4.15	Aware
7.Coordination between the hotel/mall owners and BFP is strong and consistent.	4.58	Very Aware
8. BFP programs improved fire safety awareness in the hotel/mall community.	4.83	Very Aware
9. Fire safety posters and educational materials are provided by the BFP.	4.42	Very Aware
10.Overall, the BFP fire safety program ensures hotel/mall safety effectively.	4.83	Very Aware
OverAll Mean	4.45	Very Aware

As shown in table 2. There was an overall mean score 4.45 and interpreted as *very aware*, BFP programs improved fire safety awareness in the hotel/mall community got a mean score of 4.83 and interpreted as *very aware*. This implies that level of effectiveness of the fire safety program is highly exposed to encourages community involvement. Finally, it implied a very high mean indicates that information dissemination strategies are effective, reaching the majority of the respondents.

The respondents level of effectiveness on BFP responds promptly to fire-related concerns raised by the hotel/mall got a mean of 3.92, BFP provides clear and useful fire evacuation procedures got a mean of 4.5, BFP educates hotel/mall owners on fire hazards and prevention got mean of 4.15, and the fire safety seminars conducted by the BFP are information and engaging got mean of 4.17, which is interpreted as *aware*. Respondents are aware that inspection exist but are less knowledgeable about their schedule, purpose, or outcomes. This also indicates a need for BFP to enhance public involvement and visibility of inspection activities.

Overall, Level of Effectiveness of the Fire Safety Program of the BFP got a mean of 4.45, interpreted as *very aware*. This proves that the fire safety program of BFP has a high level of effectiveness. However, the variation across item shows that while education, emergency procedures, and safety rules are well-promoted there are weaker areas in prevention and inspection awareness.

Table 3 Level of Community Participation Or Engagement in the Fire Safety Activities of the Bfp

ITEM NO.	Mean	Interpretation
1 Business owners actively participate in BFP- Organized fire safety seminars and drills.	4.58	Very Aware
2.Business owners are regularly involved in BFP fire prevention programs.	4.3	Aware
3.Hotel/Mall owners actively participate in fire drills facilitated by the BFP.	4.3	Aware
4. Business owners and staffs are invited to BFP fire safety awareness events	4.83	Very Aware
5.The business encourages community-wide support and engagement with BFP fire safety campaigns.	4.7	Aware
6.The business owners collaborates with the BFP in planning local fire safety activities.	4	Aware
7. BFP fire safety programs are well-publicized and well-attended by hotel/mall owners.	3.92	Aware
8. Co members contribute feedback or suggestions to improve BFP fire safety initiatives.	4.58	Very Aware

9. The business owners (including managers, supervisor, and staff) is aware of upcoming BFP fire activities.	4.75	Very Aware
10. Overall, owners, managers, and staffs participation in BFP fire safety activities is active and meaningful.	4	Aware
OverAll Mean	4.40	Very Aware

As shown in table 3. There was an overall mean score 4.40 and interpreted as *very aware*. The data further showed that the indicator results on owners and staff are invited to BFP fire safety awareness events got a mean score of 4.83 and interpreted as *very aware*. This implies that level of community participation is highly exposed to safety information. Finally, it implied a very high mean indicates that information dissemination strategies are effective, reaching the majority of the respondents.

The respondents level of community participation on BFP fire safety programs are well-publicized and well-attended by hotel/mall owners, got a mean of 3.92. , Business owners collaborates with the BFP in planning local fire safety activities got a mean of 4, Actively participants in fire drills facilitated by BFP got mean of 4.3, Community-wide support and engagement with BFP firesafety campaigns got mean of 4.7, which is interpreted as *aware*. Respondents are aware that inspection exist but are less knowledgeable about their schedule, purpose, or outcomes. The relatively lower score suggests that inspection may not be visible enough to the public, or residents may not directly experience their impact. This also indicates a need for BFP to enhance public involvement and visibility of inspection activities.

Overall, Level of Community Participation or Engagement in the Fire Safety Activities of the BFP got a mean of 4.40, interpreted as *very aware*. This proves that the fire activities of BFP have a high level of community participation. However, the variation across item shows that while education, emergency procedures, and safety rules are well-promoted there are weaker areas in prevention and inspection awareness.

Table 4 Extent Impact of Fire Safety Initiatives in the Bfp to the Community

ITEM NO.	Mean	Interpretation
1. The BFP fire safety campaigns have increased fire awareness in the business owners.	4.58	Very Aware
2. Business owners and staffs now know how to respond to fire incidents because of BFP initiatives.	4.5	Aware
3. The BFP's fire drills have helped business owners understand evacuation procedures.	4.58	Very Aware
4. Fire safety information materials (flyers, posters, social media posts) from BFP are effective.	4.67	Very Aware
5. The BFP has built strong partnerships with business owners and staffs.	4.92	Very Aware
6. BFP outreach program reach many business staffs.	4.5	Aware
7. There has been a noticeable reduction in fire-related incidents in the businesses.	4.58	Very Aware
8. BFP initiatives have empowered business owners (staffs, supervisor and managers) to identify and correct fire hazards.	4.3	Aware
9. Business owners trust and cooperation with BFP have improved because of their fire safety efforts.	4.08	Aware
10. Overall, the BFP's fire safety initiatives have a strong and positive impact on the businesses establishments.	4.75	Very Aware
Overall Mean:	4.62	Very Aware

As shown in table 4. There was an overall mean score 4.62, and interpreted as *very aware*. The data further showed that the indicator results on BFP has build strong partnership with bussiness owners and staffs got a mean score of 4.92, and interpreted as *very aware*. This implies that the impact of fire safety initiatives is highly exposed to safety information. Finally, it implied a very high mean indicates that information dissemination strategies are effective, reaching the majority of the respondents.

The respondents extent impact of fire safety initiatives on have empowered business owners (staffs, supervisor and managers) to identify and correct fire hazards got a mean of 4.3, Owners and staffs now know how to respond to fire incidents because of BFP initiatives got a mean of 4.5, Business owners trust and cooperation with BFP have improved because of their fire safety efforts got mean of 4.08, which is interpreted as *aware*. Respondents are aware that inspection exist but are less knowledgeable about their schedule, purpose, or outcomes. The relatively lower score suggests that inspection may not be visible enough to the public, or residents may not directly experience their impact. This also indicates a need for BFP to enhance public involvement and visibility of inspection activities.

Overall, Extent Impact of Fire Safety Initiatives in the BFP to the Community got a mean of 4.62, interpreted as *very aware*. This proves that the extent impact of fire safety has a high level of initiatives in the BFP to the community. However, the variation across item shows that while education, emergency procedures, and safety rules are well-promoted there are weaker areas in prevention and inspection awareness.

Presentation And Analysis of Data

This chapter dealt with the presentation and analysis of data.

Presentation of Data

This qualitative study relied on a comprehensive understanding of the transcribed responses of the participants. (Please refer to Appendix C for the Verification Form of Transcription) for each significant participant's transcribed responses by comprehensively reading the transcripts to identify the overall sense of its content coverage. Significant statement was gathered, recorded, and encoded from the transcripts of the interview and questionnaires. The significant statements were properly encoded with their assigned number of responses and participant numbers for efficient tracing. (Please refer to Appendix E for the Coded Significant Statements) that represented the Fire Safety Awareness Program of The Bureau of Fire Protection (BFP): Perspectives of The Hotel/Mall Owners In Toledo North. Formulated meanings were constructed from significant statements and arranged them into cluster themes (see Appendix E.1) for sample of formulated meaning). Cluster themes were then re-grouped, and which evolved into emergent themes (see Appendix E.2 for sample of cluster themes which evolved into emergent themes.)

The researchers developed formulated meanings from the one ninety- four (194) significant statements extracted from the transcripts. A total of one ninety-four (194) formulated meanings that provided a clear explanation regarding the participants' perspective (Please refer to Appendix E for the Formulation of Core Meanings).

The formulated core meanings that share the same pattern of ideas were grouped. The common groups of formulated meanings are categorized as cluster themes (Please refer to Appendix E.1 for the Development of Cluster Themes). There were 54 cluster themes developed. The existing clustered themes were improved where two or more of them are re-grouped to form sub-themes. The merging of cluster themes formed 18 sub-themes. Lastly, these 18 sub-themes were clustered to form major themes which called emergent themes (Please refer to Appendix E.2 for the Development of Emergent Themes). A total of 18 emergent themes represented the major themes that provided meaning to the study's three (6) problems. The following were the overall themes with emergent themes:

The Views of The Informants on the Fire Safety Program of the BFP

1. Modernization and Equipment Enhancement
2. Consistent BFP Presence and Year-Round Programs
3. Observance of Standard Operating Procedures (SOPs)

The Informants Perceive the Role of the BFP in Preventing and Responding to Fire Incidents

1. Fire Drills and Practical Training
2. Maintaining Order and Preventing Panic during Fires
3. Alertness and Quick Reporting

Views of the Informants on the Communication and Information Dissemination Strategies of BFP on Fire Safety

1. Fire Safety Awareness through Continuous Education
2. Effective Use of Social Media and Technology
3. Youth Involvement and Early Fire Education

IV. Ways Has the Fire Safety Program of The BFP Influence the Community Awareness and Practices Regarding Fire Prevention

1. Business Compliance and Preparedness
2. Responsible Behavior and Household Safety Practices
3. Teamwork and Community Cooperation

Common Challenges or Barriers Faced by the Community in Engaging with BFP's Fire Safety Activities

1. Lack of Participation due to Time Constraints
2. Efficient and Timely Fire Response
3. Regular Inspections and Monitoring

Recommendations or Suggestions Offered by Informants for Sustainable Community Engagement with the BFP

1. Encouraging Public Involvement in Fire Safety Activities
2. Accessibility and Readiness of Fire Equipment
3. Fire Safety as a Shared Daily Responsibility

The Views of The Informants on the Fire Safety Program of the BFP

The research questions draw out from the responses of the informants about their views on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Modernization and Equipment Enhancement, Consistent BFP Presence and Year-Round Programs and Observance of Standard Operating Procedures (SOPs).

1. Modernization and Equipment Enhancement. This first emergent theme describes the informants of how the BFP improves its fire response capabilities through modernization like adding more equipment and technologies that would somehow easily detect and suppress fire.

When the researchers asked the informant 1 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones. *IDI1:SS1 (BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones).*

With the same questions, the researchers asked Informant 6 who confidently say upon the interview, the informant response was considered as follows;

Ang ako lang ika suggest sa mga BFP is dapat daghan sila ug fire truck para dali ra mapalong ang kalayo panahon sa sunog mao rato akong ika suggest kay mao nay number one problem kuwang ug fire truck. *IDI6:SS10, (My only suggestion to the BFP is that they should have more fire trucks so that fires can be put out more easily during a fire, that's what I suggest because that's the number one problem, the lack of fire trucks).*

With the same question as mentioned above was asked other informant, response of Informant 10

Dapat daghan ug fire truck ang ihatag sa government para dili mag kakilisod panahon sa sunog. *IDI10:SS17(The government should provide more fire trucks so that it won't be difficult during fires).*

2. Consistent BFP Presence and Year-Round Programs. This theme highlights the Bureau of Fire Protection's (BFP) continuous visibility and active involvement in the community through regular programs and activities conducted throughout the year. It reflects the BFP's commitment to maintaining public awareness, preparedness, and engagement in fire safety beyond special events or fire prevention months.

When the researchers asked the informant 8 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

So far so good, kay maayo man ilang serbisyo, labi na karon summer kay naa man gyud silay program para sa fire prevention. Para nako, ang fire prevention dili lang unta limitado sa first quarter sa year, kundi dapat padayon sa tibuok tuig aron magpabilin ang awareness. Naa man gihapon mga sunog nga mahitabo sa second o third quarter, pero ila lang na gi-focus sa summer kay init man. Sa business sector, ilang pamaagi kay pinaagi ra sa pagbutang og mga tarpaulin about fire prevention. Para nako, bisan sa ubang mga bulan, dapat gihapon na ipadayon kay ang sunog pwede man mahitabo bisan kanus-a, dili lang sa summer. *IDI8:SS3 (So far so good, because their service is good, especially now in the summer because they really have a program for fire prevention. For me, fire prevention should not be limited to the first quarter of the year, but should continue throughout the year to maintain awareness. There are still fires that occur in the second or third quarter, but they only focus on the summer because it is hot. In the business sector, their method is by putting up tarpaulins about fire prevention. For me, even in other months, it should still be continued because fires can happen at any time, not just in the summer).*

With the same questions, the researchers asked Informant 10 who confidently say upon the interview, the informant response was considered as follows;

Ang akoha lang gina expect sa ilaha kay more active, active man sila pero dapat moremoremore pa. *IDI10:SS6(What I expect from them is to be more active. They are already active, but they should be even more, more, more active).*

With the same question as mentioned above was asked other informant, response of Informant 11

Dapat active lang gyud sila kanunay kay mao manay importante sa tanan. *IDI11:SS16 (They should always be active because that's what's important to everyone).*

3. Observance of Standard Operating Procedures (SOPs). This theme emphasizes the adherence of the Bureau of Fire Protection (BFP) personnel to established protocols and guidelines in performing their duties. It reflects their commitment to maintaining order, efficiency, and safety in fire prevention, response, and other operations by following standardized procedures consistently.

When the researchers asked the informant 8 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Mag expect gyud ta nga naa gyud na ang presensya specially ingonana kay syempre mo involved na baya na ug lives most sa mga trabahante, kung dili lang sa mga neighboring or sa adjustsent sa mga houses. Dapat mo respond gyud.IDI8:SS4(*We should really expect that there will be a presence, especially in this case, because of course you are already involved in the lives of the workers, if not just the neighbors or the adjusters of the houses. You should really respond*).

With the same questions, the researchers asked Informant 9 who confidently say upon the interview, the informant response was considered as follows;

Ang akong dakong gina expect sa ila is kong sa panahon nga naay sunog diri sa amoa naa sila dayon ug mo responde sila dayon sa sunog mao rato.IDI9:SS6(*My biggest expectation from them is that when there's a fire here, they'll be there right away and respond to the fire right away*).

With the same question as mentioned above was asked other informant, response of Informant 11

Ang akong dakong gina expect sa ila is kong sa panahon nga naay sunog dir sa amoha naa sila dayon ug mo responde sila dayon sa sunog mao rato.IDI11:SS6(*My biggest expectation from them is that when there is a fire near you, they will be there immediately and respond to the fire immediately, that's it*).

The Informants Perceive the Role of the BFP in Preventing and Responding to Fire Incidents

These research questions draw out from the responses of the informants about their perceptions on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Fire Drills and Practical Training, Maintaining Order and Preventing Panic during Fires and Alertness and Quick Reporting.

Fire Drills and Practical Training. This theme highlights the BFP's commitment to enhancing community preparedness through regular fire drills and practical training that equip individuals with essential fire safety skills and awareness.

When the researchers asked the informant 4 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

So far wala man koy experience, pero, before kay naka in counter mi nga kanang murag padung na gyud siya masunog among balay ba, pero wala man toy ingon nga procedure gyud nga scene wala man koy naka undergo anang mga ing-ana regarding sa BFP pero like sa akong mga ana experience or na dungan lang ang amo ra gyung gi buhat ato no kay mga procedure nga gi discuss sad sa BFP ba like mga unsay mga ways nga ma pawong, hing ana gani, mapalong ang kayo like, kato amoha kay kuan raman to mga panapton gani gi basa ug tubig ayha siya gi botang, so na stop gyud ang kayo, ing-ana raba, pero ing-ana nga discussion from BFP wala pami kasuway.IDI4:SS2(*So far I don't have any experience, but before we were in the counter it looked like our house was about to catch fire, but there was no such procedure, I didn't go through those things regarding the BFP, but like my experience or that we just did it together, because the procedures that were discussed in the BFP, like what are the ways to put out the fire, like, you know, it's just cloths, wet them with water, and then you put it out, so the fire really stopped, that's what I'm talking about, but that discussion from the BFP is not even relevant*).

With the same questions, the researchers asked Informant 9 who confidently say upon the interview, the informant response was considered as follows;

Ang mapuslanon nga programa nga gamit kaayo kay kanang mag fire drill mi daghan kaayo ming mga aware unsay buhaton panahon sa sunog. IDI9:SS3 (*A useful program that is very useful because when we do fire drills, many of us are aware of what to do during a fire*).

With the same question as mentioned above was asked other informant, response of Informant 6

Para lang sa akoo fire safety program is a basic education nga dapat mapadampo pa ang kahibalo basin sa sunog unsay buhaton panahon sa sunog dapat aware ta ug knowledgeable ta. IDI6:SS17 (*For me, the fire safety program is a basic education that should be further developed in terms of knowledge about what to do in the event of a fire. We should be aware and knowledgeable*).

Maintaining Order and Preventing Panic during Fires. This theme emphasizes the BFP's crucial role in maintaining order and preventing panic during fire incidents to ensure a safe, organized, and effective emergency response.

When the researchers asked the informant 4 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Wala nahitabo sa amoa sa lain ba like sa public scene nag start ang sunog as in dako nga sunog koan raman to gipa calmdown ra gyud ang mga tawo ba panic man gud is dili siya maka help mas mo worst siya, s dapat kalma ra gyud ka instead kanang mag panicpanic ka diha, maypag mo call ka nila dayon mo distansya sila ba kay ang handled ana kay ang BFP kay sila knowledgeable, sila moy nakahibalo ana sa pag handled. IDI4:SS5 (*It didn't happen to us or anyone else like the public, the scene where the fire started was like a big fire, they just calmed people down, they panicked, they can't help, they'll make it worse, you should just calm down instead of panicking, you should call them and then distance yourself from them because the BFP handled it because they are knowledgeable, they know how to handle it*).

With the same questions, the researchers asked Informant 4 who confidently say upon the interview, the informant response was considered as follows;

Kani siya dako gyud ni siya ug impact if incase nga nay sunog kay officially base ra gyud sa reyalidad lang ba mas dali man gud kong ang mga tao man gud nga makakita ug sunog dayon mag pakatap dayong ug instorya so ang katong bisag wala pa na abot layo ra sa tinuod, mag panic na so maka course siya ug trouble mas mo worst ang situation, an like mag dangup sila sa bfp, so bfp nalang gyud ilang paminawon ug unsay, kombaga ihatag nga insurance mao nay mahitabo kay mas reyable , mas transparent ang info gikan mismo ni BFP IDI4:SS6 (*This one has a really big impact if there is a fire because it is officially based on reality, it is much easier if people see a fire and immediately spread the word so that even if it has not yet reached the truth, they will panic so they can get into trouble and the situation will get worse, it is like they will turn to the BFP, so they will only listen to the BFP and what, so they will give insurance that will happen because the information from the BFP itself is more realistic, more transparent*).

With the same question as mentioned above was asked other informant, response of Informant 8

So far wala man gyud nahitabo nga actual base of information usa sa mga gilisdan mga tao during sa sunog mao maka imbis maka kuwan dayun tungod sa mga tao, kay kaning mga tao ron gud toa pud didto daghana toa didto mag tapok pud. So mao pud na usa sa mga dapat siguro e kuwan nila nga dire dapita naay mga pre-caution himuon, lisud gyud di ma control saka daghan ug tao. Di gyud madala. Pila raman gud tawn na sila ka personel nya ug naay sunog mo tipok ang tibuok barangay usa sad na ang challenges sad nila. IDI8:SS12 (*So far, there has been no actual information base, one of the things that people had a hard time with during the fire was that instead of being able to evacuate because of the people, because there were so many people there, they would gather there. So that's one of the things that they should probably do is take precautions in this area, it's really*

hard to control because there are so many people. It's really hard to bring them. They only have a few personnel and when there's a fire, the entire barangay is destroyed, it's sad that they have challenges).

Alertness and Quick Reporting. This theme highlights the importance of being alert and promptly reporting fire incidents to enable the BFP to respond quickly and minimize potential damage and loss.

When the researchers asked the informant 8 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Importante gyud para nako ang pag pahibalo didto sa ilahang opisina kay para na mahimo ma minimize ang damage sa cause sa sunog. Mao bitaw na dire gyud sa amo naa gyud mi contact number sa pnp, bfp, tanan agency sa gobyerno, para naa ta paspas nga communication nila incase ug naay mga emergency para kay maka response pud sila nato. IDI8:SS5 (It is really important for me to notify their office so that the damage caused by the fire can be minimized. That's why we have the contact numbers of the PNP, BFP, and all government agencies, so that we can communicate with them quickly in case there are emergencies so that they can respond to us).

With the same questions, the researchers asked Informant 8 who confidently say upon the interview, the informant response was considered as follows;

Ofcourse true communication sa cellphone, mao mana ang pinakadali nato ron og mahimo kung duna kay access gawas sa kung naa kay access sa ilahang opisina kung naa kay kaila or nga naa diha ga trabaho sa usa ka fire man mahimo naa kay contact number para nga makahimo ka sa imong kaugalingon nga maka hatag kag info nga mao na ang mga panghitabo. IDI8:SS8 (Ofcourse, true communication on a cellphone is the easiest thing we can do if we have access, except if we have access to their office, if we have someone we know or who is working at a fire station, we may have a contact number so that we can provide information about what is happening).

With the same question as mentioned above was asked other informant, response of Informant 12

Ang the best gyud is dapat mag tinabangay dayong communication kay mao nag importante. IDI12:SS18 (The best thing is to work together and communicate because that's what's important).

Views of the Informants on the Communication and Information Dissemination Strategies of BFP on Fire Safety

These research questions draw out from the responses of the informants about their views on on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Fire Safety Awareness through Continuous Education, Effective Use of Social Media and Technology and Youth Involvement and Early Fire Education.

1. Fire Safety Awareness through Continuous Education. This theme highlights the BFP's commitment to promoting fire safety awareness through continuous education programs that equip the community with knowledge and skills to prevent and respond effectively to fire incidents.

When the researchers asked the informant 1 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

BFP will provide free seminars, giving brochures and other means that can strengthen the partnership. IDI1:SS19 (BFP will provide free seminars, giving brochures and other means that can strengthen the partnership).

With the same questions, the researchers asked Informant 9 who confidently say upon the interview, the informant response was considered as follows;

Sama sa akong gina ingon ganiha nga dapat active sila dayong mag seminar sila kada buwan sa mga tagsa-tagsa nga mga barangay. IDI9:SS14 (As I said earlier, they should be active and hold seminars every month in their respective barangays).

With the same question as mentioned above was asked other informant, response of Informant 109

Sa akola lang gi ingon dapat mag conduct gid sila ug seminar kada brgy para ma aware pud ang community kay maaon na importante. IDI10:SS9 (*For me, as I said, they should really conduct seminars in every barangay so that the community will also be aware, because that is what's important*).

Effective Use of Social Media and Technology. This theme emphasizes the BFP's effective use of social media and technology as tools for spreading fire safety information, raising public awareness, and ensuring timely communication during emergencies.

When the researchers asked the informant 6 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Sa karon kay hightech naman naay social media ila ning gamiton para pagpakalat sa mga maayong balita bahin sa fire safety awareness program sa BFP. IDI6:SS9 (*Nowadays, with high-tech and social media, they use it to spread the good news about the BFP's fire safety awareness program*).

With the same questions, the researchers asked Informant 9 who confidently say upon the interview, the informant response was considered as follows;

Sa karon is naa naman gyud nang social media mas madala kay ila ramang i post kong unsa mga activity nga pag kabuhaton para sa community para ma aware mi dako gyud ug tabang ang social media karon nga panahon. IDI9:SS7 (*Nowadays, social media is more accessible because they often post about what activities are being done for the community so that we are aware that social media is a great help these days*).

With the same question as mentioned above was asked other informant, response of Informant 10

Naay mga trabaho monang dapat gamiton gyud sa taga bfp ang social media kay tanan naman nag gamit ug social media. IDI10:SS13 (*People have jobs, that's why the BFP should really use social media since everyone is already using it*).

Youth Involvement and Early Fire Education. This theme highlights the importance of involving the youth in fire safety initiatives and providing early education to instill awareness, responsibility, and preparedness from a young age.

When the researchers asked the informant 7 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Sa akola lang is dapat didto gyud ni mag sugod sa government nga ang government mag tawag gyud ug kanang mga youth nga ipa free nila pag drill ana for certification para aware ang community. IDI7:SS17 (*In my opinion, it should really start with the government, that the government should really call those youths to be free to drill for certification so that the community is aware*).

With the same questions, the researchers asked Informant 12 who confidently say upon the interview, the informant response was considered as follows;

Niba naa may mga youth dapat ila nang seminaron dayon mag hatag sila ug activity nga maka tabang sa pag tubag sa sunog seminar, ug more activity ra gyud para raman pud na sa atong kaayohan. IDI12:SS19 (*There are some youth here, they should be given a seminar and then they should be given an activity that can help in responding to the fire. The seminar, and more activities are really just for our benefit*).

With the same question as mentioned above was asked other informant, response of Informant 7

Dapat sa government educate gyud para pud diri sa philippines ba kay sa laing lugar ma fucos pud nga naatay mga student umaabot puhon nga bfp ug maayo. IDI7:SS19 (*The government should really educate here in the Philippines, because in other places, the focus is on students who are going to be good and successful*).

Ways Has the Fire Safety Program of The BFP Influence the Community Awareness and Practices Regarding Fire Prevention

The research questions draw out from the responses of the informants about their views on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Business Compliance and Preparedness, Responsible Behavior and Household Safety Practices and Teamwork and Community Cooperation.

1. Business Compliance and Preparedness. This theme highlights the importance of business establishments complying with fire safety regulations and maintaining preparedness to ensure the safety of lives, property, and operations during fire emergencies.

When the researchers asked the informant 9 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Sa akong lang isip usa ka negosyante dako gyud ug tabang ang mga programa sa BFP panahon sa sunog ba nga aware nami unsay buhaton. IDI9:SS1 (*For me, as a businessman, the BFP programs are a great help during fires, as we are aware of what to do*).

With the same questions, the researchers asked Informant 6 who confidently say upon the interview, the informant response was considered as follows;

Dako gyud kaayo ug tabang ang departamento sa BFP kay diri sa amoha toledo city pag naay mahitabo nga sunog naa gyud sila nag tabang sa sunog. IDI6:SS5 (*The BFP department is a great help because here in Toledo City, when a fire occurs, they are there to help with the fire*).

With the same question as mentioned above was asked other informant, response of Informant 7

Ako lang ika ingon is dako gyud siya ug tabang sa tanan labi na sa mall/hotel ug community usa na siya nga ma aware ang atohang hotel/mall kay kinahanglan gyud siya IDI7:SS3 (*I can only say that he is a great help to everyone, especially to the mall/hotel and the community. He is now one of the people who will make our hotel/mall aware because he is really needed*).

2. Responsible Behavior and Household Safety Practices. This theme emphasizes the importance of promoting responsible behavior and implementing proper household safety practices to prevent fire incidents and protect lives and property.

When the researchers asked the informant 1 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

By keeping safe and be mindful of passible five or doing that may lead to fire. IDI1:SS11 (*By keeping safe and be mindful of passible five or doing that may lead to fire*).

With the same questions, the researchers asked Informant 9 who confidently say upon the interview, the informant response was considered as follows;

Murag wala naman kay na share naman nila unsay dapat buhaton or aware sa panahon sa sunog unya ang ako lang is dapat mag amping lang gyud kanunay before mo lakaw ey off gyud ang mga appliances kay number one mao ni maka cause ug sunog. IDI9:SS4 (*It seems like they haven't shared what to do or be aware of during a fire, so all I can say is that you should always be careful before you leave, and turn off appliances because that's the number one thing that can cause a fire*).

With the same question as mentioned above was asked other informant, response of Informant 11

Murag wala naman kay na share naman nila unsay dapat buhaton or aware sa panahon sa sunog unya ang ako lang is dapat mag amping lang gyud kanunay before mo lakaw ey off gyud ang mga aplayanses kay number one mao ni maka cause ug sunog. IDI11:SS4 (*It seems that they have not shared what to do or be aware of during a fire. Then I just say that you should always be careful before you leave, because the appliances are the number one thing that can cause a fire*).

3. Teamwork and Community Cooperation. This theme highlights the significance of teamwork and community cooperation in promoting fire safety, where collective effort and mutual support strengthen prevention, preparedness, and effective response during fire incidents.

When the researchers asked the informant 7 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

First ato kining gikan sa government hangtud sa community kong mo sunod ba sila, kay ang bfp always mana sila naga aware taga community nga dapat mao nay puhaton, so dapat be aware ang mga community nga ma acknowledge nila IDI7:SS11 (*First, let's take this from the government to the community, if they follow suit, because the BFP always makes the community aware that they should be the ones to be punished, so the communities should be aware that they will acknowledge it*).

With the same questions, the researchers asked Informant 8 who confidently say upon the interview, the informant response was considered as follows;

So far aduna gyud by the time naa silay e konbaga naay buot gipaabot sa community mo repond pud ta, kung unsa ilahang gusto mo tuman man pud gyud ta. Diha dapita murag makita nato nga maka influnce sila tungod dunay repond sa specially sa public, diha dapita. IDI8:SS9 (*So far, they have really responded by the time they have something to say to the community, we will respond too, whatever they want, we will also fulfill it. In that area, we seem to see that they have influence because they have responded especially to the public, in that area*).

With the same question as mentioned above was asked other informant, response of Informant 12

Ang the best gyud is dapat mag tinabangay dayong communication kay mao nag importante IDI12:SS18 (*The best thing is to work together and communicate because that's what's important*).

Common Challenges or Barriers Faced by the Community in Engaging with BFP's Fire Safety Activities

These research questions draw out from the responses of the informants about their experiences and observations regarding the challenges or barriers that affect community participation in the Bureau of Fire Protection's (BFP) fire safety activities.

1. Lack of Participation due to Time Constraints. This theme highlights how busy schedules and time constraints prevent many community members from actively participating in the BFP's fire safety programs and activities.

When the researchers asked the informant 1 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining. IDI1:SS15 (*Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining*).

With the same questions, the researchers asked Informant 6 who confidently say upon the interview, the informant response was considered as follows;

Sa akola wala manay problema kay kong naay fire drill mo apil man or mga activity pero sa uban kay kapuyan guro sila or walay oras mao ra. IDI6:SS15 (*For me, there's no problem because if there's a fire drill, you can participate or do activities, but for others, it's because they're tired or don't have time*).

With the same question as mentioned above was asked other informant, response of Informant 8

Siguro tungod sa time, availabilities sa time mao gyud ni usa sa murag bornden nga di gyud sila maka kuwan sa mga tao so ang tungod busy kay ang uban nanarbaho, kabalo nata karon panahona specially sa mga nanarbaho naay pang gabie di gyud na sila ka mo pahuway pa maadlaw, ingana ba. IDI8:SS13 (*Maybe because of time, availability of time, it's one of those things that seems like they can't really get along with people, so the reason is because some people are busy because they're working, we know that nowadays, especially for those who work, they still have nights, they don't really get to rest during the day*).

2. Efficient and Timely Fire Response. This theme emphasizes the importance of the BFP's efficient and timely response to fire incidents in minimizing damage, ensuring safety, and maintaining public trust in their services.

When the researchers asked the informant 1 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

They handled it according to their SOP of standard operating procedure. IDI1:SS6 (*They handled it according to their SOP of standard operating procedure*).

With the same questions, the researchers asked Informant 3 who confidently say upon the interview, the informant response was considered as follows;

Wa man, kay kung nay sunog diha na ugdaw naman tanan. Kani unahan ani, na ugdaw naman tanan. Pag abot nila, nahutdan ug tubig. Naabot pa ang Balamban layo kay sa tanan sa Toledo IDI3:SS4 (*No, because if there was a fire, everything would have been burned. This one is ahead of this one, everything would have been burned. When they arrived, they ran out of water. Balamban was still far away from everything in Toledo*).

With the same question as mentioned above was asked other informant, response of Informant 5

Kanang dugay ang rescue ba dugay bitaw ang responds or else ilang fire track kuwang sa tubig maam usa pa ka shoot ana wala nay tubig modagan unya ang fire nagdagan na so daghan jud ma damage jud mao nay problema diri sa amoa tubig. IDI5:SS10 (*The rescue took so long, did the responders take so long, or did their fire track run out of water? One more shot, and there would be no water left, and the fire would be running, so there would be a lot of damage, that's the problem with our water*).

3. Regular Inspections and Monitoring. This theme highlights the significance of regular inspections and monitoring conducted by the BFP to ensure compliance with fire safety regulations and to prevent potential fire hazards in the community.

When the researchers asked the informant 2 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Conduct inspections sometimes not only for the requirements. IDI2:SS14 (*Conduct inspections sometimes not only for the requirements*).

With the same questions, the researchers asked Informant 3 who confidently say upon the interview, the informant response was considered as follows;

Dayun sa pag inspection yearly. Patas ang treatment kada lugar kay naa man usahay selection. Nya strikto sila sa usa ka building, pero sa pikas wa diay sila. Nya pariha ana ron, abot kung gi require ba nila ang tanan. Ambot lang kaha ang City Hall naa ba alarm system? Mao na ang pangutana ron. Sobra ka strikto nya wala sa lugar. Too much ra. IDI3:SS7 (*Then there is the annual inspection. The treatment is fair for each area because sometimes there is a selection. They are strict in one building, but not in another. It's the same, it's up to them whether they require everything. I wonder if City Hall has an alarm system? That's the question. They are too strict, not in the area. It's too much*).

With the same question as mentioned above was asked other informant, response of Informant 7

Diri lang sa amoa is naa gyud mi every year drill apil nana sa among permit nga mo kuha gyud mi unya naay inspection, ang ako lang is unta maka pa lig-on sa atoang is kana lang gyud sa BFP. IDI7:SS18 (*Here in our country, we have a drill every year, it's included in our permit that we take it and then there's an inspection, I just wish we could be stronger in ours, that's all there is to it at the BFP*).

Recommendations or Suggestions Offered by Informants for Sustainable Community Engagement with the BFP

These research questions are drawn from the responses of the informants about their recommendations and suggestions to strengthen and sustain community engagement with the Bureau of Fire Protection (BFP).

1. Encouraging Public Involvement in Fire Safety Activities. This theme highlights the importance of encouraging active public involvement in fire safety activities to promote awareness, strengthen preparedness, and foster shared responsibility in preventing fire incidents.

When the researchers asked the informant 1 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Give them free seminars with free snacks. You know, communities are more interested when there is food. IDI1:SS20 (*Give them free seminars with free snacks. You know, communities are more interested when there is food*).

With the same questions, the researchers asked Informant 6 who confidently say upon the interview, the informant response was considered as follows;

Walay tarong nga area if asa mag seminar dapat mo pahibalo pud sila daan para maka pangandam para maka apil sa mga activity sa BFP. IDI6:SS14(*There is no right area if where to seminar you should inform them in advance to prepare to participate in the activities of the BFP*).

With the same question as mentioned above was asked other informant, response of Informant 1

BFP will provide free seminars, giving brochures and other means that can strengthen the partnership. IDI1:SS19 (*BFP will provide free seminars, giving brochures and other means that can strengthen the partnership*).

2. Accessibility and Readiness of Fire Equipment. This theme emphasizes the importance of ensuring that fire equipment is accessible, well-maintained, and readily available to enhance the community's preparedness and effective response during fire emergencies.

When the researchers asked the informant 6 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Para sa akoha dako gyud siya ug kausaban kay dapat mag amping ta monang naa koy fire extinguisher every kanto sa akong tindahan kay para naa dayon sa panahon sa sunog. IDI6:SS12 (*For me, it's a big change because we have to be careful. I have a fire extinguisher in every corner of my store so that it's immediately available in case of a fire*).

With the same questions, the researchers asked Informant 8 who confidently say upon the interview, the informant response was considered as follows;

Usually, dili gyud ingon nga naay regular nga mag conduct pud ta dire actual nga grading ang taga BFP gamay lang nga kasinatian nga ma share. Number 1 is dunay mga ingana nga mga trahidya sama sa sunog ofcourse naa man ta provide man gyud nato ang fire extinguisher. So muna ready atoang fire extinguisher mo para sa pagsugbo ingkaso kung naay sunog. IDI8:SS1(*Usually it's not like we conduct regular inspections, but the BFP has only a*

small experience to share. Number 1 is that there are such tragedies like fires, of course we have fire extinguishers. So first, have your fire extinguisher ready in case there is a fire).

With the same question as mentioned above was asked other informant, response of Informant 11

Oo na aware ang tanan kong unsay buhaton panahon sa sunog ug knowledgeable napud sila. IDI11:SS11 (Yes, I know everything I need to do during a fire and they're also knowledgeable).

3. Fire Safety as a Shared Daily Responsibility. This theme highlights the idea that fire safety is a shared daily responsibility, where every individual plays an active role in maintaining awareness, practicing preventive measures, and contributing to a safer community.

When the researchers asked the informant 12 in regards to their perspective to the Fire Safety Program of the BFP, the informant quoted by saying:

Well apart of that not only safety for the buildings but sa amoa gina apply namo na every day. IDI2:SS9 (Well apart of that not only safety for the building but we apply it every day).

With the same questions, the researchers asked Informant 8 who confidently say upon the interview, the informant response was considered as follows;

Oo na gyud kay obligado man matuman unsay kuwan sa gobyerno kay mao gi ingon nga part mana sa atuang pag panarbaho, diha lang sapag panarbaho bisan pa sa atong personal seguro, sa atuang personal nga balay, sa atuang kaugalingon nga balay. Fire safety atoa gyud na tumanon kunsu unsa ilahang mga rules. IDI8:SS10 (Yes, it is mandatory to comply with what the government requires because that is part of our work, even at work, even in our personal lives, in our personal homes, in our own homes. Fire safety is something we must comply with, no matter what their rules are).

With the same question as mentioned above was asked other informant, response of Informant 10

Dako gyud kaayo ilang papel sa pagpugong sa sunog kay kong kami sa dili namo Makaya. IDI10:SS4 (They really play a big role in preventing fires because if it were only us, we wouldn't be able to handle it).

Analysis of Data

The aimed of this study was to be able to explore the perspectives of the hotel or mall owners in Cebu province, specifically in Toledo city on the Fire Safety Awareness Program of the Bureau of Fire Protection (BFP). This study is anchored on Protection Motivation theory by Roger, supported by Theory of Planned Behavior by Icek Azjen and Preparedness theory by Seligman.

The first theory that support this study was the Protection Motivation theory by Roger, the theory describes that psychological framework designed to explain how individuals respond to threats, particularly in the context of health-related behaviors. The theory posits that a higher perception of these factors leads to stronger protection motivation and, consequently, greater likelihood of adopting adaptive behaviors to mitigate the threat. This suggests a need for further research to refine the model, perhaps by exploring the weighting of each component and the cognitive pathways through which they influence behavioral intentions and actual behavior, particularly in complex health scenarios where multiple threats and coping strategies might be at play.

The theory assumed that individuals respond to perceived threats through cognitive evaluations of the situation, determining both the severity of the threat and their ability to cope with it (Rogers, 1975). It explains that when individuals perceive a high level of threat and believe that protective actions are effective and within their capability, they are more likely to be motivated to engage in behaviors that reduce the risk.

The theory supported by Planned Behavior by Icek Azjen where in it argues that the stronger an individual's intention, and the greater their perceived control over the behavior, the more likely they are to engage in that

behavior. It emphasize that perceived behavioral control, a critical addition to the original model, accounts for situations where individuals may have strong intentions but lack the necessary resources or opportunities to perform the behavior. And that it acknowledge its strength in identifying modifiable determinants of behavior, making it a valuable tool for designing effective health interventions.

In addition, the theory proposes that an individual's intention to perform a behavior in this case, compliance with or active participation in fire safety initiatives is shaped by three key determinants: attitude, subjective norms, and perceived behavioral control. Using the theory it evaluate how safety messages influenced firefighters' safety intentions, showing that positive attitudes toward safety communication, social expectations, and confidence in performing safety behaviors significantly increased compliance (Welbourne, et. al). Similarly, in the context of BFP's fire safety awareness campaigns, hotel and mall owners' attitude toward fire safety, subjective norms, and perceived control all shape their willingness to adhere to and promote fire safety protocols. Therefore, the TPB supports this study by explaining the psychological and social factors influencing the participation and commitment of business owners to BFP's fire safety programs.

Furthermore, the two theories were supported by Preparedness theory by Seligman where it explained that understanding of phobias and fear acquisition by proposing that humans are biologically predisposed to learn fears of certain stimuli more easily than others. These "prepared" fears are characterized by their rapid acquisition, strong resistance to extinction, irrationality, and specific nature, often developing from limited exposure or even vicariously. And that it demonstrated that fear-relevant stimuli, such as images of snakes or spiders, lead to more robust and enduring conditioned fear responses (e.g., higher skin conductance responses) compared to fear-irrelevant stimuli (e.g., flowers).

Lastly, it emphasized that preparedness involves the resistance to extinction of fear once learned, meaning safety-related behaviors tend to persist over time even when the immediate threat is no longer present. This idea supports the view that individuals retain learned reactions to danger as an adaptive mechanism for survival (McNally, 1987). In the context of fire safety, this implies that once hotel and mall owners are properly trained and made aware of fire risks through the Bureau of Fire Protection's (BFP) Fire Safety Awareness Program, their awareness and preventive behaviors are likely to endure.

The Views of the Informants on the Fire Safety Program of the BFP.

The research questions draw out from the responses of the informants about their views on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Modernization and Equipment Enhancement, Consistent BFP Presence and Year-Round Programs and Observance of Standard Operating Procedures (SOPs).

1. Modernization and Equipment Enhancement. This first emergent theme describes the informants of how the BFP improves its fire response capabilities through modernization like adding more equipment and technologies that would somehow easily detect and suppress fire.

This theme Modernization and Equipment Enhancement relate to the theory of Planned Behavior of Icek Ajzen as it explains that an individual's behavior is guided by three key factors such as attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1985). As this theory helps explain how the adoption of advanced equipment and technology strengthens both the confidence and intention of firefighters and administrators to perform their duties effectively. The improvement of fire response capabilities through modern tools such as early fire detection systems, communication devices, and suppression equipment enhances the perceived behavioral control among BFP personnel, as they feel more capable and efficient in responding to emergencies.

2. Consistent BFP Presence and Year-Round Programs. This theme highlights the Bureau of Fire Protection's (BFP) continuous visibility and active involvement in the community through regular programs and activities

conducted throughout the year. It reflects the BFP's commitment to maintaining public awareness, preparedness, and engagement in fire safety beyond special events or fire prevention months.

This theme Consistent BFP Presence and Year-Round Programs relate to the theory of Protection Motivation Theory by Roger as it describe how individuals are motivated to adopt protective behaviors when they perceive a threat and believe that recommended preventive actions are effective and within their control (Roger,1975). In relation to the study through inspections, training, public education, and community drills that serves as a protective cue that reinforces both threat appraisal and coping appraisal among hotel and mall owners. Regular visibility of BFP personnel enhances the perception that fire hazards are real and potentially damaging, while the year-round programs strengthen individuals' confidence in implementing fire safety measures.

3. Observance of Standard Operating Procedures (SOPs). This theme emphasizes the adherence of the Bureau of Fire Protection (BFP) personnel to established protocols and guidelines in performing their duties. It reflects their commitment to maintaining order, efficiency, and safety in fire prevention, response, and other operations by following standardized procedures consistently.

This theme Observance of Standard Operating Procedure (SOPs) relate to the theory of Planned Behavior by Ajzen, which posits that an individual's actions are guided by their attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1985). In relation to the study Bureau of Fire Protection's (BFP) fire safety framework, the consistent observance of SOPs by personnel and establishment owners reflects their positive attitude toward following safety protocols, recognizing these as essential in preventing and mitigating fire incidents. Therefore, the continuous observance of SOPs is not merely a procedural requirement but a behavioral outcome shaped by positive attitudes, organizational expectations, and a strong sense of competence, all of which contribute to a culture of discipline and fire safety awareness.

The Informants Perceive the Role of the BFP in Preventing and Responding to Fire Incidents

These research questions draw out from the responses of the informants about their perceptions on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Fire Drills and Practical Training, Maintaining Order and Preventing Panic during Fires and Alertness and Quick Reporting.

1. Fire Drills and Practical Training. This theme highlights the BFP's commitment to enhancing community preparedness through regular fire drills and practical training that equip individuals with essential fire safety skills and awareness.

This theme Fire Drills and Practical Training relate to the theory of Preparedness by Seligman as it suggests that humans are biologically predisposed to learn and retain fear responses toward life-threatening stimuli such as fire. This innate preparedness enables individuals to quickly acquire and maintain survival-oriented behaviors when exposed to relevant training or experiences (Seligman, 1971). In relation to the study the Bureau of Fire Protection's (BFP) conduct of regular fire drills and practical training reinforces this natural tendency by providing realistic and repetitive exposure to emergency situations, thereby strengthening both awareness and response capabilities among community members, hotel staff, and mall personnel. Through these drills, participants not only learn the correct procedures for evacuation and fire suppression but also internalize the importance of preparedness, which results in faster, more coordinated actions during actual emergencies.

2. Maintaining Order and Preventing Panic during Fires. This theme emphasizes the BFP's crucial role in maintaining order and preventing panic during fire incidents to ensure a safe, organized, and effective emergency response.

This theme Maintaining Order and Preventing Panic during Fires relate to the theory of Protection Motivation Theory of Rogers, as it focuses on how individuals are motivated to protect themselves when faced with perceived threats by balancing fear responses and coping mechanisms (Roger, 1975). In relation to the study he

Bureau of Fire Protection's (BFP) crucial role in maintaining order and preventing panic ensures that individuals' fear responses are channeled into constructive, protective actions rather than chaos or paralysis. Therefore, the BFP's structured management of fire incidents demonstrates how effective leadership and communication transform potential fear-driven reactions into organized, safety-oriented behavior, ensuring both order and safety during emergencies.

3. Alertness and Quick Reporting. This theme highlights the importance of being alert and promptly reporting fire incidents to enable the BFP to respond quickly and minimize potential damage and loss.

This theme Alertness and Quick Reporting relate to the theory of Planned Behavior by Azjen, as proposes that behavior is shaped by three main components such as attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of fire safety, being alert and promptly reporting incidents reflects a positive attitude toward proactive safety behavior that recognizing that immediate action can prevent greater damage and loss (Ajzen, 1985). In relation to the study Bureau of Fire Protection (BFP) further reinforce this behavior, as quick reporting is viewed as a collective responsibility and an expected civic duty. Hence, maintaining alertness and quick reporting are intentional and learned behaviors influenced by awareness, social responsibility, and a strong sense of control.

Views of the Informants on the Communication and Information Dissemination Strategies of BFP on Fire Safety

These research questions draw out from the responses of the informants about their views on on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Fire Safety Awareness through Continuous Education, Effective Use of Social Media and Technology and Youth Involvement and Early Fire Education.

1. Fire Safety Awareness through Continuous Education. This theme highlights the BFP's commitment to promoting fire safety awareness through continuous education programs that equip the community with knowledge and skills to prevent and respond effectively to fire incidents.

This theme Fire Safety Awareness through Continuous Education relate to the theory of Protection Motivation Theory by Roger, which posits that individuals are motivated to protect themselves when they recognize a threat and believe that the recommended preventive actions are both effective and achievable (Roger, 1975). In relation to the study The Bureau of Fire Protection's (BFP) continuous education programs enhance the public's threat appraisal by increasing awareness of the possible consequences of fire incidents and emphasizing the seriousness of noncompliance with safety measures. Therefore, BFP's educational initiatives serve as a powerful motivator that empowers communities to translate knowledge into sustained, protective action against fire hazards.

2. Effective Use of Social Media and Technology. This theme emphasizes the BFP's crucial role in maintaining order and preventing panic during fire incidents to ensure a safe, organized, and effective emergency response.

This theme Effective Use of Social Media and Technology relate to the theory of Planned Behavior by Ajzen, which explains how individuals' behaviors are influenced by their attitudes, subjective norms, and perceived behavioral control (Ajzen, 1985). In relation to the study Bureau of Fire Protection's (BFP) fire safety initiatives, the strategic use of social media and digital technology plays a vital role in shaping public behavior toward fire prevention and emergency responsiveness. Thus, effective use of social media and technology demonstrates how communication tools can strengthen behavioral intentions transforming awareness into collective, proactive participation in fire safety practices.

3. Youth Involvement and Early Fire Education. This theme highlights the importance of involving the youth in fire safety initiatives and providing early education to instill awareness, responsibility, and preparedness from a young age.

This theme Youth Involvement and Early Fire Education relate to the theory of Preparedness Theory by Seligman, which posits that humans are biologically predisposed to quickly learn and retain fear and safety responses associated with survival-relevant threats, such as fire (Seligman, 1971). In relation to the study early exposure to fire safety education allows children and youth to internalize preventive behaviors and emergency responses during their formative years, when learning is most adaptive and enduring. Therefore, early fire education and youth participation ensure that safety-oriented behaviors become deeply ingrained, automatic, and long-lasting, contributing to a more resilient and informed community.

Ways Has the Fire Safety Program of the BFP Influence the Community Awareness and Practices Regarding Fire Prevention

The research questions draw out from the responses of the informants about their views on the Fire Safety Program of the BFP particularly in the Toledo, Province of Cebu. The themes constructed with main themes provided description of the participant's perspective. The description also determined the views of the informants on the Fire Safety Program of the BFP such as Business Compliance and Preparedness, Responsible Behavior and Household Safety Practices and Teamwork and Community Cooperation.

1. Business Compliance and Preparedness. This theme highlights the importance of business establishments complying with fire safety regulations and maintaining preparedness to ensure the safety of lives, property, and operations during fire emergencies.

This theme Business Compliance and Preparedness relate to the theory of Protection Motivation Theory by Rogers, which describes how people and organizations are motivated to protect themselves when faced with perceived threats by evaluating both the severity of the threat and their ability to cope with it. In the context of fire safety, business establishments are driven to comply with regulations and maintain preparedness because they recognize the potential risks and devastating consequences of fire incidents (Rogers, 1975). In relation to the study The Bureau of Fire Protection's (BFP) inspections, safety seminars, and enforcement of the Fire Code serve as protective cues that heighten awareness of these risks and reinforce the importance of compliance. Therefore, the compliance and readiness demonstrated by business establishments reflect a rational, motivated response to the perceived threat of fire, ensuring not only legal compliance but also the protection of lives, property, and business continuity.

2. Responsible Behavior and Household Safety Practices. This theme emphasizes the importance of promoting responsible behavior and implementing proper household safety practices to prevent fire incidents and protect lives and property.

This them Responsible Behavior and Household Safety Practices relate to the theory of Theory of Planned Behavior by Ajzen, which posits that behavior is guided by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of fire prevention, household members who hold positive attitudes toward safety such as properly handling electrical appliances, storing flammable materials safely, and maintaining fire extinguishers that are more likely to engage in consistent fire-safe practices (Ajzen, 1985). In relation to the study the promotion of responsible behavior and household safety practices reflects the translation of positive attitudes, supportive social influence, and strong self-efficacy into concrete, preventive fire safety behavior.

3. Teamwork and Community Cooperation. This theme highlights the significance of teamwork and community cooperation in promoting fire safety, where collective effort and mutual support strengthen prevention, preparedness, and effective response during fire incidents.

This theme Teamwork and Community Cooperation relate to the theory of Planned Behavior y Ajzen, which describe that the context of fire safety, these elements extend beyond individual action to the collective level where community attitudes and cooperation become critical factors in promoting preparedness and effective response (Ajzen, 1985). In relation to the study perceived behavioral control is strengthened when communities are empowered through the BFP's training programs and resources, giving them confidence that coordinated

teamwork can significantly reduce fire risks. Thus, teamwork and community cooperation embody the practical application of TPB, where social influence and collective efficacy drive long-term fire preparedness and prevention.

Common Challenges or Barriers Faced by the Community in Engaging with BFP's Fire Safety Activities

These research questions are drawn from the responses of the informants about their recommendations and suggestions to strengthen and sustain community engagement with the Bureau of Fire Protection (BFP).

1. Lack of Participation due to Time Constraints. This theme highlights the importance of encouraging active public involvement in fire safety activities to promote awareness, strengthen preparedness, and foster shared responsibility in preventing fire incidents.

This theme Lack of Participation due to Time Constraints relate to the theory of Planned Behavior by Azjen, which asserts that an individual's intention to perform a behavior is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control (Azjen, 1985). In relation to the study this demonstrates how even strong intentions can fail to translate into behavior when individuals feel constrained by external factors such as busy schedules or lack of flexible program timing. By doing so, the BFP strengthens individuals' confidence in their ability to participate, transforming good intentions into active involvement.

2. Efficient and Timely Fire Response. This theme emphasizes the importance of ensuring that fire equipment is accessible, well-maintained, and readily available to enhance the community's preparedness and effective response during fire emergencies.

This theme Efficient and Timely Fire Response relate to the theory of Protection Motivation by Rogers, which describes how individuals and organizations are motivated to adopt protective behaviors when they recognize a threat and believe they can effectively respond to it (Roger, 1975). In relation to the study BFP ommitment to ensuring accessible, well-maintained and functional fire equipment reflects the coping appraisal specifically, response efficacy and self-efficacy. When both factors are strong, communities are more likely to feel prepared and capable of responding efficiently during fire emergencies.

3. Regular Inspections and Monitoring. This theme highlights the idea that fire safety is a shared daily responsibility, where every individual plays an active role in maintaining awareness, practicing preventive measures, and contributing to a safer community.

This theme Regular Inspections and Monitoring relate to the theory of Preparedness by Seligman, it emphasizes learned readiness, habitual vigilance, and sustained preventive behavior that all key aspects of preparedness. The theory suggests that people develop an enduring readiness to respond to potential threats through repeated exposure, training, and reinforcement (Seligman, 1971). In relation to the study consistent with Preparedness, regular inspections and monitoring enable the BFP to reinforce adaptive, long-term safety behaviors that enhance collective readiness and resilience against fire incidents.

Recommendations or Suggestions Offered by Informants for Sustainable Community Engagement with the BFP

These research questions are drawn from the responses of the informants about their recommendations and suggestions to strengthen and sustain community engagement with the Bureau of Fire Protection (BFP).

1. Encouraging Public Involvement in Fire Safety Activities. This theme highlights the importance of encouraging active public involvement in fire safety activities to promote awareness, strengthen preparedness, and foster shared responsibility in preventing fire incidents.

This theme Encouraging Public Involvement in Fire Safety Activities relate to the theory of Planned Behavior by Azjen, because it directly relates to behavioral intention that the idea that people's participation in safety

programs depends on their attitudes, social norms, and perceived control over their ability to join and contribute (Ajzen, 1985). In relation to the study Bureau of Fire Protection's (BFP) programs, active public participation in fire safety seminars, drills, and awareness campaigns depends largely on how positively individuals view these activities, how strongly they feel social expectations to take part, and how capable they perceive themselves to be in doing so. Thus, consistent with the Theory of Planned Behavior, encouraging public involvement nurtures a community mindset where awareness, cooperation, and preparedness translate into sustained fire-safe behaviors.

2. Accessibility and Readiness of Fire Equipment. This theme emphasizes the importance of ensuring that fire equipment is accessible, well-maintained, and readily available to enhance the community's preparedness and effective response during fire emergencies.

This theme Accessibility and Readiness of Fire Equipment relate to the theory of Protection Motivation by Rogers, explains how individuals and institutions are motivated to engage in protective behaviors when they assess both the threat and their ability to cope with it (Rogers, 1975). In relation to the study when communities perceive that fire equipment is reliable and within easy reach, their motivation to act during emergencies increases, while response costs such as time delay or uncertainty are minimized. Thus, accessibility and readiness of fire equipment enhance the community's perceived capacity to respond effectively, promoting proactive preparedness and resilience against fire hazards.

3. Fire Safety as a Shared Daily Responsibility. This theme highlights the idea that fire safety is a shared daily responsibility, where every individual plays an active role in maintaining awareness, practicing preventive measures, and contributing to a safer community.

This theme Fire Safety as a Shared Daily Responsibility relate to the theory of Planned Behavior by Ajzen, as the context of fire safety, this theory suggests that people are more likely to engage in daily preventive actions such as unplugging unused electrical devices, ensuring proper storage of flammable materials, and maintaining accessible exits especially when they hold positive attitudes toward safety and recognize its importance in protecting lives and property (Ajzen, 1985). In relation to the study Bureau of Fire Protection (BFP) reinforces through continuous education, guidance, and accessible fire prevention programs. Thus, consistent with the Theory of Planned Behavior, promoting fire safety as a shared daily responsibility transforms awareness into action, ensuring that preventive measures are not merely occasional responses but part of a community's everyday culture of preparedness and cooperation.

SUMMARY, FINDINGS, AND IMPLICATIONS

This chapter presents the summary, findings, and implications. The summary comprises the main problem and sub-problem and methodology, and implication for practice and future studies.

Summary

This study aimed to explore the perspectives of the hotel/mall owners on the fire safety awareness program of the bureau of the fire protection (BFP) in Toledo City, North, Cebu, Philippines.

Specifically, it sought to answer the following question:

Quantitative Research Questions

1. What is the level of awareness of the community on the Fire Safety Program of the BFP as perceived by the respondents?
2. What is the level of effectiveness of the Fire Safety Program of the BFP as perceived by the respondents?
3. What is the level of community participation or engagement in the Fire Safety activities of the BFP as perceived by the respondents?
4. What is the extent of impact of the Fire Safety initiatives of the BFP to the community?

Qualitative Research Questions

1. What are the views of the informants on the Fire Safety Program of the BFP?
2. How do the informants perceive the role of the BFP in preventing and responding to fire incidents?
3. What are the views of the informants on the communication and information dissemination strategies of BFP on fire safety?
4. In what ways has the Fire Safety Program of the BFP influence the community awareness and practices regarding fire prevention?
5. What are the common challenges or barriers faced by the community in engaging with BFP's fire safety activities?
6. What are recommendations or suggestions offered by informants for sustainable community engagement with the BFP?

The qualitative phenomenological design using an interview guide questions is the method utilized in this study entitled "Fire Safety Awareness Program of the Bureau of Fire Protection (BFP): Perspectives of the Hotel/Mall Owners in Toledo City. Phenomenological research was the most appropriate approach for this particular exploration in digging into the individual perspective of hotel/mall owners.

The informants of the study are hotel/mall owners or managers, total of ten (12) randomly selected informants will be chosen according to their knowledge about fire safety awareness program adapted in their establishment and has full exposure on the implementation and coordination with local BFP on the safety awareness program. The informants should have at least worked in the establishment (hotel or mall) for at least three (3) years and is knowledgeable of the fire safety awareness program implemented in the establishment.

Findings

The researchers have come up with eighteen (18) emergent themes that were made from the informant's answers. The following are the emergent themes arranged according to each sub-problem.

For views of the informants on the Fire Safety Program of the BFP three (3) themes were created namely: Modernization and Equipment Enhancement, Consistent BFP Presence and Year-Round Programs, and Observance of Standard Operating Procedures (SOPs).

For informants perceive the role of the BFP in preventing and responding to fire incidents three (3) themes were created namely: Fire Drills and Practical Training, Maintaining Order and Preventing Panic during Fires, and Alertness and Quick Reporting.

For views of the informants on the communication and information dissemination strategies of BFP on fire safety three (3) themes were created namely: Fire Safety Awareness through Continuous Education, Effective Use of Social Media, and Technology and Youth Involvement and Early Fire Education.

For ways has the Fire Safety Program of the BFP influence the community awareness and practices regarding fire prevention three (3) themes were created namely: Business Compliance and Preparedness, Responsible Behavior and Household Safety Practices, and Teamwork and Community Cooperation.

For common challenges or barriers faced by the community in engaging with BFP's fire safety activities three (3) themes were created namely: Lack of Participation due to Time Constraints, Efficient and Timely Fire Response, and Regular Inspections and Monitoring.

For recommendations or suggestions offered by informants for sustainable community engagement with the BFP three (3) themes were created namely: Encouraging Public Involvement in Fire Safety Activities, Accessibility and Readiness of Fire Equipment, and Fire Safety as a Shared Daily Responsibility.

Implications

Implication for Practices

From the inquiry's findings, the following recommendations, suggestions, and measures for implementation are hereby offered:

The findings of this study guided hotel and mall owners the study can provide owners with a clearer understanding of the BFP's current fire safety awareness initiatives, including their content, delivery methods, and intended outcomes. This knowledge can help them align their own internal safety protocols and training programs with the BFP's guidelines, ensuring better compliance with fire safety regulations and potentially streamlining the process of securing and renewing fire safety permits. Furthermore, understanding the BFP's focus areas can enable owners to proactively address potential fire hazards and implement preventive measures that are in line with the bureau's priorities, ultimately reducing the risk of fire incidents within their establishments.

For the Bureau of Fire Protection (BFP), this will provide the BFP with invaluable feedback on the effectiveness and reach of their current fire safety awareness initiatives within a critical sector. By understanding how hotel and mall owners perceive the relevance, content, and delivery of their programs, the BFP can identify what aspects are working well and where improvements are needed. This direct feedback from key stakeholders can help the BFP refine their strategies, ensuring that their awareness campaigns are impactful and resonate with the specific needs and operational realities of the hotel and mall industry.

This study equipped BFP Marshall, the study's findings can provide the BFP Marshall with a more nuanced understanding of how the fire safety awareness programs are being received and implemented at the ground level by hotel and mall management within their jurisdiction. This localized insight is invaluable. It can reveal specific areas where the BFP's messaging is effective and where it might be falling short or facing resistance from this crucial sector. For instance, the Marshall might learn about specific challenges owners face in implementing certain fire safety protocols or areas where they feel the awareness programs could be more practical or relevant to their daily operations.

Office of the Building Official (OBO), the study underscores the importance of integrating fire safety requirements in building design, inspection, and permitting processes. Strengthened coordination between the OBO and BFP ensures safer infrastructures and reduces fire hazards in commercial establishments.

For the disaster Risk Reduction and Management Council (DRRMC), The study will provide the DRRMC with a valuable assessment of the level of fire safety awareness and preparedness within two critical sectors – hotels and malls – that often host a large number of people and can be particularly vulnerable in fire emergencies.

Department of the Interior and Local Government (DILG), the results provide empirical support for strengthening policy implementation and inter-agency coordination on fire safety governance. It emphasizes the need for consistent monitoring and evaluation of BFP operations and greater alignment with national fire prevention goals.

Local Government Units (LGUs), the study highlights their critical role in sustaining fire safety awareness at the community level. Through resource allocation, public campaigns, and partnerships with the BFP and private sectors, LGUs can promote safer and more informed local communities.

Academe, the study can provide rich, real-world data and case studies on the effectiveness and reception of public safety initiatives within a specific industry sector in a local context. This empirical data can be invaluable for academic research across various disciplines, including public administration, disaster risk reduction and management, sociology, communication studies, and business management.

Community, the study's findings can lead to more effective and targeted fire safety awareness programs initiated by the BFP and potentially supported by the LGU and hotel/mall owners. By understanding the perspectives of

these key stakeholders⁵⁵, the BFP can refine their messaging, delivery methods, and content to better resonate with the business sector, ultimately leading to improved fire safety practices within these high-occupancy establishments. Safer hotels and malls directly translate to a safer environment for the community members who work there, visit as patrons, or live in the vicinity. Reduced fire risks in these commercial hubs minimize the potential for large-scale emergencies that could endanger lives, cause injuries, and disrupt the local economy and social fabric.

The Researchers. The research can contribute valuable knowledge to the field of criminology, sociology, or public policy. The findings can shed light on the complex dynamics between police and communities in the Philippines, offering insights applicable to other countries as well. And as aspiring criminologist and police officers the study contribute so much learning in the field of criminal justice education especially to the researchers.

Future Researchers. This research will provide a benchmark for future studies. By understanding the perspective of hotel/mall owners and managers on fire safety awareness program, future researchers can track changes over time and evaluate the effectiveness of reforms or interventions implemented based on the initial findings.

Implication for Future Studies

The researcher recommends the conduct of In-Depth inquiry on the following topics:

First, future studies may focus on examining the long-term effectiveness of the BFP's Fire Safety Awareness Programs in influencing the behavior, compliance, and preparedness levels of hotel and mall owners. Such research could assess whether existing initiatives have resulted in sustained improvements in safety practices and if further program modifications are needed to address current challenges in the private sector.

Secondly, future researchers are encouraged to investigate the integration of modern technology and digital communication platforms in promoting fire safety awareness and early detection. Topics may include the use of mobile applications, online learning platforms, and social media campaigns that can make fire safety education more interactive and accessible to the public. This can help identify innovative approaches that strengthen information dissemination and improve response efficiency during fire emergencies.

Another area worth exploring is the factors affecting the participation of business owners and community members in fire safety activities. Understanding barriers such as time constraints, lack of motivation, or limited access to training programs can help the BFP and local authorities design more inclusive and effective awareness campaigns. Moreover, examining how demographic, socioeconomic, and organizational factors influence participation may reveal strategies for improving engagement and shared responsibility.

Lastly, the researcher recommends conducting studies that explore the collaborative roles of key stakeholders such as the BFP, Local Government Units (LGUs), the Office of the Building Official (OBO), and the private sector in sustaining proactive fire prevention programs. Future inquiries could also examine the integration of fire safety education in schools and workplaces, highlighting how early education fosters a culture of preparedness. Such research would provide valuable insights for policy development, inter-agency coordination, and long-term community resilience against fire-related hazards.

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To our beloved family for their continuously support and patience especially in financial for us to accomplished this study, for their guidance and encouragement that inspired us to keep going.

To our fellow friends, classmates, and batchmate for refreshing discussion, for the sleepless night that we conquer just to finish this study and to the bond that we created together.

Above all, to the Great Almighty for giving us his wisdom and letting us experience and conquer the obstacle we face from the beginning to the end of this study. And we shall never loss hope and continue to put our faith as we step to the way of our future.

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APPENDIX

APPENDIX A

TRANSMITTAL LETTER



UNIVERSITY OF CEBU
MAIN CAMPUS

COLLEGE OF CRIMINAL JUSTICE
CENTER OF DEVELOPMENT IN CRIMINOLOGY EDUCATION



August 6, 2025

Hazily Y. Lumangtao
09298700374
BULLE REPORT

Dear MAAM/SIR

Greetings!

The undersigned researchers are undertaking research entitled **"Fire Safety Awareness Program of the Bureau of Fire Protection (BFP) Perspectives of the Hotel/Mall Owners in Toledo City, North"** as a partial requirement for the degree of Bachelor of Science in Criminology. One major purpose of this research is to know the perspectives of the of the Hotel/Mall Owners in the implementation of Fire Safety Awareness Program. The informants of this study are the six (6) hotel/mall owners business community owners and six (6) professionals who have been in business service and has the sufficient knowledge about the implementation of Fire Safety Awareness Program who are presently business owners in Toledo City, North.

This study will be beneficial to the Local Government Unit (LGU), Non- Government Organization (NGO), Bureau of Fire Protection (BFP), Hotel/Mall Owners Community in general, researchers and future researchers since the research will present suggestions and recommendations to improve or enhance the Fire Safety Awareness Program.

In this regard, we respectfully request from your good office to allow us to conduct an interview with at least six (6) Hotel/Mall Owners and six (6) professionals business owners of Centro Mandaue City, Cebu. We assure you that the identity of the informants will be treated with the utmost confidentiality.

We are hoping for your kind approval. Thank you very much.

Very respectfully yours,

YPARRAGUIRRE, MARIE ANTONETTE G.

PARAS, TERRAH MYLENE C.

ANDOS, RAMMILIES V.

Noted by
MS. CHRISTINE B. SALEM
Research Adviser

Approved by:
ATTY. DODELON E. SABLON, Ph.D CRIM, Ph.D HRM, DPA
Dean, College of Criminal Justice

HAZILY Y. LUMANGTAO

APPENDIX B

INFORMED CONSENT FORM

University of Cebu Research Office

(032) 255 – 7777 local

Informed Consent for the Study on **FIRE SAFETY AWARENESS PROGRAM OF THE BUREAU OF FIRE PROTECTION (BFP): PERSPECTIVE OF THE HOTEL/MALL OWNERS IN TOLEDO, NORTH**

Name of Principal Investigator: MARIE ANTONETTE G. YPARRAGUIRRE

Name of Organization: University of Cebu

Name of Proposal: FIRE SAFETY AWARENESS PROGRAM OF THE BUREAU OF FIRE PROTECTION (BFP): PERSPECTIVE OF THE HOTEL/MALL OWNERS IN TOLEDO, NORTH

This Informed Consent Form has two parts:

- **Information Sheet (to share information about the research with you)**
- **Certificate of Consent (for signatures if you agree to take part)**

You will be given a copy of the full Informed Consent Form

PART I: Information Sheet.

Introduction

The researchers are from the University of Cebu – Main Campus presently enrolled in Bachelor of Science in Criminology and conducting qualitative research entitled **FIRE SAFETY AWARENESS PROGRAM OF THE BUREAU OF FIRE PROTECTION (BFP): PERSPECTIVE OF THE HOTEL/MALL OWNERS IN TOLEDO, NORTH**. The researchers are asking for your permission and invite you to be part of this research. You do not have to 49 decide today whether you will participate in this research. Before you decide, you can talk to anyone you feel comfortable with about the research. This consent form may contain words that you do not understand. Please ask me to stop going through the information, and I will take the time to explain. If you have questions later, you ask contact and ask me.

Purpose of the research

This study is to explore and provide a comprehensive understanding of the fire safety awareness program of the Bureau of Fire Protection (BFP): Perspective of the hotel and mall owners in Toledo, North., from the viewpoint of its personnel. It will further examine the effectiveness and impact of the implementation of these strategies based on their experience and insights.

Type of Research Intervention

This research involves individual in-depth interviews of (10) informants, mainly done face to face but depending upon the protocols set by the government, the researcher has the option to use online platforms such as but not limited to Zoom, Google Meet, or Video Call which will last for about forty (40) minutes to one (1) hour. To keep the identities of the informant confidential, the researchers will only use voice recording, and if we are using an online platform, they may turn off their video before the interview starts.

Participant selection

The researchers are inviting mall and hotel owners from Toledo North as participants.

Voluntary Participation

Your participation in this research is entirely voluntary. You also have the right and the freedom to change your decision later and to stop participating even if you agreed earlier and this will not be taken against you. And if you agree to participate that will be my gratitude.

Procedures and Protocol

In this investigation, you will be asked to answer the questions during the individual in-depth interview and focus group discussion to be conducted by the field interviewer during your free and convenient time. The questions in the interview guide will be read aloud by the interviewer and you can answer those items that you like to answer. Furthermore, there will be follow-up questions to be asked if necessary. If you wish not to answer some of the questions, you can tell the interviewer to skip them and move on to the next question. The information recorded is confidential and no one else except the field interviewers and researchers will have access to a copy of the transcript and audio recording, which will be destroyed after 6 months. To ensure that you will be able to have a full understanding of the purpose of the study, the proponent will first explain the objectives of the study and the intended benefits of participating in this investigation.

Duration

The duration of the research is three (3) months. During the data collection phase, the field interviewers will request ten (10) informants for an appointment for an individual in-depth interview and focus group discussion at your convenient time and place. The interview will last forty (40) minutes to one (1) hour. Your engagement as a participant will only take place.

Risks

During the conduct of the survey, the researchers will give you the hard copy of the questionnaire or through google forms for those surveys conducted online, which would basically let you answer the questions related to the various online review strategies adopted by the participants and the objectives laid out by the researchers. You will not be forced, nor will you be required to answer all questions in the questionnaire. If you do not like to answer some of the questions because you are not comfortable with them your decision will be respected.

Benefits

There will be no direct or immediate benefits to you for participating in this research. However, your responses will contribute significantly to the academic understanding of the fire safety awareness program of the Bureau of Fire Protection (BFP): Perspective of the hotel and mall owners in Toledo, North. This could provide valuable insights into future legal developments and policies in the Philippines.

Reimbursements

You will not be provided with any payment or monetary remuneration if you will take part in this research.

Confidentiality

All the data and responses that you will provide in this investigation will not be shared with other people and will be kept confidential. Your information and other information collected from this research will be put away and no one, except the researcher will be able to have access to it. Any information about you will have a number/code on it instead of your name. Only the field interviewers/researchers will know your number/code. All the documents related to this investigation will be placed in the cabinet with a lock and key and will not be

shared with or given to anyone except the research proponents. All related documents regarding the research will be kept in UC main research office and only the research director has the key or access to all the files. After the research is completed/published, it will be destroyed after six (6) months.

Sharing the Results

At the end of the study, I will be sharing the results with the academic community. Be assured that your answers during the individual in-depth interview will be shared with anybody. The results will also be presented in a research conference/colloquium and will be published so that other interested people may learn from this research. All records will be kept confidential. All the names of the informants will not be divulged. Furthermore, as an informant, you may also share the results, and a copy of the report will be provided by the researcher. If you have a plan to do so, please include the timeline and reason for sharing the information, including the details.

Right to Refuse or Withdraw

Participation in this study is completely voluntary on your part. Whether you decide to participate in the review or not, your enrollment status at the review center will not be affected in any way. It is important for you to be aware that you are free to withdraw from participating in the research at any moment or stage.

Who to Contact

You can ask them any questions you have. You may also submit questions after the study has begun. If you desire to submit questions at a later date, please contact one of the following:

Marie Antonette G. Yparraguirre (Lead Researcher) -09621656886

Jerrah Mylene C. Paras (Researcher) -09937734295

Rammcies V. Andos (Researcher) -09391471820

Ms. Christine B. Salem, CLE (Research Adviser) -09172772769

Dr. Juanito N. Zuasula, Jr. -MD-233-5503 UCAREC

This research project has been reviewed and scrutinized by the technical panel of the University of Cebu as part of the completion requirement in Bachelor of Science in Criminal Justice program and the research office. If you have any questions, please contact the University of Cebu at 032-255-7777.

PART II: Certificate of Consent.

I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions that I have asked have been answered to my satisfaction. I consent voluntarily to participate in this research.

Print Name of Participant_____

Signature of Participant _____

Date _____

Day/Month/Year

If Illiterate:

A literate witness must sign (if possible, this person should be selected by the participant and should have no connection to the research team). Participants who are illiterate should include their thumb-print as well.



I have witnessed the accurate reading of the consent form to the potential participant, and the individual has had the opportunity to ask questions. I confirm that the individual has given consent freely.

Print Name of Witness _____ AND Thumb Print of the Participant

Signature of Witness _____

Date _____

Day/Month/Year

Statement by the researcher/person taking consent

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done:

1. face to face or online survey.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

Statement by the researcher/person taking consent I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done: 1. face to face or online survey. I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily. A copy of this ICF has been provided to the participant.

Print Name of Researcher/Person Taking the Consent _____

Signature of Researcher /Person Taking the Consent _____

Date _____

A copy of this ICF has been provided to the participant.

Print Name of Researcher/Person Taking the Consent _____

Signature of Researcher /Person Taking the Consent _____

Date _____

Day/Month/Yea

APPENDIX B

INFORMED CONSENT FORM

University of Cebu Research Office (032) 255 – 7777 local

Informed Consent for the Study on **FIRE SAFETY AWARENESS PROGRAM OF THE BUREAU OF FIRE PROTECTION (BFP): PERSPECTIVE OF THE HOTEL/MALL OWNERS IN TOLEDO, NORTH]**

Name of Principal Investigator: MARIE ANTONETTE G. YPARRAGUIRRE

Name of Organization: University of Cebu

Name of Proposal: FIRE SAFETY AWARENESS PROGRAM OF THE BUREAU OF FIRE PROTECTION (BFP): PERSPECTIVE OF THE HOTEL/MALL OWNERS IN TOLEDO, NORTH]

This Informed Consent Form has two parts:

Information Sheet (to share information about the research with you)

Certificate of Consent (for signatures if you agree to take part)

You will be given a copy of the full Informed Consent Form

PART I: Information Sheet.

Introduction

Ang mga researcher gikan sa University of Cebu - Main Campus nga kasamtangang nagpa-enrol sa Bachelor of Science in Criminology ug nagpahigayon og qualitative research nga giulohan og FIRE SAFETY AWARENESS PROGRAM OF THE BUREAU OF FIRE PROTECTION (BFP): PERSPECTIVE OF THE HOTEL/MALL OWNERS IN TOLEDO, NORTH. Ang mga tig dukiduki nangayo alang sa imong pagtugot g nagdapit kanimo nga mahimong bahin niini nga panukiduki. Dili nimo kinahanglan nga 49 magdesisyon karon kung moapil ka ba nini nga panukiduki. Sa dili ka pa modesisyon, mahimo kang makigsulti sa bisan kinsa nga imong gibati nga komportable bahin sa panukiduki. Kini nga porma sa pagtugot mahimong adunay mga pulong nga dili nimo masabtan. Palihog hangyog ako sa paghunong sa pagbasa sa impormasyon, ug ako mogahin og panahon sa pagpasabut. Kung naa ka mga pangutana sa ulahi, pangutana sa kontak ug pangutan-a ako.

Purpose of the research

Kini nga pagtuon mao ang pagsuhid ug paghatag ug komprehensibo nga pagsabot sa fire safety awareness program sa Bureau of Fire Protection (BFP): Perspektibo sa mga tag-iya sa hotel ug mall sa Toledo, North., gikan sa panglantaw sa mga personnel. Dugang pa nga susion niini ang kaepektibo ug epekto sa pagpatuman niini nga mga estratehiya base sa llang kasinatian ug panabut.

Type of Research Intervention

Kini nga panukiduki naglambigit sa indibidwal nga lawom nga mga interbyu sa (10) nga mga impormante, kasagaran gihimo sa nawong sa nawong apan depende sa mga protocol nga gitakda sa gobyerno, ang tigdukiduki adunay kapilian sa paggamit sa mga online platform sama sa apan dili limitado sa Zoom, Google Meet, o Video Call nga molungtad sa mga kwarenta (40) minuto hangod usa (1) ka oras. Aron mahuptan nga kompidensyal ang mga identidad sa impormante, ang mga tigdukiduki mogamit lamang sa pagrekord sa tingog, ug kung naggamit kami og online nga plataporma, mahimo nilang i-off ang ilang video sa dili pa magsugod ang interbyu.

Participant selection

Ang mga tigdukiduki nag-imbitar sa mga tag-iya sa mall ug hotel gikan sa Toledo North isip mga partisipante.

Voluntary Participation

Ang imong pag-apil sa kini nga panukiduki hingpit nga boluntaryo. kaw usab adunay katungod ug kagawasan sa pag-usab sa imong desisyon sa ulahi ug, sa paghunong sa pag-apil bisan pa kon ikaw miuyon sa sayo pa ug kini dill pagakuhaon batok kanimo. Ug kung mosugot ka nga moapil kana akong pasalamat.

Procedures and Protocol

Niini nga imbestigasyon, hangyoon ka sa pagtubag sa mga pangutana atol sa indibidwal nga lawom nga interbyu ug focus group discussion nga ipahigayon sa field interviewer atol sa imong libre ug sayon nga panahon. Ang mga pangutana sa glya sa interbyu basahon sa kusog sa tig-interbyu ug mahimo nimong matubag ang mga butang nga gusto nimo tubagon. Dugang pa, adunay mga follow-up nga mga pangutana nga ipangutana kung gikinahanglan. Kung gusto nimo nga dili motubag sa pipila ka mga pangutana, mahimo nimong sultihan ang tig-interbyu nga laktawan kini ug magpadayon sa sunod nga pangutana. Ang impormasyon nga narekord Kay kompidensyal ug walay lain gawas sa field Interviewers ug researchers ang adunay access sa kopya sa transcript ug audio recording, nga maguba human sa 6 ka bulan. Aron maseguro nga makabaton kag bug-os nga pagsabot sa katuyoan sa pagtuon, ang tigpasiugda mopatin-aw una sa mga tumong sa pagtuon ug ang gituyo nga mga benepisyo sa pag-apil nini nga imbestigasyon.

Duration

Ang gidugayon sa panukiduki tulo (3) ka bulan. Atol sa hugna sa pagkolekta sa datos, ang mga tig-interbyu sa field mangayo ug napulo (10) ka impormante alang sa usa ka appointment alang sa usa ka indibidwal nga lawom nga interbyu ug focus group discussion sa imong kombenyente nga oras ug lugar. Ang interbyu molungtad og kwarenta (40) ka minuto ngadto sa usa (1) ka oras. Ang imong engagement isip partisipante mahitabo ra.

Risks

Atol sa pagpahigayon sa survey, ang mga tigdukiduki mohatag kanimo sa hard copy sa questionnaire o pinaagi sa google forms alang niadtong mga surbey nga gihimo online, nga magtugot kanimo sa pagtubag sa mga pangutana nga may kalabutan sa nagkalain-laing online review nga mga estratehiya nga gisagop sa mga partisipante ug ang mga tumong nga gilalad sa mga tigdukiduki. Dili ka mapugos, ug dili ka Kinahanglan nga tubagon ang tanan nga mga pangutana sa pangutana. Kung dili ka ganahan motubag sa pipila ka mga pangutana tungod kay dili ka komportable niini ang imong desisyon tahuron.

Benefits

Walay direkta o diha-diha nga mga benepisyo kanimo sa pag-apil niini nga panukiduki. Bisan pa, ang imong mga tubag dakog ikatampo sa akademikong pagsabot sa fire safety awareness program sa Bureau of Fire Protection (BFP): Perspektibo sa mga tag-iya sa hotel ug mall sa Toledo, North. Makahatag kini lug bililhong mga panabut sa umaabot nga mga legal nga kalamboan ug palisiya sa Pilipinas.

Reimbursements

Dili ka hatagan og bisan unsang bayad o suhol sa kwarta kung moapil ka niini nga panukiduki.

Confidentiality

Ang tanan nga datos ug mga tubag nga imong ihatag sa kini nga imbestigasyon dili ipaambit sa bang mga tawo ug huptan nga kompidensyal. Ang imong impormasyon ug ban pang impormasyon nga nakolekta gikan niini nga panukiduki Itago ug walay bisan Kinsa, gawas sa tigdukiduki ang makaangkon niini. Ang bisan unsang impormasyon bahin kanimo adunay numero/code niini imbes sa imong ngalan. Ang field interviewers/researcher lang ang makahibalo sa imong numero/code. Ang tanan nga mga dokumento nga may kalabutan sa kini nga imbestigasyon ibutang sa kabinete nga adunay kandado ug yawe ug dili ipaambit o ihatag ni bisan kinsa gawas sa mga tigpasiugda sa panukiduki. Ang tanan nga may kalabutan nga mga dokumento bahin sa panukiduki ibutang sa panguna nga opisina sa panukiduki sa UC ug ang direktor sa panukiduki ra ang adunay yawe o pag-access sa tanan nga mga file. Human makompleto/mamantala ang panukiduki, kini pagalaglagon human sa unom (6) ka bulan.

Sharing the Results

Sa pagtapos sa pagton, akong ipaambit ang mga resulta sa academic community. Siguruha nga ang imong mga tubag sa panahon sa indibidwal nga lawom nga interbyu ipaambit sa bisan Kinsa. Ang mga resulta presentar usab sa usa ka komperensya sa panukiduki / colloquium ug imantala aron ang uban nga interesado nga mga tawo makakat-on gikan niini nga panukiduki. Ang tanan nga mga rekord itago nga kompidensyal. Dili ibutyag ang tanang ngalan sa mga impormante. Dugang pa, isip usa ka impormante, mahimo usab nimo nga ipaambit ang mga resulta, ug usa ka kopya sa taho ang ihatag sa tigdukiduki. Kung ikaw adunay plano sa pagbuhat sa ingon, palihug ilakip ang timeline ug hinungdan sa pagpaambit sa kasayuran, lakip ang mga detalye.

Right to Refuse or Withdraw

Ang pag-apil niini nga pagtuon hingpit nga boluntaryo sa imong bahin. Kung modesisyon ka nga moapil sa pagrepaso o dil, ang imong status sa pagpalista sa sentro sa pagsusi dili maapektuhan sa bisan unsang paagi. Importante alang kanimo nga makaamgo nga ikaw gawasnon sa pag-atras gikan sa pag-apil sa panukiduki sa bisan unsang higayon o yugto.

Who to Contact

Mahimo nimong pangutan-on sila bisan unsang mga pangutana nga naa nimo. Mahimo ka usab nga mosumite og mga pangutana pagkahuman sa pagtuon. Kung gusto nimong isumite ang mga pangutana sa ulahi nga petsa, palihug kontaka ang usa sa mga musunud:

Marie Antonette G. Yparraguirre (Lead Researcher) -09621656886

Jerrah Mylene C. Paras (Researcher) -09937734295

Rammcies V. Andos (Researcher) -09391471820

Ms. Christine B. Salem, CLE (Research Adviser)-09172772769

Dr. Juanito N. Zuasula, Jr. -MD-233-5503 UCAREC

Kini nga proyekto sa research gisusi sa technical panel sa University of Cebu isip kabahin sa gikinahanglan nga pagkompleto sa Bachelor of Science in Accountancy program. Kung aduna kay pangutana, palihog kontaka ang College of Business of Accountancy sa 4115 - 255 - 7777 o ang University of Cebu sa 032 -255 - 7777.

PART II: Certificate of Consent.

I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions that I have asked have been answered to my satisfaction. I consent voluntarily to participate in this research.

Print Name of Participant _____

Signature of Participant _____

Date _____

Day/Month/Year

If Illiterate:

A literate witness must sign (if possible, this person should be selected by the participant and should have no connection to the research team). Participants who are illiterate should include their thumb-print as well.

I have witnessed the accurate reading of the consent form to the potential participant, and the individual has had the opportunity to ask questions. I confirm that the individual has given consent freely.



Print Name of Witness _____ AND Thumb Print of the Participant

Signature of Witness _____

Date _____

Day/Month/Year

Statement by the researcher/person taking consent

I have accurately read out the information sheet to the potential participant, and to the best of my ability made sure that the participant understands that the following will be done:

1. face to face or online survey.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participant.

Print Name of Researcher/Person Taking the Consent _____

Signature of Researcher /Person Taking the Consent _____

Date _____

Day/Month/Year

APPENDIX C

University of Cebu Research Office

(032) 255 – 7777 local

INTERVIEW GUIDE & VALIDATION OF INTERVIEW

Introduction:

The purpose of this study is to explore the perspectives of hotel/mall owners in the implementation of fire safety awareness programs including the informants' experiences, strategies employed in the implementation of fire safety awareness programs, and their aspirations to improve the quality of their service. This will be accomplished through Individual In-Depth Interview (IDI) within 60-90 minutes. Rest assured that the information that you give will be regarded with utmost confidentiality.

Quantitative Questions:

I. Level of awareness of the community on the fire safety program of the BFP

Scale: 5 – Very Aware

4 – Aware

3 – Moderately Aware

2 – Slightly Aware

1 – Not Aware

	5	4	3	2	1
	Very Aware	Aware	Moderately Aware	Slightly Aware	Not Aware
1. Community members are aware of the fire safety program of the BFP.					
2. Residents understand the importance of fire prevention.					
3. People in the community know how to respond during a fire emergency.					
4. The community knows the emergency hotline for reporting a fire.					
5. Residents are aware of the fire exit and evacuation procedures at home or public places.					
6. Community members are familiar with fire hazards and common fire causes.					
7. The public knows about the fire safety inspections conducted by the BFP.					
8. People attend or are informed about BFP fire safety seminars and drills.					
9. Fire safety tips from the BFP are visible in public areas or shared online.					
10. Overall, the community is well-informed about the fire safety initiatives of the BFP.					

II. Level of effectiveness of the fire safety program of the BFP

Scale: 5 – Very Effective

4 – Effective

3 – Moderately Effective

2 – Slightly Effective

1 – Not Effective

	5	4	3	2	1
	Very Effective	Effective	Moderately Effective	Slightly Effective	Not Effective
1. The BFP conducts regular fire drills in our hotel/mall.					
2. The fire safety seminars conducted by the BFP are informative and engaging.					
3. The BFP provides clear and useful fire evacuation procedures.					
4. The fire safety equipment in our hotel/mall is regularly inspected with BFP.					

5. The BFP responds promptly to fire-related concerns raised by the hotel/mall.					
6. The BFP educates employees and staff on fire hazards and prevention.					
7. Coordination between the hotel/mall and BFP is strong and consistent.					
8. BFP programs improved fire safety awareness in the hotel/mall community.					
9. Fire safety posters and educational materials are provided by the BFP.					
10. Overall, the BFP fire safety program ensures hotel/mall safety effectively.					

Level of community participation or engagement in the fire safety activities of the BFP

Scale: 5 – Very High

4 – High

3 – Moderate

2 – Low

1 – Very Low

	5 Very High	4 High	3 Moderate	2 Low	1 Very Low
1. Hotel/mall owners actively participate in BFP-organized fire safety seminars and drills.					
2. Employees and staff are regularly involved in BFP fire prevention programs.					
3. Employees actively participate in fire drills facilitated by the BFP.					
4. Parents and community members are invited to BFP fire safety awareness events.					
5. The hotel/mall encourages community-wide support and engagement with BFP fire safety campaigns.					
6. The hotel/mall collaborates with the BFP in planning local fire safety activities.					
7. BFP fire safety programs are well-publicized and well-attended by community members.					
8. Community members contribute feedback or suggestions to improve BFP fire safety initiatives.					
9. The hotel/mall community (including parents, employees, and staff) is aware of upcoming BFP fire activities.					

10. Overall, community participation in BFP fire safety activities is active and meaningful.					
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Extent impact of fire safety initiatives in the BFP to the community

Scale: 5 – Very High Impact

4 – High Impact

3 – Moderate Impact

2 – Low Impact

1 – No Impact

	5 Very High Impact	4 High Impact	3 Moderate Impact	2 Low Impact	1 No Impact
1. The BFP fire safety campaigns have increased fire awareness in the community.					
2. Community members now know how to respond to fire incidents because of BFP initiatives.					
3. The BFP's barangay fire drills have helped residents understand evacuation procedures.					
4. Fire safety information materials (flyers, posters, social media posts) from BFP are effective.					
5. The BFP has built strong partnerships with community leaders and local officials.					
6. BFP outreach programs (house-to-house inspection, seminars) reach many community members.					
7. There has been a noticeable reduction in fire-related incidents in the community.					
8. BFP initiatives have empowered community members to identify and correct fire hazards.					
9. Community trust and cooperation with BFP have improved because of their fire safety efforts.					
10. Overall, the BFP's fire safety initiatives have a strong and positive impact on the community.					

QUALITATIVE QUESTIONS:

What are the views of the informants on the fire safety program of the BFP?

(Unsa ang mga panglantaw sa mga impormante sa fire safety program sa BFP?)

1.1 Can you share with me your overall experience with the fire safety program of the BFP?

(Mahimo ba nimo ipaambit ang imong kinatibuk-ang kasinatian sa fire safety program sa BFP?)

1.2 What are the specific parts of the program that you find useful or beneficial to your hotel/mall or community?

(Unsa ang mga espesipikong bahin sa programa nga imong nakita nga mapuslanon sa inyong hotel/mall o komunidad?)

1.3 Are there any parts of the fire safety program that you think need to be improved or changed?

(Aduna bay bahin sa fire safety program nga sa imong tan-aw angay pa usbon o palamboon?)

How do the informants perceived the role of the BFP in preventing and responding to fire incidents?

(Giunsa pagtan-aw sa mga impormante ang papel sa BFP sa pagpugong ug pagtubag sa mga insidente sa sunog?)

2.1 In your opinion, how effective is the BFP in preventing fire incidents in your area?

(Sa imong hunahuna, unsa ka epektibo ang BFP sa pagpugong sa mga insidente sa sunog sa inyong lugar?)

2.2 Can you describe a situation where the BFP responded to a fire incident and how they handled it?

(Mahimo ba nimo isaysay ang usa ka sitwasyon diin mitubag ang BFP sa usa ka insidente sa sunog ug giunsa nila kini pag-atubang?)

2.3 What do you expect from the BFP during fire emergencies in your hotel/mall or community?

(Unsa ang imong gilauman gikan sa BFP panahon sa emerhensya sa sunog sa inyong hotel/mall o komunidad?)

What are the views of the informants of communication and information dissemination strategies of the BFP on fire safety? (Unsa ang mga panglantaw sa mga impormante bahin sa pamaagi sa BFP sa pagpahibalo ug pagpakaylap sa impormasyon sa fire safety?)

3.1 What communication tools or methods have you seen the BFP use to share fire safety information?

(Unsa nga mga pamaagi o himan sa komunikasyon ang imong nakita nga gigamit sa BFP sa pagpakaylap sa impormasyon bahin sa fire safety?)

3.2 Are these communication strategies easy to understand and accessible to the community?

(Sayun ba sabton ug maabot ba sa katawhan ang ilang mga pamaagi sa komunikasyon?)

3.3 How do you suggest the BFP can improve the way they deliver fire safety messages?

(Unsa imong ikasugyot aron mapalambo pa sa BFP ang ilang pagpahat sa mga mensahe sa fire safety?)

In what ways has the fire safety program of the BFP influence the community awareness and practices regarding fire prevention? (Sa unsang paagi nakaimpluwensya ang fire safety program sa BFP sa kahibalo ug pamatasan sa komunidad bahin sa pagpugong sa sunog?)

4.1 Can you tell me how the fire safety program has changed your daily habits or routines?

(Mahimo ba nimo isaysay kung giunsa kausaban sa fire safety program ang imong inadlaw-adlaw nga mga binuhatan?)

4.2 Have you observed changes in your hotel/mall or community's behavior towards fire safety since the program started?

(Nakapansin ba ka og kausaban sa pamatasan sa inyong hotel/mall o komunidad kabahin sa fire safety sukad gisugdan ang programa?)

4.3 What part of the program do you think had the strongest impact on people's awareness?

(Unsa nga bahin sa programa sa imong tan-aw ang adunay pinakadakong epekto sa kahibalo sa katawhan?)

What are the common challenges or barriers face by the community in engaging with the BFP fire safety activity?

(Unsa ang kasagarang mga hagit o babag nga nasinati sa komunidad sa ilang pakig-uban sa fire safety activity sa BFP?)

5.1 What difficulties have you or others experienced when trying to participate in fire safety activities of the BFP?

(Unsa nga mga kalisdanan ang imong nasinati (o sa uban) sa pag-apil sa mga kalihokan sa BFP kabahin sa fire safety?)

5.2 What do you think prevents some community members from joining or attending fire safety seminars or drills?

(Sa imong tan-aw, unsay nakapugong sa ubang tawo sa komunidad sa pag-apil sa mga seminar o fire drills?)

5.3 How do you think these challenges can be addressed to improve participation?

(Sa imong hunahuna, giunsa nato masulbad ang mga hagit aron mas daghang tawo ang moapil?)

What are the recommendations or suggestions offered by the informants for sustainable community engagement with the BFP? (Unsa ang mga rekomendasyon o sugyot sa mga impormante aron magpadayon ang pakig-uban sa komunidad ug BFP?)

6.1 What ideas do you have that can help make the fire safety program of the BFP more active and ongoing in the community?

(Unsa imong mga ideya aron mapadayon ug mapalambu pa ang kalihokan sa fire safety program sa komunidad?)

6.2 What suggestions can you offer to strengthen the partnership between the BFP and the hotels/malls or barangays?

(Unsa imong ikasugyot aron mapalig-on ang pakig-alyansa sa BFP ug mga hotel/mall o barangay?)

6.3 Based on your experiences, what is the best way to keep the community involved and interested in fire safety education?

(Base sa imong kasinatian, unsa ang pinakamaayong paagi aron mapadayon ang interes sa katawhan sa edukasyon sa fire safety?)

Parting Statement:

Thank you for your participation in this interview for the accomplishment of this research. All the answers that have been given will be transcribed. If you wish to have a copy of the results, please don't hesitate to ask the researcher. Thank you and God Bless.

APPENDIX D

SAMPLE VERIFICATION FORM OF TRANSCRIPTION

Informant	: IDI1
Session No.	: One (1)
Date/s	: September 06, 2025
Time Started	: 3:15 PM
Time Ended	: 3:23 PM
Duration	: 7 minutes and 23 seconds
Location	: Super Metro, Toledo City
Interviewed by	: Jerrah Mylene C. Paras

Transcribed by : Jerrah Mylene C. Paras

Reviewed by : Christine B. Salem

Adviser : Christine B. Salem

LINE NUMBER	RESPONSES	CODE
1	29 years old, male	IDI1
Q1	BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones. (BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones.)	IDI1
Q1.1	Their response time is neutral, not too delay, not to fast, due to the places that are hard to pass the vehicle smoothly when there is five reported especially in the squatters area. (Their response time is neutral, not too delay, not to fast, due to the places that are hard to pass the vehicle smoothly when there is five reported especially in the squatters area.)	IDI1
Q1.2	Bayanihan in the community specifically cleaning on the riverbanks with no compensations or honorariums granted. (Bayanihan in the community specifically cleaning on the riverbanks with no compensations or honorariums granted.)	IDI1
Q1.3	More fire hydrants and more fire stations in every community. (More fire hydrants and more fire stations in every community.)	IDI1
Q2	By conducting seminars (By conducting seminars)	IDI1
Q2.1	For me, it depends on the area that the fire incidents occurred. You can say very effective when the fire is minimal and you can say not effective when the fire is major especially fire trucks cannot easily access. (For me, it depends on the area that the fire incidents occurred. You can say very effective when the fire is minimal and you can say not effective when the fire is major especially fire trucks cannot easily access.)	IDI1
Q2.2	They handled it according to their SOP of standard operating procedure. (They handled it according to their SOP of standard operating procedure.)	IDI1
Q2.3	I expect them to respond safely when they handle the fire. (I expect them to respond safely when they handle the fire.)	IDI1
Q3	They take it and they learn but they did not apply to their day to day living. (They take it and they learn but they did not apply to their day to day living)	IDI1
Q3.1	Through social media (Through social media)	IDI1
Q3.2	Yes (Yes)	IDI1
Q3.3	Thru SMS, more ads online TV and social media, and community seminars. (Thru SMS, more ads online TV and social media, and community seminars.)	IDI1
Q4	By providing communication or seminars through Barangayan or others. (By providing communication or seminars through Barangayan or others.)	IDI1
Q4.1	By keeping safe and be mindful of passible five or doing that may lead to fire. (By keeping safe and be mindful of passible five or doing that may lead to fire.)	IDI1
Q4.2	Yes (Yes.)	IDI1

Q4.3	Drills and prevention services (Drills and prevention services)	IDI1
Q5	People would not take it seriously because it is only an activity unless it is the real one. (People would not take it seriously because it is only an activity unless it is the real one.)	IDI1
Q5.1	Lack of Demo maybe people are not serious when doing this kind of activity. (Lack of Demo maybe people are not serious when doing this kind of activity.)	IDI1
Q5.2	Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining. (Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining.)	IDI1
Q5.3	Compulsory especially when getting a Barangay Certificates. (Compulsory especially when getting a Barangay Certificates.)	IDI1
Q6	House to house or Barangayan or sitio seminars every year (House to house or Barangayan or sitio seminars every year)	IDI1
Q6.1	As what I have said, make it compulsory, more ads and more seminars. (As what I have said, make it compulsory, more ads and more seminars.)	IDI1
Q6.2	BFP will provide free seminars, giving brochures and other means that can strengthen the partnership. (BFP will provide free seminars, giving brochures and other means that can strengthen the partnership.)	IDI1
Q6.3	Give them free seminars with free snacks. You know, communities are more interested when there is food. (Give them free seminars with free snacks. You know, communities are more interested when there is food)	IDI1

Informant : (IDI2)

Session No. : Two (2)
Date/s : September 06, 2025

Time Started : 1:00 PM

Time Ended : 1:12 PM

Duration : 12 minutes and 27 seconds
Location : Brgy. Calong-Calong, Toledo City

Interviewed by : Rammcies V. Andos

Transcribed by : Jerrah Mylene C. Paras
Reviewed by : Christine Salem

Adviser : Christine Salem

LINE NUMBER	RESPONSES	CODE
1	56 years old, male	IDI2
Q1	Para sa safety sa among resort (For safety at our resort)	IDI2
Q1.1	Example first aid mao ra siya mga safety measures ra ang gamiton or buhaton.	IDI2

	<i>(For example, first aid is the only safety measures that should be used or implemented.)</i>	
Q1.2	More on safety sa ng community sa amoang area during nay mga fire, amo sila e aware. <i>(More on safety for the community in our area during fires, I'm aware of them.)</i>	IDI2
Q1.3	Wala naman siguro, tanan among gebuhat ari is more naka realize sa government. <i>(Probably not, everything we do is more than realized by the government.)</i>	IDI2
Q2	So far wala pami naka experience ana but actually we have safety measure's na amo buhaton to contact sa ilaha <i>(So far we haven't experienced that but actually we have safety measure's that we will do to contact them)</i>	IDI2
Q2.1	Importante jud ang BFP kay mao jud na among one of our requirements labi na in-ani nga resort/business. <i>(The BFP is important because it is one of our requirements, especially for a resort/business.)</i>	IDI2
Q2.2	Wala sad me experience ana so far. <i>(So far I haven't had any experience.)</i>	IDI2
Q2.3	Right on time man sila in terms of incidents <i>(They are on time when in terms of incidents)</i>	IDI2
Q3	Ilang e educate ang mga tao about that one, kinahanglan naa me fire drill, alarm, sprinklers and the last is fire exit. <i>(How many people should be educated about that one, there should be a fire drill, alarm, sprinklers and the last is fire exit.)</i>	IDI2
Q3.1	Well as I've said ng educate sila sa mga tao labi naa diri na mao nay dapat buhaton, kung nay mahitabo na ing-ana dapat aware nami ba og mao sad na among isulti sa mga nag accomodate sa amoa. <i>(Well, as I've said, they should educate people, especially here, that's what should be done, if something happens, we should be aware of it and that's what we should tell those who accommodate us.)</i>	IDI2
Q3.2	Easy ra <i>(Easy)</i>	IDI2
Q3.3	So far wala sad me masulti about unsa pa ilang ipalambo kay base sa ilang gesulti sa amoa mao rapud amoang getuman. <i>(So far, I haven't been able to say what else they will develop because based on what they told us, that's what we're looking for.)</i>	IDI2
Q4	Sa ilaha naman guro na nga part, ang sa amoa lang ari concern sad me about that one normally wala pana nahitabo diri sa amoa. <i>(I guess it's on their part, but I'm concerned about that one normally it hasn't happened here.)</i>	IDI2
Q4.1	Well apart of that not only safety for the buildings but sa amoa gina apply namo na everyday. <i>(Well apart of that not only safety for the building but we apply it every day.)</i>	IDI2
Q4.2	Wala man <i>(Nothing.)</i>	IDI2
Q4.3	More on about sunog, awareness not only ari also sa comunidad na dili mag daob-daob ing-ana. <i>(More on about fire, awareness not only here but also in the community so that it doesn't burn like that.)</i>	IDI2
Q5	Wala me idea <i>(I have no idea.)</i>	IDI2
Q5.1	1 So far wala me ka conduct sa fire safety activities sa amoa. <i>(So far, we haven't conducted any fire safety activities.)</i>	IDI2

Q5.2	Kung naa man gani seminar na dili maka attend, kay kanang busy or uban na reason (If there is a seminar that you can't attend, it's because you're busy or other reasons)	IDI2
Q5.3	Siguro mag conduct og seminar or mag assist aron daghan tao ang moapil. (Maybe conduct a seminar or assist so that more people participate.)	IDI2
Q6	Number 1 is contact, communication (Number 1 is contact, communication)	IDI2
Q6.1	Siguro mag conduct sila og seminar every 3 months or depende sa ilang available sa awareness for the humanity. (Maybe they will conduct a seminar every 3 months or depending on how many are available for awareness for humanity)	IDI2
Q6.2	Conduct inspections sometimes not only for the requirements (Conduct inspections sometimes not only for the requirements)	IDI2
Q6.3	Siguro dili manta makaingon og learn a lesson dapat e apply jud na dili lang nila sa tanan pud. (Maybe it's not enough to say learn a lesson, it should apply not only to them but to everyone.)	IDI2

APPENDIX E

Location Map of Toledo City



APPENDIX F

ETHICS APPROVAL CERTIFICATE



University of Cebu
Research Ethics Committee



PROTOCOL APPROVAL

Form 2.7

November 10, 2025

Protocol Version Approved: One (1)

ICF Version Approved: One (1)

MARIE ANTONETTE G. YPARRAGUIRRE

University of Cebu
Main Campus

Re: **BSCRIM(1)-2025-10-169.**

**FIRE SAFETY AWARENESS
PROGRAM OF THE BUREAU OF
FIRE PROTECTION (BFP):
PERSPECTIVE OF THE
HOTEL/MALL OWNERS IN TOLEDO,
NORTH**

Dear Sir/ Madam:

We wish to inform you that your study protocol under (expedited/full board review), is hereby granted approval for implementation by the UCREC. This ethical clearance is valid for one year from November 10, 2025 until expiration date November 10, 2026.

Investigator Responsibilities after Approval:

- Submit document amendments for REC approval before implementing them
- Submit RNE's reports to the REC within 14 days
- Submit progress report every 12 months
- Submit final report after completion of protocol procedures at the study site
- Report protocol deviation/ violation
- Comply with all relevant international and national guidelines and regulations
- Abide by the principles of good clinical practice and ethical research
- Apply for continuing review if conduct of study will last more than 1 year.
- Be prepared for a site visit by members of the UCAREC.
- Submit Continuing Review before expiration of approval

Very truly yours,



DR. JUANITO N. ZUASULA, JR. MD
Chair, UCREC

APPENDIX G

SAMPLE CODED SIGNIFICANT STATEMENTS

SIGNIFICANT STATEMENT NUMBER	RESPONSES/SIGNIFICANT STATEMENTS	CODE
1	BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones. <i>(BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones.)</i>	IDI1 SS1
2	Their response time is neutral, not too delay, not to fast, due to the places that are hard to pass the vehicle smoothly when there is five reported especially in the squatters area. <i>(Their response time is neutral, not too delay, not to fast, due to the places that are hard to pass the vehicle smoothly when there is five reported especially in the squatters area.)</i>	IDI1 SS2
3	Bayanihan in the community specifically cleaning on the riverbanks with no compensations or honorariums granted. <i>(Bayanihan in the community specifically cleaning on the riverbanks with no compensations or honorariums granted.)</i>	ID1 SS3
4	More fire hydrants and more fire stations in every community. <i>(More fire hydrants and more fire stations in every community.)</i>	IDI1 SS4
5	For me, it depends on the area that the fire incidents occurred. You can say very effective when the fire is minimal and you can say not effective when the fire is major especially fire trucks cannot easily access. <i>(For me, it depends on the area that the fire incidents occurred. You can say very effective when the fire is minimal and you can say not effective when the fire is major especially fire trucks cannot easily access.)</i>	IDI1 SS5
6	They handled it according to their SOP of standard operating procedure. <i>(They handled it according to their SOP of standard operating procedure.)</i>	IDI1 SS6
7	I expect them to respond safely when they handle the fire. <i>(I expect them to respond safely when they handle the fire.)</i>	IDI1 SS7
8	They take it and they learn but they did not apply to their day to day living. <i>(They take it and they learn but they did not apply to their day to day living)</i>	IDI1 SS8
9	Thru SMS, more ads online TV and social media, and community seminars. <i>(Thru SMS, more ads online TV and social media, and community seminars.)</i>	IDI1 SS9
10	By providing communication or seminars through Barangayan or others. <i>(By providing communication or seminars through Barangayan or others.)</i>	IDI1 SS10
11	By keeping safe and be mindful of passible five or doing that may lead to fire. <i>(By keeping safe and be mindful of passible five or doing that may lead to fire.)</i>	IDI1 SS11
12	Drills and prevention services <i>(Drills and prevention services)</i>	IDI1 SS12
13	People would not take it seriously because it is only an activity unless it is the real one. <i>(People would not take it seriously because it is only an activity unless it is the real one.)</i>	IDI1 SS13
14	Lack of Demo maybe people are not serious when doing this kind of activity. <i>(Lack of Demo maybe people are not serious when doing this kind of activity.)</i>	IDI1 SS14
15	Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining.	IDI1 SS15

	<i>(Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining.)</i>	
16	Compulsory especially when getting a Barangay Certificates. <i>(Compulsory especially when getting a Barangay Certificates.)</i>	IDI1 SS16
17	House to house or Barangayan or sitio seminars every year <i>(House to house or Barangayan or sitio seminars every year)</i>	IDI1 SS17
18	As what I have said, make it compulsory, more ads and more seminars. <i>(As what I have said, make it compulsory, more ads and more seminars.)</i>	IDI1 SS18
19	BFP will provide free seminars, giving brochures and other means that can strengthen the partnership. <i>(BFP will provide free seminars, giving brochures and other means that can strengthen the partnership.)</i>	IDI1 SS19
20	Give them free seminars with free snacks. You know, communities are more interested when there is food. <i>(Give them free seminars with free snacks. You know, communities are more interested when there is food)</i>	IDI1 SS20

SAMPLE CODED SIGNIFICANT STATEMENTS

SIGNIFICANT STATEMENT NUMBER	RESPONSES/SIGNIFICANT STATEMENTS	CODE
1	Example first aid mao ra siya mga safety measures ra ang gamiton or buhaton. <i>(For example, first aid is the only safety measures that should be used or implemented.)</i>	IDI2 SS1
2	More on safety sa ng community sa amoang area during nay mga fire, amo sila e aware. <i>(More on safety for the community in our area during fires, I'm aware of them.)</i>	IDI2 SS2
3	Wala naman siguro, tanan among gebuhat ari is more naka realize sa government. <i>(Probably not, everything we do is more than realized by the government)</i>	IDI2 SS3
4	So far wala pami naka experience ana but actually we have safety measure's na amo buhaton to contact sa ilaha <i>(So far we haven't experienced that but actually we have safety measures that we will do to contact them)</i>	IDI2 SS4
5	Importante jud ang BFP kay mao jud na among one of our requirements labi na in-ani nga resort/business. <i>(The BFP is important because it is one of our requirements, especially for a resort/business.)</i>	IDI2 SS5
6	Ilang e educate ang mga tao about that one, kinahanglan naa me fire drill, alarm, sprinklers and the last is fire exit. <i>(How many people should be educated about that one, there should be a fire drill, alarm, sprinklers and the last is fire exit.)</i>	IDI2 SS6
	Well as I've said ng educate sila sa mga tao labi naa diri na mao nay dapat buhaton, kung nay mahitabo na ing-ana dapat aware nami ba og mao sad na among isulti sa mga nag accomodate sa amoa. <i>(Well, as I've said, they should educate people, especially here, that's what should be done, if something happens, we should be</i>	IDI2 SS7

7	<i>aware of it and that's what we should tell those who accommodate us.)</i>	
8	Sa ilaha naman guro na nga part, ang sa amoa lang ari concern sad me about that one normally wala pana nahitabo diri sa amoa. <i>(I guess it's on their part, but I'm concerned about that one normally it hasn't happened here.)</i>	IDI2 SS8
9	Well apart of that not only safety for the buildings but sa amoa gina apply namo na every day. <i>(Well apart of that not only safety for the building but we apply it every day.)</i>	IDI2 SS9
10	More on about sunog, awareness not only ari also sa comunidad na dili mag daob-daob ing-ana. <i>(More on about fire, awareness not only here but also in the community so that it doesn't burn like that.)</i>	IDI2 SS10
11	Kung naa man gani seminar na dili maka attend, kay kanang busy or uban na reason <i>(If there is a seminar that you can't attend, it's because you're busy or other reasons)</i>	IDI2 SS11
12	Siguro mag conduct og seminar or mag assist aron daghan tao ang moapil. <i>(Maybe conduct a seminar or assist so that more people participate.)</i>	IDI2 SS12
13	Siguro mag conduct sila og seminar every 3 months or depende sa ilang available sa awareness for the humanity. <i>(Maybe they will conduct a seminar every 3 months or depending on how many are available for awareness for humanity)</i>	IDI2 SS13
14	Conduct inspections sometimes not only for the requirements <i>(Conduct inspections sometimes not only for the requirements)</i>	IDI2 SS14
15	Siguro dili manta makaingon og learn a lesson dapat e apply jud na dili lang nila sa tanan pud. <i>(Maybe it's not enough to say learn a lesson, it should apply not only to them but to everyone.)</i>	1DI2 SS15

APPENDIX G1

SAMPLE FORMULATON OF CORE MEANINGS

SIGNIFICANT STATEMENT #	RESPONSES/SIGNIFICANT STATEMENTS	FORMULATED MEANING
1	BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones. <i>(BFP'S modernization efforts such as acquiring more fire trucks and constructing new fire stations on the demand or high-risk zones.)</i> IDI1:SS1	FM1 - The informant means that the BFP improves its fire response capability through modernization, like adding more fire trucks and building stations in high-risk areas.
2	Their response time is neutral, not too delay, not to fast, due to the places that are hard to pass the vehicle smoothly when there is five reported especially in the squatters area.	FM2 - The informant states that the BFP's response time is reasonable but sometimes affected by areas that are hard to access, especially in squatter zones.

	(Their response time is neutral, not too delay, not to fast, due to the places that are hard to pass the vehicle smoothly when there is five reported especially in the squatters area.) IDI1:SS2	
3	Bayanihan in the community specifically cleaning on the riverbanks with no compensations or honorariums granted. (Bayanihan in the community specifically cleaning on the riverbanks with no compensations or honorariums granted.) IDI1:SS3	FM3-The informant explains that the community shows bayanihan by cleaning riverbanks voluntarily without compensation.
4	More fire hydrants and more fire stations in every community. (More fire hydrants and more fire stations in every community.) IDI1:SS4	FM4-The informant believes that increasing the number of fire hydrants and stations in every community can improve fire safety.
5	For me, it depends on the area that the fire incidents occurred. You can say very effective when the fire is minimal and you can say not effective when the fire is major especially fire trucks cannot easily access. (For me, it depends on the area that the fire incidents occurred. You can say very effective when the fire is minimal and you can say not effective when the fire is major especially fire trucks cannot easily access.) IDI1:SS5	FM5-The informant shares that conducting seminars helps enhance fire awareness and preparedness.
6	They handled it according to their SOP of standard operating procedure. (They handled it according to their SOP of standard operating procedure.) IDI1:SS6	FM6-The informant expresses that BFP's effectiveness depends on the area and severity of the fire, as access issues can delay response.
7	I expect them to respond safely when they handle the fire. (I expect them to respond safely when they handle the fire.) IDI1:SS7	FM7-The informant mentions that the BFP follows its Standard Operating Procedure (SOP) in managing fire incidents.
8	They take it and they learn but they did not apply to their day to day living. (They take it and they learn but they did not apply to their day to day living) IDI1:SS8	FM8-The informant expects that the BFP will always respond safely and carefully during fire emergencies.
9	Thru SMS, more ads online TV and social media, and community seminars. (Thru SMS, more ads online TV and social media, and community seminars.) IDI1:SS9	FM9- The informant means that fire safety awareness can be effectively promoted through SMS, online advertisements, television, social media, and community seminars.
10	By providing communication or seminars through Barangayan or others. (By providing communication or seminars through Barangayan or others.) IDI1:SS10	FM10- Informant states that fire safety awareness can be promoted by providing communication and seminars through Barangayan or other community programs.

11	By keeping safe and be mindful of passible five or doing that may lead to fire. (<i>By keeping safe and be mindful of passible five or doing that may lead to fire.</i>)IDI1:SS11	FM11-They reminds that people should always stay safe and be mindful of actions that may cause fire.
12	Drills and prevention services (<i>Drills and prevention services</i>)IDI1:SS12	FM12-The informant explains that drills and fire prevention services help prepare the community for realfire incidents.
13	People would not take it seriously because it is only an activity unless it is the real one. (<i>People would not take it seriously because it is only an activity unless it is the real one.</i>)IDI1:SS13	FM13-The informant observes that some people do not take fire drills seriously because they think it is only an activity and not a real emergency.
14	Lack of Demo maybe people are not serious when doing this kind of activity. (<i>Lack of Demo maybe people are not serious when doing this kind of activity.</i>) IDI1:SS14	FM14-The informant points out that the lack of demonstrations makes people less serious during fire safety activities.
15	Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining. (<i>Probably, they are not interested, Others busy. Also they have other tasks or an appointment rather than joining.</i>) IDI1:SS15	FM15-The informant notes that some individuals are not interested or are too busy with other responsibilities to join these activities.
16	Compulsory especially when getting a Barangay Certificates. (<i>Compulsory especially when getting a Barangay Certificates.</i>) IDI1:SS16	FM16-The informant suggests making participation in seminars compulsory, especially when applying for Barangay Certificates.
17	House to house or Barangayan or sitio seminars every year (<i>House to house or Barangayan or sitio seminars every year</i>)IDI1:SS17	FM17-The informant recommends conducting house-to-house or sitio-level seminars every year to raise awareness.
18	As what I have said, make it compulsory, more ads and more seminars. (<i>As what I have said, make it compulsory, more ads and more seminars.</i>) IDI1:SS18	FM18-The informant emphasizes that fire prevention efforts should be made compulsory and supported by more advertisements and seminars.
19	BFP will provide free seminars, giving brochures and other means that can strengthen the partnership. (<i>BFP will provide free seminars, giving brochures and other means that can strengthen the partnership.</i>)IDI1:SS19	FM19-The informant shares that the BFP should provide free seminars, brochures, and other materials to strengthen community partnership.
20	Give them free seminars with free snacks. You know, communities are more interested when there is food. (<i>Give them free seminars with free snacks. You know, communities are more interested when there is food</i>)IDI1:SS20	FM20-The informant adds that offering free seminars with snacks can attract more community participation.

SAMPLE FORMULATON OF CORE MEANINGS

1	Example first aid mao ra siya mga safety measures ra ang gamiton or buhaton. <i>(For example, first aid is the only safety measures that should be used or implemented.)</i>IDI2:SS1	FM21-The informant explains that first aid mainly involves applying basic safety measures during emergencies.
2	More on safety sa ng community sa amoang area during nay mga fire, amo sila e aware. <i>(More on safety for the community in our area during fires, I'm aware of them.)</i>IDI2:SS2	FM22-The informant states that their community focuses on promoting safety awareness among residents, especially during fire incidents.
3	Wala naman siguro, tanan among gebuhat ari is more naka realize sa government. <i>(Probably not, everything we do is more than realized by the government)</i>IDI2:SS3	FM23-The informant mentions that through their experiences, they have come to appreciate and realize the importance of government efforts in safety management.
4	So far wala pami naka experience ana but actually we have safety measure's na amo buhaton to contact sa ilaha <i>(So far we haven't experienced that but actually we have safety measures that we will do to contact them)</i> IDI2:SS4	FM24-The informant shares that although they have not yet experienced a fire incident, they already have safety measures and contact procedures prepared.
5	Importante jud ang BFP kay mao jud na among one of our requirements labi na in-ani nga resort/business. <i>(The BFP is important because it is one of our requirements, especially for a resort/business.)</i> IDI2:SS5	FM25-The participant emphasizes that the BFP is very important since it is one of the key requirements in operating a business or resort.
6	Ilang e educate ang mga tao about that one, kinahanglan naa me fire drill, alarm, springklers and the last is fire exit. <i>(How many people should be educated about that one, there should be a fire drill, alarm, sprinklers and the last is fire exit.)</i> IDI2:SS6	FM26-The participant notes that the BFP educates people about fire safety, including the need for fire drills, alarms, sprinklers, and fire exits.
7	Well as I've said ng educate sila sa mga tao labi naa diri na mao nay dapat buhaton, kung nay mahitabo na ing-ana dapat aware nami ba og mao sad na among isulti sa mga nag accomodate sa amoa. <i>(Well, as I've said, they should educate people, especially here, that's what should be done, if something happens, we should be aware of it and that's what we should tell those who accommodate us.)</i> IDI2:SS7	FM27-The participant adds that residents are taught what to do during fire incidents and are encouraged to spread awareness among others.

8	Sa ilaha naman guro na nga part, ang sa amoa lang ari concern sad me about that one normally wala pana nahitabo diri sa amoa. <i>(I guess it's on their part, but I'm concerned about that one normally it hasn't happened here.)</i> IDI2:SS8	FM28-The participant expresses that while fire safety is mainly under the BFP's responsibility, they also show concern and readiness in their area even without past incidents.
9	Well apart of that not only safety for the buildings but sa amoa gina apply namo na every day. <i>(Well apart of that not only safety for the building but we apply it every day.)</i> IDI2:SS9	FM29-The participant highlights that safety should not only be applied to buildings but should also be practiced as part of daily life.
10	More on about sunog, awareness not only ari also sa comunidad na dili mag daob-daob ing-ana. <i>(More on about fire, awareness not only here but also in the community so that it doesn't burn like that.)</i> IDI2:SS10	FM30-The participant explains that fire awareness should also reach the wider community to prevent unsafe activities like open burning.
11	Kung naa man gani seminar na dili maka attend, kay kanang busy or uban na reason <i>(If there is a seminar that you can't attend, it's because you're busy or other reasons)</i> IDI2:SS11	FM31-The participant mentions that some people fail to attend seminars due to busy schedules or other personal reasons.
12	Siguro mag conduct og seminar or mag assist aron daghan tao ang moapil. <i>(Maybe conduct a seminar or assist so that more people participate.)</i> IDI2:SS12	FM32-The participant suggests organizing or assisting in seminars to encourage more people to participate.
13	Siguro mag conduct sila og seminar every 3 months or depende sa ilang available sa awareness for the humanity. <i>(Maybe they will conduct a seminar every 3 months or depending on how many are available for awareness for humanity)</i> IDI2:SS13	FM33-The participant recommends conducting seminars every three months or depending on availability to maintain public awareness.
14	Conduct inspections sometimes not only for the requirements <i>(Conduct inspections sometimes not only for the requirements)</i> IDI2:SS14	FM34-The participant points out that inspections should be conducted not only to comply with requirements but also to ensure true safety.
15	Siguro dili manta makaingon og learn a lesson dapat e apply jud na dili lang nila sa tanan pud. <i>(Maybe it's not enough to say learn a lesson, it should apply not only to them but to everyone.)</i> IDI2:SS15	FM35-The informant concludes that safety lessons should be applied by everyone, not just learned and forgotten.

Sample Formulaton Of Core Meanings

1	Nagtan-aw nga ang fire safety program sa BFP usa ka epektibong paagi aron mapugngan ug malikayan ang sunog sa komunidad. <i>(It is considered that the BFP's fire safety program is an effective way to prevent and avoid fires in the community.)</i> IDI3:SS1	FM36-The informant believes that the BFP's fire safety program is an effective way to prevent and reduce fire incidents within the community.
2	Oo, complete natural mana siya kay business man naa mana gyud tanan kay require man <i>(Yes, he is completely natural because he is a business man, and everything is there because it is required.)</i> IDI3:SS2	FM37- The participant explains that compliance with BFP fire safety requirements is normal for business owners since it is part of their legal obligations.
3	Kana ilang pag require bitaw. Kanang latest karon, kanang fire safety konektado bitaw sa ilaha? Kana bitaw (kanang sa online na ba?), dili kanang naay direct nga mo expend kag dako more than sa imong expense, kana sa imong kita sa imong pension house or sa imong business. Through didto sa ilahang office bitaw, kanang direct nga makabalo sila didto nga naay fire alarm, naay sunog didto ba, mismo didto dapit ug asa dapit (kanang makita nila?). Oo, gi require na. Ok ra pud unta gi require sa mga bag-ong building. <i>(That's what they require. The latest one now, that fire safety is connected to them? That's what it is (is that online?), not the one that directly costs you more than your expenses, that's your income in your pension house or your business. Through their office, that's the one that directly lets them know there's a fire alarm, is there a fire there, right there and where that they can see. Yes, it's required. It would be okay to require it in new buildings.)</i> IDI3:SS3	FM38- The participant describes the new system connecting fire safety monitoring directly to the BFP office, allowing them to detect and respond to fire alarms in real time, which is now required, especially for new buildings.
4	Wa man, kay kung nay sunog diha na ugdaw naman tanan. Kani unahan ani, na ugdaw naman tanan. Pag abot nila, nahutdan ug tubig. Naabot pa ang Balamban layo kay sa tanan sa Toledo <i>(No, because if there was a fire, everything would have been burned. This one is ahead of this one, everything would have been burned. When they arrived, they ran out of water. Balamban was still far away from everything in Toledo.)</i> IDI3:SS4	FM39- The informant recounts a fire incident where delayed response and lack of water supply caused greater damage, partly due to the distance between Balamban and Toledo.
5	Kanang paspas ang tubag, ingana lang. Anyway, naa may first aksyon sa tag-iya kung naa ba fire extinguisher, so second na ang taga BFP. <i>(That's a quick response, just sayin'. Anyway, the owner has the first action if there's a fire extinguisher, so the BFP is second)</i> IDI3:SS5	FM40- The informant notes that the initial response during fire incidents usually comes from the establishment owner using extinguishers, followed by the BFP's support.
6	Sa business establishment siguro, pero sa private murag wala. Kay nag focus ilang mga business, pero sa private I don't think naa.	FM41- The informant observes that fire safety practices are more evident in

	<i>(In business establishments maybe, but in private it seems like there is none. Because some businesses focus on it, but in private I don't think there is)</i> IDI3:SS6	business establishments compared to private residences, where attention to safety is often lacking.
7	Dayun sa pag inspection yearly. Patas ang treatment kada lugar kay naa man usahay selection. Nya strikto sila sa usa ka building, pero sa pikas wa diay sila. Nya pariha ana ron, abot kung gi require ba nila ang tanan. Ambot lang kaha ang City Hall naa ba alarm system? Mao na ang pangutana ron. Sobra ka strikto nya wala sa lugar. Too much ra. <i>(Then there is the annual inspection. The treatment is fair for each area because sometimes there is a selection. They are strict in one building, but not in another. It's the same, it's up to them whether they require everything. I wonder if City Hall has an alarm system? That's the question. They are too strict, not in the area. It's too much.)</i> IDI3:SS7	FM42- The informant mentions that although annual inspections are conducted, implementation is sometimes inconsistent, with some buildings being treated more strictly than others.
8	Kasagaran ron through online nalang man forum sa Toledo, like Toledo Political Forum. Anha nalang ipang post ilang awareness <i>(Usually through online forums in Toledo, like Toledo Political Forum. Just post some awareness there.)</i> IDI3:SS8	FM43- The informant states that fire safety awareness is often spread through online platforms such as the Toledo Political Forum.
9	Actually, wala man gyud activity ang fire sa community. Ang ilaha raman for awareness, dili man gyud nga ipa-participate ang mga tao. Kami nagpaabot raman mi, usahay yearly raman sila moadto dire. Tig inspection ra sila sa business, like January or February kung naa pa ba. <i>(Actually, there is no activity in the community. Theirs is just for awareness, they don't ask people to participate. We just wait, sometimes they only come here once a year. They just inspect the business, like January or February if there is still any.)</i> IDI3:SS9	FM44- The informant explains that there are no active fire safety programs in the community, only occasional awareness visits and annual business inspections, usually held early in the year.
10	Monitoring ra siguro. Nya naa silay buhaton activity para sa mga tao dire nga dili lang sunog ilang atanganan. At least makabuhat sila ug mga activity nga dili related ra sa ilaha. <i>(It's probably just monitoring. They have activities to do for the people here that aren't just firefighting. At least they can do activities that aren't related to them.)</i> IDI3:SS10	FM45- The informant suggests that the BFP could organize more community-oriented activities beyond firefighting to promote participation and strengthen public engagement.

Sample Formulaton Of Core Meanings

1	Actually, mas better ma aware ta knowledgeable ta about ing ani like for example sa BFP, kay incase wata kahibaw if maka in counter ta or maka agi lang ta nga nay mga ing-ana nga instances at list we are knowledgeable enough, ng unsaon pag handle unsay atong mga offer nga health, kong atoa gyud nga kaugalingon nga experience mild lang ma prevent nato nga dili siya mas mo worst, ingon-ana, so mas better nga knowledgeable regarding ing-ana na. <i>(Actually, it's better to be aware and knowledgeable about this like for example in BFP, because in case we know if we can go to the counter or just go through the instances and list we are knowledgeable enough, how to handle what our health offers, if our own experience is mild enough we can prevent it from getting worse, so it's better to be knowledgeable regarding the above.)</i> IDI4:SS1	FM46-The informant emphasizes that being aware and knowledgeable about fire safety procedures from the BFP helps individuals respond properly and prevent incidents from worsening.
2	So far wala man koy experience, pero, before kay naka in counter mi nga kanang murag padung na gyud siya masunog among balay ba, pero wala man toy ingon nga procedure gyud nga scene wala man koy naka under go anang mga ing-ana regarding sa BFP pero like sa akong mga ana experience or na dungan lang ang amo ra gyung gi buhat ato no kay mga procedure nga gi discuss sad sa BFP ba like mga unsay mga ways nga ma pawong, hing ana gani, mapalong ang kayo like, kato amoha kay kuan raman to mga panapton gani gi basa ug tubig ayha siya gi botang, so na stop gyud ang kayo, ing-ana raba, pero ing-ana nga discussion from BFP wala pami kasuway. <i>(So far I don't have any experience, but before we were in the counter it looked like our house was about to catch fire, but there was no such procedure, I didn't go through those things regarding the BFP, but like my experience or that we just did it together, because the procedures that were discussed in the BFP, like what are the ways to put out the fire, like, you know, it's just cloths, wet them with water, and then you put it out, so the fire really stopped, that's what I'm talking about, but that discussion from the BFP is not even relevant.)</i> IDI4:SS2	FM47-The informant recounts a near-fire experience and shares that simple techniques, such as using wet cloths, were effective in putting out the fire even without direct BFP involvement.
3	As I have said earlier nga if you are knowledgeable enough sa regarding ana so mas kombaga advantage sa imoha kay ikaw mismo naka hibalo ka unsaon, unsay buhaton nimo unsaon nimo pag handle ang situation mao rajud <i>(As I have said earlier, if you are knowledgeable enough regarding this, then it is more of an advantage to you because you yourself know what to do, what to do, how to handle the situation, that's all.)</i> IDI4:SS3	FM48-The informant explains that having knowledge about fire safety provides an advantage because it allows individuals to handle emergency situations more effectively.

4	Same ra gihapon,gi unsa pag tan-aw sa informante ang papel sa BFP sa pagpugong , so far man gud wala ko ka encounter pero, siguro gi buhat raman gihapon nila ang tanan, dako gyud na ug ika tabang nga ilahang, kay sa gi kaingon bitaw nako mas better nga at least kahibaw naka ba unsaon pag handle ang situation same answer lang gihapon. <i>(It's still the same, how does the informant see the role of the BFP in prevention? So far, I haven't encountered it, but I guess they're still doing everything, they're really helping a lot, because as I said, it's better to at least know how to handle the situation. The answer is still the same.)</i> IDI4:SS4	FM49- The informant believes that the BFP plays a vital role in fire prevention and continues to help by providing knowledge on how to manage emergency situations.
5	Wala nahitabo sa amoa sa lain ba like sa public scene nag start ang sunog as in dako nga sunog koan raman to gipa calmdown ra gyud ang mga tawo ba panic man gud is dili siya maka help mas mo worst siya, s dapat kalma ra gyud ka instead kanang mag panicpanic ka diha, maypag mo call ka nila dayon mo distansya sila ba kay ang handled ana kay ang BFP kay sila knowledgeable, sila moy nakahibalo ana sa pag handled. <i>(It didn't happen to us or anyone else like the public, the scene where the fire started was like a big fire, they just calmed people down, they panicked, they can't help, they'll make it worse, you should just calm down instead of panicking, you should call them and then distance yourself from them because the BFP handled it because they are knowledgeable, they know how to handle it.)</i> IDI4:SS5	FM50-The participant shares that during fire incidents, the BFP helps calm the public and control panic, as their training allows them to handle situations professionally.
6	Kani siya dako gyud ni siya ug impact if incase nga nay sunog kay officially base ra gyud sa reyalidad lang ba mas dali man gud kong ang mga tao man gud nga makakita ug sunog dayon mag pakatap dayong ug instorya so ang katong bisag wala pa na abot layo ra sa tinuod, mag panic na so maka course siya ug trouble mas mo worst ang situation, an like mag dangup sila sa bfp, so bfp nalang gyud ilang paminawon ug unsay, kombaga ihatag nga insurance mao nay mahitabo kay mas reayable , mas transparent ang info gikan mismo ni BFP <i>(This one has a really big impact if there is a fire because it is officially based on reality, it is much easier if people see a fire and immediately spread the word so that even if it has not yet reached the truth, they will panic so they can get into trouble and the situation will get worse, it is like they will turn to the BFP, so they will only listen to the BFP and what, so they will give insurance that will happen because the information from the BFP itself is more realistic, more transparent)</i> IDI4:SS6	FM51-The participant points out that accurate and transparent information from the BFP helps prevent panic and misinformation during fire incidents.
	Kanang fire track ana ra ug naay mga pamaagi bitaw like sa katong akong gi state earlier nga katong cotton	

7	or habol bason sa tubig ayha nimo eyy takob sa naay kalayo. <i>(That fire track is just that, and there are methods, like the one I stated earlier, which is to soak a cotton cloth or blanket in water and then cover the fire.)</i> IDI4:SS7	FM52-The participant describes that fire response methods include using wet clothes or blankets to extinguish small fires.
8	So fas murag wala raman gyud siya kay skilled enough na siya ara na sila butang sa ilang tagsa taga nga ka posisyon so mas ma maka hibaw gyud sila kay sa atoha. <i>(So it seems like he doesn't really care because he's skilled enough, they already have things in their respective positions, so they really know more than us.)</i> IDI4:SS8	FM53-The participant observes that BFP personnel are highly skilled and knowledgeable in handling fire emergencies compared to ordinary citizens.
9	I am knoeledgeble enough to prevent kumbaga future incident kay dili man pud sa ingon nga ato rana ma apply like naa ratay by passer, para makita nato , naay mga ing-ana atleast ba ang first thing natong buhaton dili mag report dayon kong naatay matawagan nga contact number sa bfp dayon katong akong gi-ingon. <i>(I am knowledgeable enough to prevent future incidents because it is not something we can apply to today, like when we are being attacked by passersby, so that we can see, there are some things we should do, at least the first thing we should do is not report it immediately if we are attacked, call the contact number of the BFP and then do what I said.)</i> IDI4:SS9	FM54-The informant expresses confidence in their knowledge of fire prevention, emphasizing the importance of contacting the BFP immediately when incidents occur.
10	Dako gyud kaayo ug epekto ang sunog sa atong kinabuhay kay kini makadaot sa atong lawas, hunahuna, ug panginabuhian. Kung kabalo ta unsaon paglikay ug pagkontrol sa sunog, makatabang kini sa pagpanalipod sa atong kaugalingon, pamilya, ug komunidad. <i>(Fire has a huge impact on our lives because it can harm our bodies, minds, and livelihoods. If we know how to prevent and control fires, it will help protect ourselves, our families, and our communities.)</i> IDI4:SS10	FM55-The informant explains that fire greatly affects lives, health, and livelihoods, and learning prevention and control helps protect families and communities.
11	Karon nga panahon, kasagaran sa mga tawo kay mag-video pa sa sunog para sa social media imbes nga motawag dayon sa BFP, nga maoy insakto ug angay buhaton. Ang pag-unang tawag sa BFP maoy makatabang aron malikayan ang kadaut ug kakulba, kay mao gyud na ang ilang pirming gina-awhag nga responsibilidad sa matag usa. <i>(Nowadays, most people prefer to videotape fires for social media instead of calling the BFP immediately, which is the right and proper thing to do. Calling the BFP first will help prevent damage and panic, as they always encourage everyone to take responsibility.)</i> IDI4:SS11	FM56-The informant observes that many people prioritize recording fires for social media instead of calling the BFP, which delays proper response and worsens the situation
	Ang uban kay not interested enough para maka hibalo nya ang uban ayha na nila mag hinayang if nahitabo na ang mga hing ana ban ga sunog sunog mga hignon	

12	ana so lisod kaayo nato ey go sa atohan, kombaga sa atong panon bitaw ang tawong dili dili interesado kana kaning mga close-minded people ba kana bang ayha nga manguros ug na igo na sakilat hing ana ba dili mga advance mag isip. <i>(Ang uban kay not interested enough para maka hibalo nya ang uban ayha na nila mag hinayang if nahitabo na ang mga hing ana ban ga sunog sunog mga hignon ana so lisod kaayo nato ey go sa atohan, kombaga sa atong panon bitaw ang tawong dili dili interesado kana kaning mga close-minded people ba kana bang ayha nga manguros ug na igo na sakilat hing ana ba dili mga advance mag isip.)</i> IDI4:SS12	FM57-The informant comments that some people are uninterested or indifferent about fire safety until they personally experience a fire, reflecting a lack of awareness and foresight.
13	Para nako, dili man ko makaingon nga andam ko permi, kay pareho ra ta tanan nga naa sa adlaw-adlaw nga mga buhatonon ug responsibilidad. Pero mas maayo unta kung ang BFP maghimo ug mga training kada komunidad aron ang mga tawo ma-aware ug ma-andam kung unsa buhaton inig naay sunog.. <i>(For me, I can't say that I'm always ready, because we all have the same daily tasks and responsibilities. But it would be better if the BFP conducted trainings in each community so that people would be aware and prepared on what to do when there is a fire.)</i> IDI4:SS13	FM58-The informant suggests that the BFP should conduct regular community trainings to help residents become more prepared and aware of what to do during fire emergencies.
14	For me akong opinion kay every community like every area mo conduct bitaw ang BFP ug seminar para ma aware ang ma educate ang mga tawo ba para incase ug naay mahitabo. <i>(For me, my opinion is that every community, like every area, should conduct BFP and seminars to make people aware and educate them in case something happens.)</i> IDI4:SS14	FM59-The informant recommends that every community should hold BFP-led seminars to educate and raise awareness among residents about fire prevention and safety.

APPENDIX G2

DEVELOPMENT OF CLUSTER THEMES

FORMULATED MEANING	CLUSTER THEMES
FM1 - The informant means that the BFP improves its fire response capability through modernization, like adding more fire trucks and building stations in high-risk areas.	1. The informant says the BFP enhances its firefighting capability through modernization, adding fire trucks, and building stations in high-risk areas.
FM82- The informant suggested that the BFP should acquire more fire trucks to improve their firefighting capabilities.	
FM155-The informant recommends that the government provide more fire trucks to ensure quick and effective responses	
FM173-The informant highlights the need for more fire trucks and longer hoses to reach affected houses during fires.	

FM2 - The informant states that the BFP's response time is reasonable but sometimes affected by areas that are hard to access, especially in squatter zones.	
FM6-The informant expresses that BFP's effectiveness depends on the area and severity of the fire, as access issues can delay response.	2. The informant says the BFP's response time is generally effective but may be delayed by inaccessibility, narrow roads, or limited water supply.
FM39- The participant recounts a fire incident where delayed response and lack of water supply caused greater damage, partly due to the distance between Balamban and Toledo.	
FM69- The informant complained that slow rescue response and lack of water supply worsen fire damage.	
FM70-. The informant observed that narrow and crowded areas make it difficult for firefighters to respond quickly.	
FM3-The informant explains that the community shows bayanihan by cleaning riverbanks voluntarily without compensation.	3. Community shows unity through volunteer clean-ups.
FM4-The informant believes that increasing the number of fire hydrants and stations in every community can improve fire safety.	4. Increasing the number of fire hydrants and fire stations can improve overall fire safety in communities.
FM5-The informant shares that conducting seminars helps enhance fire awareness and preparedness.	5. Fire safety awareness is strengthened through continuous seminars, orientations, and community education.
FM12-The informant explains that drills and fire prevention services help prepare the community for real fire incidents.	
FM17-The informant recommends conducting house-to-house or sitio-level seminars every year to raise awareness.	
FM18-The informant emphasizes that fire prevention efforts should be made compulsory and supported by more advertisements and seminars.	
FM33-The informant recommends conducting seminars every three months or depending on availability to maintain public awareness.	
FM59-The informant recommends that every community should hold BFP-led seminars to educate and raise awareness among residents about fire prevention and safety.	
FM72- The informant recommended that the BFP conduct regular fire safety education and training in every barangay.	
FM80- The informant explained that the BFP conducts seminars in every barangay and uses social media to raise fire safety awareness among business owners and the community	
FM85- The informant said that the BFP's fire prevention programs and drills greatly help in educating and raising awareness in the community.	
FM88- The informant recommended that the BFP conduct monthly seminars in every barangay and increase social media activity to enhance public awareness.	
FM108-The informant believes the government should focus on educating people, especially students, about fire safety.	
FM111-The informant appreciates the BFP's fire prevention programs but suggests that awareness efforts should continue throughout the whole year, not just during summer.	
FM135-The informant recommends that the BFP be more active and hold monthly seminars in every barangay.	

FM156-The informant emphasizes the need for monthly seminars to raise awareness not only among communities but also among hotel and mall owners.	
FM185-The informant recommends that the BFP conduct monthly seminars to keep the community aware and prepared	
FM7-The informant mentions that the BFP follows its Standard Operating Procedure (SOP) in managing fire incidents.	6. BFP follows SOPs for proper fire response.
FM8-The informant expects that the BFP will always respond safely and carefully during fire emergencies.	7. BFP personnel are expected to respond safely, carefully, and efficiently during fire emergencies.
FM112-The informant believes that BFP personnel should always be present and responsive during fire incidents to protect lives and properties.	
FM130-The informant expects the BFP to respond immediately when a fire occurs.	
FM162-The informant expects the BFP to respond immediately whenever a fire occurs nearby.	
FM192-The informant expects the BFP to respond quickly and effectively to fire incidents.	
FM9- The informant means that fire safety awareness can be effectively promoted through SMS, online advertisements, television, social media, and community seminars.	8. Social media, online advertisements, television, and SMS are effective tools for promoting fire safety awareness.
FM10- Informant states that fire safety awareness can be promoted by providing communication and seminars through Barangayan or other community programs.	
FM43- The informant states that fire safety awareness is often spread through online platforms such as the Toledo Political Forum.	
FM81- The informant observed that the BFP effectively utilizes social media and technology to spread awareness about fire safety	
FM103-The informant observes that technology and social media have changed the way fire safety information is spread	
FM131-The informant appreciates that social media helps raise community awareness about BFP activities.	
FM132-The informant believes social media is a powerful tool for spreading fire safety information because it reaches many people.	
FM151-The informant states that since most people use social media, the BFP should maximize it to spread information.	
FM163-The informant appreciates that social media helps spread awareness about BFP activities and community safety.	
FM164-The informant believes social media is an effective and widely used tool for promoting fire safety awareness.	
FM191-The informant notes that social media serves as an alternative for people who cannot attend BFP programs in person	
FM11-They reminds that people should always stay safe and be mindful of actions that may cause fire.	
FM128-The informant points out that people should be cautious and turn off appliances before leaving to prevent fires.	9. People should always act responsibly and avoid careless behaviors that can cause fires.
FM160-The informant points out the need for greater awareness and reminds people to turn off appliances to prevent fires.	

FM13-The informant observes that some people do not take fire drills seriously because they think it is only an activity and not a real emergency.	10. Some people do not take fire drills seriously due to lack of demonstrations, interest, or time.
FM14-The informant points out that the lack of demonstrations makes people less serious during fire safety activities.	
FM15-The informant notes that some individuals are not interested or are too busy with other responsibilities to join these activities.	
FM31-The informant mentions that some people fail to attend seminars due to busy schedules or other personal reasons.	
FM87- The informant remarked that participation in fire drills depends on a person's availability and willingness to join.	
FM121-The informant identifies that people's busy schedules prevent them from participating in fire safety activities.	
FM169-The informant mentions that limited time and work responsibilities make it hard for people to attend BFP activities.	
FM170-The informant explains that business owners are often busy, making participation in BFP programs difficult.	
FM188-The informant identifies that many community members cannot attend programs due to work schedules.	
FM190-The informant explains that people's busy work schedules make it difficult for them to join fire safety activities.	11. Participation in seminars and drills should be mandatory or encouraged to ensure public involvement.
FM16-The informant suggests making participation in seminars compulsory, especially when applying for Barangay Certificates	
FM20-The informant adds that offering free seminars with snacks can attract more community participation.	
FM32-The informant suggests organizing or assisting in seminars to encourage more people to participate.	
FM86- The informant pointed out that communities should be informed in advance about seminars to prepare for participation.	12. Fire prevention efforts should be continuous and supported through advertisements and yearly community programs
FM18-The informant emphasizes that fire prevention efforts should be made compulsory and supported by more advertisements and seminars.	
FM19-The informant shares that the BFP should provide free seminars, brochures, and other materials to strengthen community partnership.	
FM138-The informant reiterates that monthly seminars in every barangay would improve fire safety awareness.	
FM147-The informant reiterates the importance of conducting barangay seminars to raise community awareness.	
FM185-The informant recommends that the BFP conduct monthly seminars to keep the community aware and prepared	13. Providing free seminars and educational materials strengthens community partnership and awareness.
FM19-The informant shares that the BFP should provide free seminars, brochures, and other materials to strengthen community partnership.	
FM20-The informant adds that offering free seminars with snacks can attract more community participation.	
FM21-The informant explains that first aid mainly involves applying basic safety measures during emergencies.	14. The informant says knowledge of first aid enables effective emergency response.
FM52-The participant describes that fire response methods include using wet clothes or blankets to extinguish small fires.	

FM22-The informant states that their community focuses on promoting safety awareness among residents, especially during fire incidents.	15. The informant says community cooperation and awareness are vital for fire safety.
FM23-The informant mentions that through their experiences, they have come to appreciate and realize the importance of government efforts in safety management.	
FM100-The informant believes that both the government and community should cooperate in promoting fire safety awareness.	
FM117-The informant mentions that the community responds positively to BFP programs, showing cooperation and trust in their influence.	
FM193-The informant emphasizes the importance of teamwork and communication between the BFP and the community.	
FM24-The informant t shares that although they have not yet experienced a fire incident, they already have safety measures and contact procedures prepared.	16. The informant says residents stay prepared even without direct fire experience.
FM166-The informant states that BFP programs have increased their personal awareness and preparedness for fires.	
FM167-The informant shares that both they and their workers know what to do during a fire.	
FM25-The participant emphasizes that the BFP is very important since it is one of the key requirements in operating a business or resort.	17. The informant says BFP programs ensure business compliance, safety, and preparedness.
FM37- The participant explains that compliance with BFP fire safety requirements is normal for business owners since it is part of their legal obligations.	
FM73- The informant stated that the fire safety program of the BFP is a great help to business owners during fires and other emergencies.	
FM76- The informant expressed that the BFP should always be ready and active to respond to fire emergencies at any time.	
FM77- The informant emphasized that the BFP provides great assistance in Toledo City during fire incidents.	
FM79- The informant confirmed that the BFP can respond efficiently during fire situations.	
FM91-The informant states that their fastfood restaurant is prepared for fires with safety procedures and fire extinguishers.	
FM92-The informant recognizes the BFP as a great help in raising fire safety awareness in hotels, malls, and the community.	
FM93-The informant thinks their current fire safety is good but suggests improving the BFP's performance.	
FM125-The informant believes that BFP programs are a great help to business owners by teaching them what to do during fires.	
FM126-The informant views the BFP program as very helpful and useful in preparing for fire emergencies.	
FM140-The informant shares that fire safety programs are very helpful, especially for businesses prone to fire like bakeries.	
FM149-The informant believes that BFP programs greatly help business owners maintain safety in their establishments.	
FM157-The informant believes that BFP programs are a great help for business owners to know what to do during fires.	

FM158-The informant views the BFP program as helpful and applicable in real fire situations.	
FM176-The informant believes business owners should be aware of BFP programs because they are useful in fire preparedness.	
FM178-The informant states that they have joined and benefited from several BFP programs that are helpful to businesses	
FM187-The informant believes that all BFP programs are useful and beneficial for businesses.	
FM26-The informant notes that the BFP educates people about fire safety, including the need for fire drills, alarms, sprinklers, and fire exits.	18. The informant says BFP raises awareness through drills, inspections, alarms, and campaigns.
FM27-The informant adds that residents are taught what to do during fire incidents and are encouraged to spread awareness among others.	
FM28-The participant expresses that while fire safety is mainly under the BFP's responsibility, they also show concern and readiness in their area even without past incidents.	
FM34-The participant points out that inspections should be conducted not only to comply with requirements but also to ensure true safety.	
FM36-The informant believes that the BFP's fire safety program is an effective way to prevent and reduce fire incidents within the community.	
FM40- The informant notes that the initial response during fire incidents usually comes from the establishment owner using extinguishers, followed by the BFP's support.	
FM41- The informant observes that fire safety practices are more evident in business establishments compared to private residences, where attention to safety is often lacking.	
FM42- The informant mentions that although annual inspections are conducted, implementation is sometimes inconsistent, with some buildings being treated more strictly than others.	
FM44- The informant explains that there are no active fire safety programs in the community, only occasional awareness visits and annual business inspections, usually held early in the year.	
FM45- The informant suggests that the BFP could organize more community-oriented activities beyond firefighting to promote participation and strengthen public engagement.	
FM97-The informant mentions that the BFP in Toledo conducts regular inspections to promote fire awareness in the community.	
FM98-The informant says that the BFP conducts annual fire safety inspections in hotels, malls, and communities.	
FM102-The informant states that their mall conducts annual fire drills for the community's safety and awareness.	
FM107-The informant mentions that fire drills and inspections are required yearly as part of business permits.	
FM110-The informant acknowledges that the BFP shows concern and support, especially toward business sectors, through their training programs	
FM137-The informant suggests that the BFP should inspect hotels, malls, and large stores monthly.	

FM174-The informant suggests that the BFP conduct monthly inspections in hotels, malls, and other large stores.	
FM38- The participant describes the new system connecting fire safety monitoring directly to the BFP office, allowing them to detect and respond to fire alarms in real time, which is now required, especially for new buildings	19. The informant says BFP's monitoring systems allow real-time detection and faster response.
FM39- The informant recounts a fire incident where delayed response and lack of water supply caused greater damage, partly due to the distance between Balamban and Toledo.	20. The informant says slow response and limited water supply worsen fires.
FM69- The informant complained that slow rescue response and lack of water supply worsen fire damage.	
FM40- The informant notes that the initial response during fire incidents usually comes from the establishment owner using extinguishers, followed by the BFP's support.	21. The informant says establishment owners often act first before BFP arrives.
FM41- The informant observes that fire safety practices are more evident in business establishments compared to private residences, where attention to safety is often lacking.	22. The informant says fire safety practices are stronger in businesses than in homes.
FM42- The informant mentions that although annual inspections are conducted, implementation is sometimes inconsistent, with some buildings being treated more strictly than others.	23. The informant says inconsistent inspections reduce fire safety enforcement effectiveness.
FM44- The informant explains that there are no active fire safety programs in the community, only occasional awareness visits and annual business inspections, usually held early in the year.	24. The informant says communities without fire programs need regular visits and inspections.
FM45- The informant suggests that the BFP could organize more community-oriented activities beyond firefighting to promote participation and strengthen public engagement.	25. The informant says BFP should hold more community activities to boost participation.
FM171-The informant recommends that the BFP be more active and hold monthly seminars in every barangay to increase awareness.	
FM175-The informant reiterates the importance of being active and holding regular seminars in every barangay.	
FM46-The informant emphasizes that being aware and knowledgeable about fire safety procedures from the BFP helps individuals respond properly and prevent incidents from worsening.	26. The informant says awareness of fire procedures helps prevent and manage incidents.
FM48-The informant explains that having knowledge about fire safety provides an advantage because it allows individuals to handle emergency situations more effectively.	
FM54-The informant expresses confidence in their knowledge of fire prevention, emphasizing the importance of contacting the BFP immediately when incidents occur.	
FM55-The informant explains that fire greatly affects lives, health, and livelihoods, and learning prevention and control helps protect families and communities.	
FM166-The informant states that BFP programs have increased their personal awareness and preparedness for fires.	
FM167-The informant shares that both they and their workers know what to do during a fire.	
FM186-The informant states that fire safety programs are very helpful because they increase awareness of what to do during a fire.	

FM47-The informant recounts a near-fire experience and shares that simple techniques, such as using wet cloths, were effective in putting out the fire even without direct BFP involvement	27. The informant says fire drills and simple techniques like wet cloths reduce damage.
FM52-The participant describes that fire response methods include using wet clothes or blankets to extinguish small fires.	
FM127-The informant states that fire drills are effective because they make many people aware of proper fire response.	
FM159-The informant finds fire drills useful because they make people more aware of proper fire response.	
FM49- The informant believes that the BFP plays a vital role in fire prevention and continues to help by providing knowledge on how to manage emergency situations.	28. The informant says BFP promotes awareness, ensures safety, and manages emergencies.
FM142-The informant acknowledges that the BFP plays a vital role in fire prevention since ordinary people cannot handle fires alone.	
FM149-The informant believes that BFP programs greatly help business owners maintain safety in their establishments.	
FM168-The informant emphasizes that all BFP programs are beneficial and helpful.	
FM187-The informant believes that all BFP programs are useful and beneficial for businesses	29. The informant says BFP's presence helps prevent panic and maintain order.
FM50-The participant shares that during fire incidents, the BFP helps calm the public and control panic, as their training allows them to handle situations professionally.	
FM51-The participant points out that accurate and transparent information from the BFP helps prevent panic and misinformation during fire incidents.	
FM120-The informant points out the lack of an information system and the difficulty in crowd control during fires due to limited personnel.	
FM56-The informant observes that many people prioritize recording fires for social media instead of calling the BFP, which delays proper response and worsens the situation	30. The informant says recording fires for social media delays emergency response.
FM64- The informant mentioned that people should be alert and contact the BFP immediately instead of recording during fires.	
FM57-The informant comments that some people are uninterested or indifferent about fire safety until they personally experience a fire, reflecting a lack of awareness and foresight.	31. The informant says lack of awareness makes people ignore fire safety until affected.
FM58-The informant suggests that the BFP should conduct regular community trainings to help residents become more prepared and aware of what to do during fire emergencies.	32. The informant says BFP should conduct regular community trainings and seminars.
FM59-The informant recommends that every community should hold BFP-led seminars to educate and raise awareness among residents about fire prevention and safety.	
FM72- The informant recommended that the BFP conduct regular fire safety education and training in every barangay.	
FM88- The informant recommended that the BFP conduct monthly seminars in every barangay and increase social media activity to enhance public awareness	
FM135-The informant recommends that the BFP be more active and hold monthly seminars in every barangay.	

FM152-The informant recommends monthly seminars in Toledo to educate the community on proper fire response.	
FM156-The informant emphasizes the need for monthly seminars to raise awareness not only among communities but also among hotel and mall owners.	
FM165-The informant suggests conducting monthly seminars in each barangay since not everyone uses social media, especially the elderly.	
FM171-The informant recommends that the BFP be more active and hold monthly seminars in every barangay to increase awareness.	
FM175-The informant reiterates the importance of being active and holding regular seminars in every barangay.	
FM60- The informant stated that fire safety in buildings is well-equipped with exits, extinguishers, and alarms.	33. The informant says building safety features like extinguishers and exits protect lives.
FM61- The informant emphasized that safety in buildings is essential to protect both guests and staff from fire hazards.	
FM62- The informant expressed that strict fire safety enforcement is necessary to prevent serious fire incidents	
FM63- The informant suggested that fire prevention systems should be further developed and implemented in densely populated areas.	
FM64- The informant mentioned that people should be alert and contact the BFP immediately instead of recording during fires.	34. Alertness and immediate reporting to the BFP help prevent fires from spreading.
FM65- The informant explained that being observant and maintaining awareness in the community helps prevent fire incidents.	
FM113-The informant stresses the importance of having contact numbers of emergency agencies like the BFP for quick response during fires.	
FM116-The informant notes that communication through cellphones or direct contact with BFP personnel is the easiest way to report emergencies.	
FM67- The informant advised checking electrical wires and unplugging appliances when leaving the house to avoid fire.	35. Following fire safety practices such as unplugging appliances and checking wiring prevents fires.
FM68- The informant shared that careless use of flammable materials like kerosene should be avoided to prevent fires.	
FM128-The informant points out that people should be cautious and turn off appliances before leaving to prevent fires.	
FM160-The informant points out the need for greater awareness and reminds people to turn off appliances to prevent fires.	
FM34-The participant points out that inspections should be conducted not only to comply with requirements but also to ensure true safety.	36. Strict and consistent inspections ensure fire safety compliance among establishments.
FM42- The informant mentions that although annual inspections are conducted, implementation is sometimes inconsistent, with some buildings being treated more strictly than others.	
FM107-The informant mentions that fire drills and inspections are required yearly as part of business permits.	
FM137-The informant suggests that the BFP should inspect hotels, malls, and large stores monthly.	

FM174-The informant suggests that the BFP conduct monthly inspections in hotels, malls, and other large stores.	
FM37- The participant explains that compliance with BFP fire safety requirements is normal for business owners since it is part of their legal obligations.	37. Fire safety programs help business owners understand legal obligations and promote compliance.
FM73- The informant stated that the fire safety program of the BFP is a great help to business owners during fires and other emergencies.	
FM125-The informant believes that BFP programs are a great help to business owners by teaching them what to do during fires.	
FM126-The informant views the BFP program as very helpful and useful in preparing for fire emergencies.	
FM149-The informant believes that BFP programs greatly help business owners maintain safety in their establishments.	
FM157-The informant believes that BFP programs are a great help for business owners to know what to do during fires.	
FM81- The informant observed that the BFP effectively utilizes social media and technology to spread awareness about fire safety.	38. Technology and social media improve information dissemination and public awareness about fire safety.
FM103-The informant observes that technology and social media have changed the way fire safety information is spread.	
FM131-The informant appreciates that social media helps raise community awareness about BFP activities.	
FM132-The informant believes social media is a powerful tool for spreading fire safety information because it reaches many people.	
FM145-The informant observes that using social media and maps makes information dissemination easier.	
FM151-The informant states that since most people use social media, the BFP should maximize it to spread information.	
FM163-The informant appreciates that social media helps spread awareness about BFP activities and community safety.	
FM164-The informant believes social media is an effective and widely used tool for promoting fire safety awareness.	
FM191-The informant notes that social media serves as an alternative for people who cannot attend BFP programs in person.	
FM100-The informant believes that both the government and community should cooperate in promoting fire safety awareness.	39. Teamwork and communication between the BFP and the community are essential for effective response.
FM117-The informant mentions that the community responds positively to BFP programs, showing cooperation and trust in their influence.	
FM193-The informant emphasizes the importance of teamwork and communication between the BFP and the community.	
FM82- The informant suggested that the BFP should acquire more fire trucks to improve their firefighting capabilities.	40. BFP should acquire more equipment such as fire trucks and longer hoses for effective operations.
FM136-The informant emphasizes the need for more fire trucks and longer hoses to respond effectively to fires.	
FM155-The informant recommends that the government provide more fire trucks to ensure quick and effective responses.	
FM173-The informant highlights the need for more fire trucks and longer hoses to reach affected houses during fires.	

FM89- The informant concluded that fire safety programs serve as basic education that should be continuously developed to strengthen knowledge and awareness during fire emergencies.	41. Fire safety programs and drills provide basic education that strengthens public knowledge.
FM127-The informant states that fire drills are effective because they make many people aware of proper fire response.	
FM159-The informant finds fire drills useful because they make people more aware of proper fire response.	
FM186-The informant states that fire safety programs are very helpful because they increase awareness of what to do during a fire.	
FM50-The participant shares that during fire incidents, the BFP helps calm the public and control panic, as their training allows them to handle situations professionally.	42. BFP's assistance during fire emergencies helps calm people and manage panic.
FM51-The participant points out that accurate and transparent information from the BFP helps prevent panic and misinformation during fire incidents.	
FM143-The informant appreciates the BFP's immediate response whenever a fire occurs	
FM66- The informant said that the BFP monitors buildings to ensure that owners follow proper fire safety measures.	
FM97-The informant mentions that the BFP in Toledo conducts regular inspections to promote fire awareness in the community.	43. The BFP ensures safety by monitoring and inspecting buildings regularly.
FM98-The informant says that the BFP conducts annual fire safety inspections in hotels, malls, and communities.	
FM137-The informant suggests that the BFP should inspect hotels, malls, and large stores monthly.	
FM174-The informant suggests that the BFP conduct monthly inspections in hotels, malls, and other large stores.	
FM67- The informant advised checking electrical wires and unplugging appliances when leaving the house to avoid fire.	44. Electrical safety practices like unplugging appliances are important for fire prevention.
FM128-The informant points out that people should be cautious and turn off appliances before leaving to prevent fires.	
FM160-The informant points out the need for greater awareness and reminds people to turn off appliances to prevent fires.	
FM22-The informant states that their community focuses on promoting safety awareness among residents, especially during fire incidents.	45. Public cooperation and awareness help reduce the risk of fire in communities.
FM23-The informant mentions that through their experiences, they have come to appreciate and realize the importance of government efforts in safety management.	
FM28-The participant expresses that while fire safety is mainly under the BFP's responsibility, they also show concern and readiness in their area even without past incidents.	
FM100-The informant believes that both the government and community should cooperate in promoting fire safety awareness.	
FM117-The informant mentions that the community responds positively to BFP programs, showing cooperation and trust in their influence.	
FM193-The informant emphasizes the importance of teamwork and communication between the BFP and the community.	

FM73- The informant stated that the fire safety program of the BFP is a great help to business owners during fires and other emergencies.	46. The informant says BFP programs improve awareness and preparedness among businesses and communities.
FM74- The informant shared that the BFP's fire prevention programs are beneficial to both the community and establishments as part of their awareness efforts.	
FM77- The informant emphasized that the BFP provides great assistance in Toledo City during fire incidents.	
FM83-The informant stated that the BFP's programs help influence communities to be more aware and prepared during fire incidents.	
FM85- The informant said that the BFP's fire prevention programs and drills greatly help in educating and raising awareness in the community.	
FM92-The informant recognizes the BFP as a great help in raising fire safety awareness in hotels, malls, and the community.	
FM95-The informant notes that the deployed BFP personnel are effective in promoting fire awareness and safety in the community.	
FM97-The informant mentions that the BFP in Toledo conducts regular inspections to promote fire awareness in the community.	
FM134-The informant shares that BFP programs have improved awareness, especially for business owners like themselves.	
FM139-The informant believes that BFP programs are a great help in promoting fire safety awareness.	
FM141-The informant recognizes that all BFP programs are beneficial and greatly help the community.	
FM149-The informant believes that BFP programs greatly help business owners maintain safety in their establishments.	
FM157-The informant believes that BFP programs are a great help for business owners to know what to do during fires.	
FM166-The informant states that BFP programs have increased their personal awareness and preparedness for fires.	
FM167-The informant shares that both they and their workers know what to do during a fire.	
FM168-The informant emphasizes that all BFP programs are beneficial and helpful.	47. The informant says BFP should maintain consistent activities and visibility year-round.
FM187-The informant believes that all BFP programs are useful and beneficial for businesses.	
FM189-The informant reiterates that BFP programs are helpful because they raise fire awareness.	
FM111-The informant appreciates the BFP's fire prevention programs but suggests that awareness efforts should continue throughout the whole year, not just during summer.	48. The informant says fire safety
FM144-The informant expects the BFP to become even more active in their fire safety efforts.	
FM172-The informant stresses that the BFP should remain consistently active since it is important for everyone's safety.	
FM106-The informant suggests that the government should involve and train the youth through drills for community awareness.	

FM108-The informant believes the government should focus on educating people, especially students, about fire safety.	education should start early and include students and youth.
FM194-The informant suggests that the BFP should involve the youth in seminars and activities to help them respond to fires effectively.	
FM101-The informant explains that their establishment regularly checks safety equipment and replaces fire extinguishers yearly.	49. The informant says establishments should maintain safety equipment and replace extinguishers regularly.
FM102-The informant states that their mall conducts annual fire drills for the community's safety and awareness.	
FM104-The informant shares that their store participates in annual fire drills as part of maintenance and community involvement.	
FM177-The informant shares that participating in fire drills helps them and their workers know what to do during a fire.	
FM113-The informant stresses the importance of having contact numbers of emergency agencies like the BFP for quick response during fires.	50. The informant says quick communication and coordination with BFP ensures efficient response.
FM116-The informant notes that communication through cellphones or direct contact with BFP personnel is the easiest way to report emergencies.	
FM193-The informant emphasizes the importance of teamwork and communication between the BFP and the community.	
FM151-The informant states that since most people use social media, the BFP should maximize it to spread information.	51. The informant says social media and posters should widely spread fire safety information.
FM153-The informant suggests that the BFP should conduct seminars, stay active on social media, and display posters with fire safety tips in public places.	
FM163-The informant appreciates that social media helps spread awareness about BFP activities and community safety.	
FM164-The informant believes social media is an effective and widely used tool for promoting fire safety awareness.	
FM191-The informant notes that social media serves as an alternative for people who cannot attend BFP programs in person.	
FM15-The informant notes that some individuals are not interested or are too busy with other responsibilities to join these activities.	52. The informant says busy schedules affect participation, so flexible fire safety options are needed.
FM31-The participant mentions that some people fail to attend seminars due to busy schedules or other personal reasons.	
FM87- The informant remarked that participation in fire drills depends on a person's availability and willingness to join.	
FM121-The informant identifies that people's busy schedules prevent them from participating in fire safety activities.	
FM169-The informant mentions that limited time and work responsibilities make it hard for people to attend BFP activities.	
FM170-The informant explains that business owners are often busy, making participation in BFP programs difficult.	
FM188-The informant identifies that many community members cannot attend programs due to work schedules.	
FM190-The informant explains that people's busy work schedules make it difficult for them to join fire safety activities.	

FM84- The informant expressed that being cautious and having fire extinguishers in accessible areas is important for fire preparedness.	53. The informant says having fire extinguishers and readiness at home or work improves protection.
FM109-The informant emphasizes the importance of always having a ready fire extinguisher in case of fire incidents.	
FM167-The informant shares that both they and their workers know what to do during a fire.	
FM29-The participant highlights that safety should not only be applied to buildings but should also be practiced as part of daily life.	54. The informant says fire safety compliance should be practiced everywhere as a daily responsibility.
FM118-The informant believes that fire safety compliance is mandatory and should be practiced both at work and at home.	
FM142-The informant acknowledges that the BFP plays a vital role in fire prevention since ordinary people cannot handle fires alone.	

APPENDIX G2

DEVELOPMENT OF EMERGENT THEMES

Views of the Informants on Fire Safety Program of the BFP

FORMULATED MEANING	CLUSTER THEMES	EMERGENT THEMES
FM1 - The informant means that the BFP improves its fire response capability through modernization, like adding more fire trucks and building stations in high-risk areas. FM82- The informant suggested that the BFP should acquire more fire trucks to improve their firefighting capabilities. FM155-The informant recommends that the government provide more fire trucks to ensure quick and effective responses FM173-The informant highlights the need for more fire trucks and longer hoses to reach affected houses during fires. FM82- The informant suggested that the BFP should acquire more fire trucks to improve their firefighting capabilities. FM136-The informant emphasizes the need for more fire trucks and longer hoses to respond effectively to fires. FM155-The informant recommends that the government provide more	I. BFP enhances its firefighting capability through modernization, adding fire trucks, and building stations in high-risk areas. II. BFP should acquire more equipment such as fire trucks and longer hoses for effective operations.	Modernization and Equipment Enhancement

fire trucks to ensure quick and effective responses. FM173-The informant highlights the need for more fire trucks and longer hoses to reach affected houses during fires.		
FM111-The informant appreciates the BFP's fire prevention programs but suggests that awareness efforts should continue throughout the whole year, not just during summer. FM144-The informant expects the BFP to become even more active in their fire safety efforts. FM172-The informant stresses that the BFP should remain consistently active since it is important for everyone's safety.	I. The informant says BFP should maintain consistent activities and visibility year-round.	Consistent BFP Presence and Year-Round Programs
FM7-The informant mentions that the BFP follows its Standard Operating Procedure (SOP) in managing fire incidents. FM8-The informant expects that the BFP will always respond safely and carefully during fire emergencies. FM112-The informant believes that BFP personnel should always be present and responsive during fire incidents to protect lives and properties. FM130-The informant expects the BFP to respond immediately when a fire occurs. FM162-The informant expects the BFP to respond immediately whenever a fire occurs nearby. FM192-The informant expects the BFP to respond quickly and effectively to fire incidents.	I. BFP follows SOPs for proper fire response. II. BFP personnel are expected to respond safely, carefully, and efficiently during fire emergencies.	Observance of Standard Operating Procedures (SOPs)

Informants perceive the role of the BFP in preventing and responding to fire incidents

FORMULATED MEANING	CLUSTER THEMES	EMERGENT THEMES
47-The informant recounts a near-fire experience and shares that simple techniques, such as using wet cloths, were effective in putting out the fire even without direct BFP involvement FM52-The participant describes that fire response methods include using wet clothes or blankets to extinguish small fires. FM127-The informant states that fire drills are effective because they make many people aware of proper fire response. FM159-The informant finds fire drills useful because they make people more aware of proper fire response. FM89- The informant concluded that fire safety programs serve as basic education that should be continuously developed to strengthen knowledge and awareness during fire emergencies. FM127-The informant states that fire drills are effective because they make many people aware of proper fire response. FM159-The informant finds fire drills useful because they make people more aware of proper fire response. FM186-The informant states that fire safety programs are very helpful because they increase awareness of what to do during a fire.	I. The informant says fire drills and simple techniques like wet cloths reduce damage. II. Fire safety programs and drills provide basic education that strengthens public knowledge.	Fire Drills and Practical Training
FM50-The participant shares that during fire incidents, the BFP helps calm the public and control panic, as their training allows them to handle situations professionally. FM51-The participant points out that accurate and transparent information from the BFP helps prevent panic and misinformation during fire incidents. FM143-The informant appreciates the BFP's immediate response whenever a fire occurs. FM120-The informant points out the lack of an information system and the difficulty in crowd control during fires due to limited personnel.	I. BFP's assistance during fire emergencies helps calm people and manage panic. II. Accurate and transparent information from the BFP helps prevent panic and misinformation during fire incidents.	Maintaining Order and Preventing Panic during Fires

FM64- The informant mentioned that people should be alert and contact the BFP immediately instead of recording during fires. FM65- The informant explained that being observant and maintaining awareness in the community helps prevent fire incidents. FM113-The informant stresses the importance of having contact numbers of emergency agencies like the BFP for quick response during fires. FM116-The informant notes that communication through cellphones or direct contact with BFP personnel is the easiest way to report emergencies. FM113-The informant stresses the importance of having contact numbers of emergency agencies like the BFP for quick response during fires. FM116-The informant notes that communication through cellphones or direct contact with BFP personnel is the easiest way to report emergencies. FM193-The informant emphasizes the importance of teamwork and communication between the BFP and the community.	I. Alertness and immediate reporting to the BFP help prevent fires from spreading. II. The informant says quick communication and coordination with BFP ensures efficient response.	Alertness and Quick Reporting
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Views of the informants on the communication and information dissemination strategies of BFP on fire safety

FORMULATED MEANING	CLUSTER THEMES	EMERGENT THEMES
FM5-The informant shares that conducting seminars helps enhance fire awareness and preparedness. FM12-The informant explains that drills and fire prevention services help prepare the community for real fire incidents. FM17-The informant recommends conducting house-to-house or sitio-level seminars every year to raise awareness. FM18-The informant emphasizes that fire prevention efforts should be made compulsory and supported by more advertisements and seminars. FM19-The informant shares that the BFP should provide free seminars, brochures, and other materials to strengthen community partnership. FM18-The informant emphasizes that fire prevention efforts should be made	I. Fire safety awareness is strengthened through continuous seminars, orientations, and community education. II. Fire prevention efforts should be continuous and supported through advertisements and yearly community programs	Fire Safety Awareness through Continuous Education

compulsory and supported by more advertisements and seminars. FM19-The informant shares that the BFP should provide free seminars, brochures, and other materials to strengthen community partnership. FM138-The informant reiterates that monthly seminars in every barangay would improve fire safety awareness. FM147-The informant reiterates the importance of conducting barangay seminars to raise community awareness. FM185-The informant recommends that the BFP conduct monthly seminars to keep the community aware and prepared		
FM9- The informant means that fire safety awareness can be effectively promoted through SMS, online advertisements, television, social media, and community seminars. FM10- Informant states that fire safety awareness can be promoted by providing communication and seminars through Barangayan or other community programs. FM81- The informant observed that the BFP effectively utilizes social media and technology to spread awareness about fire safety. FM103-The informant observes that technology and social media have changed the way fire safety information is spread. FM131-The informant appreciates that social media helps raise community awareness about BFP activities. FM132-The informant believes social media is a powerful tool for spreading fire safety information because it reaches many people. FM145-The informant observes that using social media and maps makes information dissemination easier. FM151-The informant states that since most people use social media, the BFP should maximize it to spread information. FM163-The informant appreciates that social media helps spread awareness about BFP activities and community safety.	I. Social media, online advertisements, television, and SMS are effective tools for promoting fire safety awareness. II. Technology and social media improve information dissemination and public awareness about fire safety.	Effective Use of Social Media and Technology

FM164-The informant believes social media is an effective and widely used tool for promoting fire safety awareness. FM191-The informant notes that social media serves as an alternative for people who cannot attend BFP programs in person.		
FM106-The informant suggests that the government should involve and train the youth through drills for community awareness. FM108-The informant believes the government should focus on educating people, especially students, about fire safety. FM194-The informant suggests that the BFP should involve the youth in seminars and activities to help them respond to fires effectively.	I. The informant says fire safety education should start early and include students and youth.	Youth Involvement and Early Fire Education

Ways the Fire Safety Program of the BFP influenced community awareness and practices regarding fire prevention

FORMULATED MEANING	CLUSTER THEMES	EMERGENT THEMES
FM11-They reminds that people should always stay safe and be mindful of actions that may cause fire. FM128-The informant points out that people should be cautious and turn off appliances before leaving to prevent fires. FM160-The informant points out the need for greater awareness and reminds people to turn off appliances to prevent fires. FM67- The informant advised checking electrical wires and unplugging appliances when leaving the house to avoid fire.	I. People should always act responsibly and avoid careless behaviors that can cause fires. II. Following fire safety practices such as unplugging appliances and checking wiring prevents fires.	Responsible Behavior and Household Safety Practices

FM68- The informant shared that careless use of flammable materials like kerosene should be avoided to prevent fires. FM128-The informant points out that people should be cautious and turn off appliances before leaving to prevent fires. FM160-The informant points out the need for greater awareness and reminds people to turn off appliances to prevent fires.		
FM3-The informant explains that the community shows bayanihan by cleaning riverbanks voluntarily without compensation. FM100-The informant believes that both the government and community should cooperate in promoting fire safety awareness. FM117-The informant mentions that the community responds positively to BFP programs, showing cooperation and trust in their influence. FM193-The informant emphasizes the importance of teamwork and communication between the BFP and the community.	I. Community shows unity through volunteer clean-ups. II. Teamwork and communication between the BFP and the community are essential for effective response.	Teamwork and Community Cooperation

Common challenges or barriers faced by the community in engaging with BFP's fire safety activities

FORMULATED MEANING	CLUSTER THEMES	EMERGENT THEMES
FM14-The informant points out that the lack of demonstrations makes people less serious during fire safety activities. FM15-The informant notes that some individuals are not interested or are too busy with other responsibilities to join these activities. FM31-The informant mentions that some people fail to attend seminars due to busy schedules or other personal reasons. FM87- The informant remarked that participation in fire drills depends on a person's availability and willingness to join. FM121-The informant identifies that people's busy schedules prevent them from participating in fire safety activities. FM169-The informant mentions that limited time and work responsibilities make it hard for people to attend BFP activities.	I. Some people do not take fire drills seriously due to lack of demonstrations, interest, or time	Lack of Participation due to Time Constraints
FM2 - The informant states that the BFP's response time is reasonable but sometimes affected by areas that are hard to access, especially in squatter zones. FM6-The informant expresses that BFP's effectiveness depends on the area and severity of the fire, as access issues can delay response. FM39- The participant recounts a fire incident where delayed response and lack of water supply caused greater damage, partly due to the distance between Balamban and Toledo. FM69- The informant complained that slow rescue response and lack of water supply worsen fire damage.	I. The informant says the BFP's response time is generally effective but may be delayed by inaccessibility, narrow roads, or limited water supply. II. The informant says slow response and limited water supply worsen fires.	Efficient and Timely Fire Response

FM70-. The informant observed that narrow and crowded areas make it difficult for firefighters to respond quickly. FM39- The informant recounts a fire incident where delayed response and lack of water supply caused greater damage, partly due to the distance between Balamban and Toledo. FM69- The informant complained that slow rescue response and lack of water supply worsen fire damage.		
FM34-The participant points out that inspections should be conducted not only to comply with requirements but also to ensure true safety. FM42- The informant mentions that although annual inspections are conducted, implementation is sometimes inconsistent, with some buildings being treated more strictly than others. FM107-The informant mentions that fire drills and inspections are required yearly as part of business permits. FM137-The informant suggests that the BFP should inspect hotels, malls, and large stores monthly. FM174-The informant suggests that the BFP conduct monthly inspections in hotels, malls, and other large stores. FM66- The informant said that the BFP monitors buildings to ensure that owners follow proper fire safety measures. FM97-The informant mentions that the BFP in Toledo conducts regular inspections to promote fire awareness in the community. FM98-The informant says that the BFP conducts annual fire safety inspections in hotels, malls, and communities. FM137-The informant suggests that the BFP should inspect hotels, malls, and large stores monthly. FM174-The informant suggests that the BFP conduct monthly inspections in hotels, malls, and other large stores.	I. Strict and consistent inspections ensure fire safety compliance among establishments. II. The BFP ensures safety by monitoring and inspecting buildings regularly.	Regular Inspections and Monitoring

Recommendations or suggestions offered by informants for sustainable community engagement with the BFP.

FORMULATED MEANING	CLUSTER THEMES	EMERGENT THEMES
FM16-The informant suggests making participation in seminars compulsory, especially when applying for Barangay Certificates FM20-The informant adds that offering free seminars with snacks can attract more community participation. FM32-The informant suggests organizing or assisting in seminars to encourage more people to participate. FM86- The informant pointed out that communities should be informed in advance about seminars to prepare for participation. FM19-The informant shares that the BFP should provide free seminars, brochures, and other materials to strengthen community partnership. FM20-The informant adds that offering free seminars with snacks can attract more community participation.	I. Participation in seminars and drills should be mandatory or encouraged to ensure public involvement. II. Providing free seminars and educational materials strengthens community partnership and awareness.	Encouraging Public Involvement in Fire Safety Activities
FM84- The informant expressed that being cautious and having fire extinguishers in accessible areas is important for fire preparedness. FM109-The informant emphasizes the importance of always having a ready fire extinguisher in case of fire incidents. FM167-The informant shares that both they and their workers know what to do during a fire. FM101-The informant explains that their establishment regularly checks safety equipment and replaces fire extinguishers yearly. FM102-The informant states that their mall conducts annual fire drills for the community's safety and awareness. FM104-The informant shares that their store participates in annual fire drills as part of maintenance and community involvement. FM177-The informant shares that participating in fire drills helps them and their workers know what to do during a fire.	I. The informant says having fire extinguishers and readiness at home or work improves protection. II. The informant says establishments should maintain safety equipment and replace extinguishers regularly.	Accessibility and Readiness of Fire Equipment

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