



Fire safety and behavioural change

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- Fire prevention is important
- Focus on specific target groups
- Overestimating knowledge transfer

Rational vs. realistic individual



Figure copied from: WRR (2017) Why Knowing What To Do Is Not Enough



Rationalistic perspective	Realistic perspective
Knowing leads to action	Knowing what to do is not enough
Self-control is unlimited	Self-control is limited
More choice is always better	Reduce temptations and stress
People must know the information	People must be able to 'act' on the information



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- Communicate a concrete action perspective
- Focus, take a picture
- Customer journey, easy steps
- Integral message, for example the Risk Factory