



Department for
Communities and
Local Government

Fire Kills Campaign

Annual Report 2012-13



**FIRE
KILLS**

**YOU CAN
PREVENT IT**

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1. Introduction from the Fire Minister



I am delighted to say that, once again, the Fire Kills campaign, delivered in partnership by fire and rescue authorities and the Department for Communities and Local Government, has had a very successful year. The award-winning 'clock change' national advertising continued to prove effective. Local fire and rescue authorities made sure relevant messages were

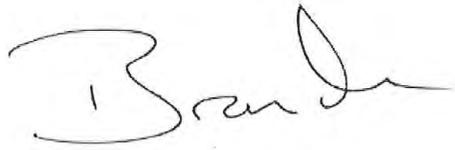
delivered when and where they were most needed. Other campaign partners worked with us to deliver a range of fire safety messages in diverse and original ways.

The sum of these three elements working together really has proved to be greater than the parts. The advertising not only has a direct impact through national media, but by providing artwork and other related material to fire and rescue authorities we have been able to boost the impact together. Additionally, many partners in both the commercial and voluntary sectors promoted this message at the two clock change periods with great success, in some cases

providing fire and rescue authorities with opportunities for publicity and resources to support their vital fire safety work. A combination of all of this led to a very encouraging 18% of people testing their alarms over the March clock change weekend – a great result and the best so far by a significant margin.

The annual campaign was much more extensive than the media activity during the clock change periods. A range of fire prevention activity and fire safe behaviour promotion was delivered throughout the year. The calendar of fire safety themed months has helped to maintain the campaign's momentum. Fire and rescue authorities have utilised this, drawing on nationally created and supplied resources, while developing their own local initiatives. The calendar also offers different partners a variety of ways to be involved in Fire Kills. Many of our partners rise to the challenge and contribute a huge amount, significantly increasing the campaign's reach and impact.

The campaign continues to develop and seek ways to improve. I particularly welcome the closer working relationship between the team at the Department, fire and rescue practitioners and the Chief Fire Officers' Association. I look forward to an even more successful campaign in 2013-14 as a result, so that we can continue to keep people safer than ever from accidental fire.

A handwritten signature in black ink, appearing to read 'Brandon', written in a cursive style.

Brandon Lewis MP
Fire Minister

2. Smoke alarm national advertising campaign

Smoke alarms save lives, but only if they work. Statistics show that people are four times more likely to die in a fire in the home if there is no working smoke alarm.

The latest English Housing Survey, published in July 2013, reported that 88% of homes have a working smoke alarm. However, the national fire statistics for 2011-12 show that of the 287 fatalities in fires in the home in Great Britain, 105 did not have a smoke alarm and a further 60 had a smoke alarm that did not activate.

Based on this evidence, the campaign's primary aim continues to be persuading householders to make sure they have working smoke alarms. The statistics also showed that nearly half the people who die in fires in the home are aged 65 or over. This led to an increased focus in the 2012-13 campaign activity on ensuring this group had working smoke alarms.

For ten years, national advertising has focused on testing smoke alarms. In 2011-12, the new strategy was adopted of encouraging people to test their smoke alarms when they change their clocks at the start and end of British Summer Time. In 2012-13, the national advertising sought to build on

the successes of the previous year's clock change campaign. The strategy itself won the Marketing Society Award for Excellence this year.

Research consistently shows that without a regular reminder, smoke alarm testing quickly falls off people's 'to do' list. Our research also suggests that many people believe testing every week is too demanding. The clock change reminder ensures that people test their smoke alarm(s) at least twice a year, while not ruling out more regular testing. It has the added benefit of tying this activity to another 'off the sofa' chore – changing timepieces.

National advertising – radio

Radio advertising remained the primary vehicle to drive the testing at clock change weekend message. The adverts reminded people of the potentially tragic consequences of smoke and fire, especially with no working smoke alarms. Actress Lesley Sharpe again voiced the adverts this year.

30 second radio script from October 2012

Sound effect: clock ticking

Female voiceover: Don't forget the clocks go back this weekend/on the 28th October.

We'll all be going round our homes changing them by an hour.

All except for 226 people. They won't be doing it this year. It's not because they can't be bothered, it's because time has stopped for them.

Sound effect: ticking stops.

They've died in house fires since this time last year.

So there's one extra thing we'd like you to do this weekend, it won't take much time.

WHEN YOU CHANGE YOUR CLOCK, TEST YOUR SMOKE ALARM.

FIRE KILLS. YOU CAN PREVENT IT.

Media schedule

The radio advertising ran from Monday 15 October until Sunday 28 October 2012 across a range of major national networks. A 30 second advert ran throughout with 10 second versions added in the second week. The advertising followed a similar pattern between 18 March and 31 March 2013 with the frequency in both bursts building up to the clock change weekend itself.

National advertising – print

In 2011-12, the print adverts depicted burnt clocks in a forensic setting with a reminder to test your smoke alarms. Apart from an obvious child's clock – that was the most successful image – the other two clocks had no particular association with a group of people. In response to this finding, the burnt timepieces in the 2012-13 campaign were placed in a home fire scenario and each was targeted at a group more vulnerable to death or injury in an accidental dwelling fire.

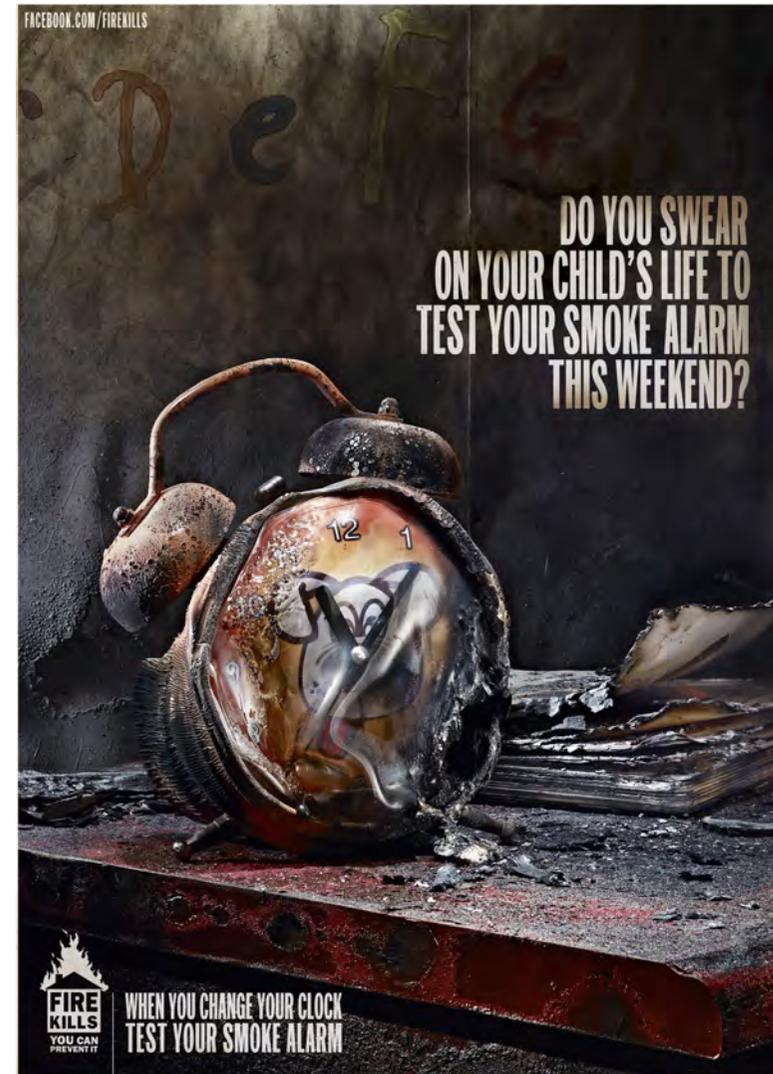
The choice of timepieces and new addition of context was designed to engage more with certain target audiences who might empathise with the image and respond more positively to the call to action through a stronger emotional pull. In each, the message also remained relevant to the general public and had a clear and simple call to action. The three target groups and relevant timepieces were:

- Older people – a mantle clock with a pair of spectacles on an old-fashioned mantelpiece
- Parents (single) and young families – a child’s clock in a child’s bedroom
- Single middle-aged people (especially men) who drink and smoke in the home – a wristwatch alongside a television remote control.

Press schedule

In October, the press adverts featured heavily in national daily newspapers across four days – Thursday 25 October to Sunday 28 October – as well as featuring in TV listings magazines covering the clock change weekend.

In March, advertising ran from Thursday 28 March to Sunday 31 March. However, as Good Friday fell on 29 March, the schedule was adjusted to reflect the change in normal readership for this day. TV listings magazines covering the clock change weekend were again used.





National advertising – online

For the first time, Fire Kills advertising ran on Facebook. A week before and the week after each clock change, adverts reminded people of the importance of testing their smoke alarms, and encouraged testing both over clock change weekend and the following week in case they had missed the weekend itself. This drove up the Fire Kills Facebook fan base.

Across the two periods, the advertising achieved 245,151,684 impressions (the number of times displayed on a screen) leading to 84,372 clicks through to the Facebook page, resulting in a cost of £0.42 per click for this advertising. This compares well with industry norms.

The advertising significantly increased the number of Facebook fans of the Fire Kills page, extending the reach and effectiveness of the page for the latter half of the year. The campaign used promoted posts to broadcast the main messages to a wider but well-targeted audience. The two promoted posts in October reached a total of 527,348 Facebook users, while the two in March reached 849,741 users – a huge increase on typical reach before then of around 400 per post.

Online video

In October, the ‘melting clock’ online video (launched in October 2011) was promoted. However, to boost the March

campaign, a new online video was produced and released on Monday 4 March – this was viewed over 70,000 times on YouTube. The powerful and emotive video depicted a young boy in a burnt-out home surveying the damage before asking parents to swear they have tested their smoke alarms at clock change weekend. As the boy fades away, the suggestion is that he too had died in the fire. The video was made at no cost to the campaign, as the resources were donated by the production company and its associates.

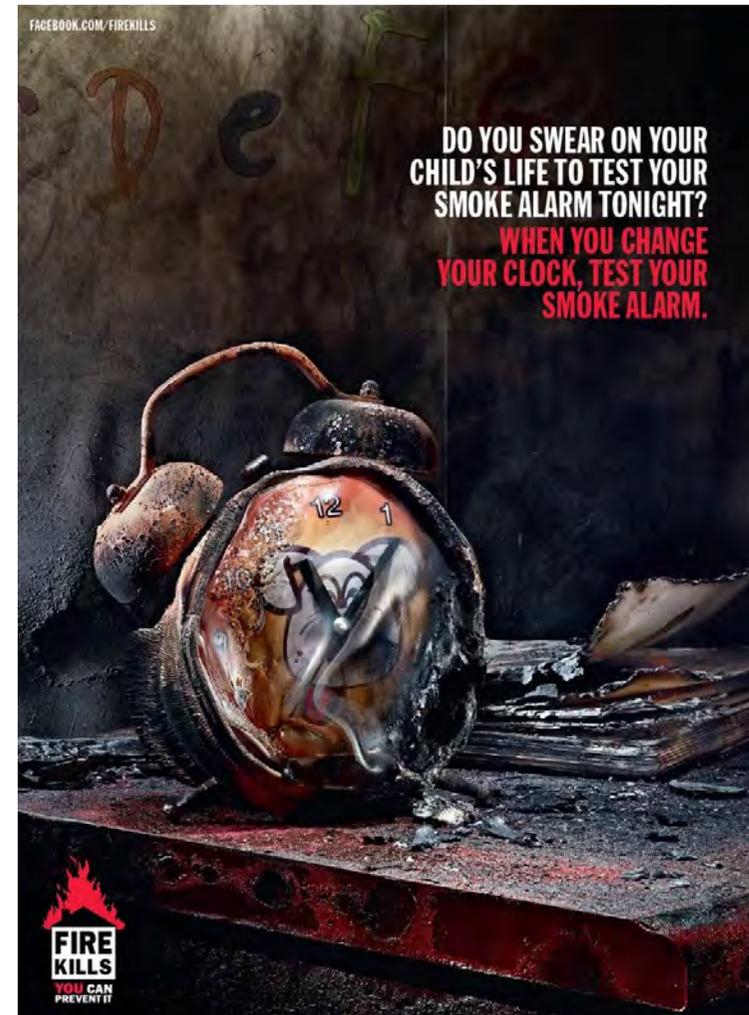


Lessons learned

Surveys before and after both bursts of national advertising, each of around 1,600 interviews, were conducted by Ipsos ASI and provided some very useful findings. Analysis of the October burst allowed improvements to be made for the March burst.

The research indicated that the October burst was very successful in reaching the general public: 15% of interviewees recalled seeing the press adverts and 1 in 4 remembered hearing the radio advert. The crossover in those seeing radio and press adverts was relatively low, suggesting that the campaign was achieving good value for money by reaching a wider audience although losing any benefit from repetition and reinforcement.

The impact that the campaign had on encouraging households to test their smoke alarms initially declined from the 2011-12 levels. Only 11% reported testing their smoke alarm over the October clock change weekend, compared with 14% in March 2012. As a result, for the March campaign, the press adverts were adjusted to highlight better the main message and improve the effectiveness of the 'call to action' of testing your smoke alarms.





The March burst successfully built upon previous bursts with statistically significant improvements in recall across all media. Recall of print adverts rose from 15% to 21% and from 25% to 31% for the radio adverts. Recall of the digital activity went up from 8% to 14%. The significant increases between October and March may be due in part to clock change weekend in March coinciding with Easter. This is when householders may have more time to consume media and carry out household jobs.

There was also an increase in the number of people who reported testing their smoke alarm over the clock change weekend (18%). This response was broken down into whether or not respondents had seen or heard any Fire Kills advertising and shows that both the print and radio adverts served as good reminders to test alarms:

- Only seen the press advert – 24% tested their smoke alarm over the clock change weekend
- Only heard the radio advert – 29%
- Saw the press advert and heard the radio advert – 45%
- Did not see or hear either – 10%.

PR activity

On 27 March, ITV's *This Morning* programme ran a 10-minute piece on fire safety linked to the clock change campaign. They featured the press adverts and promoted all the campaign's key messages. The programme had 1.5 million viewers.

Martin Hall, a father from Berkshire, contacted Fire Kills via the Facebook page wanting to share the tragic experience of losing his wife in a house fire. Mr Hall lived in a three-storey house with smoke alarms on the ground and top floors, but not on the middle floor – which was where the fatal fire broke out. Mr Hall appeared on BBC News 24 on 31 March to emphasise the importance of the Fire Kills message of installing a smoke alarm on every level.

Additionally, Dannii Minogue both tweeted and blogged about the campaign to her extensive fan base.

Local delivery

Local fire and rescue authorities supported the delivery of the clock change message through a range of innovative and effective initiatives. Rights on all the advertising were negotiated to allow fire and rescue authorities to use the press and radio adverts as well as the online videos in any local engagement activity.

Local example – Lincolnshire Fire and Rescue Service

Lincolnshire Fire and Rescue Service used images from the October online video to create a banner for display outside two of their larger fire stations. These were displayed for a week either side of each clock change weekend. The Service estimated that around 20,000 people drove past the banners, with many more walking by.



Local example – Avon Fire and Rescue Service

In March 2013, Avon Fire and Rescue Service added a local element to the national clock change campaign, increasing its reach while adding value for the local audience.

Additional text signposted readers to the Home Fire Safety Visit service provided by Avon Fire and Rescue Service.

Adverts ranging from full to quarter pages were placed in four local newspapers and weekend supplements from Thursday 28 March. In addition, 42 slots were booked on local radio stations that were not covered by national activity. The 10 second radio advert was used during the campaign weekend.

In the three weeks following the campaign Avon Fire and Rescue Service recorded a 7% increase in the number of Home Fire Safety Visits requested by members of the public compared with the same period in 2012.



FACEBOOK.COM/FIREKILLS

**WHEN YOU CHANGE
YOUR CLOCK, TEST YOUR
SMOKE ALARM.
IF YOU KNOW SOMEONE
WHO CAN'T, TEST IT FOR THEM.**

For information about our Home Fire Safety Visit scheme contact Avon Fire & Rescue Service on 0117 926 2061 or visit www.avonfire.gov.uk

**FIRE
KILLS**
YOU CAN
PREVENT IT

Partnership support

The majority of our campaign partners from across the commercial and voluntary sectors supported the national advertising, offering their communication channels as an effective means to extend the reach of the campaign and its vital messages. The following are some examples.

B&Q and Sprue Safety Products

In collaboration with Sprue Safety Products – who feature Fire Kills branding and messaging on all their smoke alarm products – the Fire Kills campaign established a partnership with DIY chain B&Q to promote smoke alarm messages. B&Q supported the campaign through their social media channels, and enlisted the help of TV celebrity George Clarke to promote the messages on Twitter.

In October, B&Q ran and promoted 20 in-store events with local fire and rescue authorities in England. Firefighters talked to customers and handed out fire safety literature and advice. B&Q promoted the events and fire safety messages in the relevant local press.

“We’re proud to be supporting the Fire Kills campaign for a second year, after a successful 2012. This campaign helps to highlight the importance of fire safety in the home and our in-store activity last year reached thousands of customers, encouraging them to ensure their house is fire safe.”

Neil Smith, B&Q Category Director

Local example – Dorset Fire and Rescue Service

As part of the clock change partnership with B&Q, an in-store visit was arranged in Poole, Dorset. The event was attended by three firefighters from the Community Safety Task Team and two home safety advisers. The visit took place on a Wednesday, a 10% discount day for the over 65s, and a busier trading day. As well as generating 34 home safety check referrals, the team dealt with a wide range of fire safety related enquiries (over 80). Even though a significant number already had a smoke alarm, the team were able to give guidance and advice in relation to the use, siting and maintenance of smoke alarms.



Following the success of the October events, in March the offer was rolled out to all fire and rescue authorities in England, with approximately 50 stores taking part. This coincided with an increased smoke alarm and fire safety in-store presence facilitated by Sprue Safety Products. Across the period of the advertising, Sprue Safety Products offered a 10% discount on their smoke alarms. In addition, B&Q featured smoke alarm messaging on their sponsored Netmums page.

The Cooperative

The Cooperative's fire safety week focussed on their 120,000 employees and took place in October, just before the national advertising launched. This included a fire safety in the home section in their fire safety training for all staff. Additionally, Fire Kills messages now feature in their internal Fire Warden training.

Following this, the Cooperative expanded its campaign to target their customers with Fire Kills messaging and they carried out the following activities:

- Promotional messages ran on the Cooperative's in-store radio
- In the broadcast, a line was added to a Fire Kills radio filler encouraging customers to visit the Fire Kills Facebook page

- A bespoke till screen advert was designed to encourage customers to purchase, install and test smoke alarms and also to visit the Fire Kills Facebook page.



Ei Electronics

Smoke alarm manufacturer Ei Electronics ran a series of promotions across a number of stores throughout the duration of the national advertising, and offered a discount on their products. In October, promotional displays, featuring the clock change artwork, appeared in 150 Sainsbury's stores, with the remaining stores featuring an on-shelf promotion. Similar promotional displays were used in Homebase stores

to support the March burst. As with all the packaging of their smoke alarm products, these promotional boards featured Fire Kills branding and messaging.

Additionally, Ei Electronics continued to run their www.reminders4.me website, which allows anyone to sign up and receive reminders to test their smoke alarms and carbon monoxide alarms, change the batteries or replace their alarms.

Protect Your Family

When you change your clocks,
test your alarms








20% OFF

Carbon Monoxide Alarms
& Smoke Alarms

See shelf ticket/pack for prices

B17553 Rev0

Ei Electronics
fire + gas detection

Protect Your Family





When you change your clocks,
test your alarms




SAVE
20%

Portable Memory Carbon Monoxide Alarm
Carbon Monoxide Alarm
Silencer Smoke Alarm Twin Pack

Ei Electronics
fire + gas detection

Protect Your Family



When you change your clocks,
test your alarms

GREAT PRICE






Safelincs

Online fire safety retailer Safelincs runs a fire safety blog to link in with all Fire Kills activity. All year round, they support the campaign by including a flyer in packages delivered to customers who purchase smoke alarms. This encourages customers to make sure their friends and family have smoke alarms. The artwork was made freely available to fire and rescue authorities.

Are your family and friends protected?

Do you know somebody who needs fire safety advice? Help them find their nearest fire brigade by going to www.fireservices4u.co.uk

Working with
Safelincs
Fire Safety Professionals
www.safelincs.co.uk
0800 612 2946

Poundland

In March, Poundland utilised the Fire Kills clock change artwork to run an in-store campaign linked to 9-volt battery sales, promoting the link between the clock change and smoke alarm testing.

Did you know?

- You're more than twice as likely to die in a fire at home if you haven't got a smoke alarm installed
- Faulty electrics (appliances, wiring and overloaded sockets) cause around 7,000 house fires every year
- Over the last five years more than 90 people have been killed because their smoke alarms didn't work - usually because the battery was flat or missing

Don't forget, test your smoke alarms

If you would like us to remind you to test your smoke alarms, change your batteries or replace your smoke alarm at the end of its useful life, sign up to our free reminder service.

www.safelincs.co.uk/reminders

Wickes

Wickes developed a Fire Kills fire safety advice board that was displayed in their stores.



Wickes

FIRE SAFETY ADVICE

Fire Brigades recommend you should have a smoke alarm on every level of your home

A carbon monoxide alarm should be fitted in any room that contains a fuel burning appliance

FIRE KILLS
TOULANS
PREVENT

Wickes supports the Fire Kills Campaign

MyAgeingParent.com

A website designed to support people with older parents, MyAgeingParent.com published a Fire Kills article on their website encouraging people to test their own – and their older parents’ – smoke alarms.

<http://www.myageingparent.com/change-your-clocks-and-check-smoke-alarms/>.

Child Accident Prevention Trust

As well as featuring an article with a link to the new online video on their website – <http://www.capt.org.uk/who-we-are/news/new-fire-kills-campaign-your-child%E2%80%99s-life#> – the Child Accident Prevention Trust featured an article on the CAPT e-newsletter circulated on 21 March.

British Woodworking Federation

The partnership with the British Woodworking Federation clearly demonstrated how one partnership can lead to others. As well as promoting the clock change message to its members, the British Woodworking Federation made the link for the Home Owners Alliance and Working Mums to get involved.

Post Office

The Post Office targeted their staff with the clock change messages and online video, along with other fire safety messages across the year using the Fire Kills branding and products. These featured in their internal newsletters and on their intranet.

Energizer

Energizer batteries featured the clock change story on their website on a specially designed promotional page, featuring Fire Kills branding, images and messaging.

HETAS

HETAS – the body that approves solid fuel and biomass domestic heating appliances, fuels and services – included information on the clock change campaign in their March newsletter.

In addition to the support highlighted so far a number of other campaign partners supported the advertising and helped promote the online video through their social media channels. The full list is:

B&Q, Babyworld, Boat Safety Scheme, Business Sprinkler Alliance, British Woodworking Federation, Child Accident Prevention Trust, The Cooperative, East End Foods, Electrical Safety Council, Energizer, Eon Energy, The Fire Fighters Charity, HETAS, Home Owners Alliance, Kideeko, Mini-Mes and Me, MyAgeingParent.com, Netmums, Post Office, Safelincs, Sprue Safety Products and Working Mums.

Altogether the contributions from all these partners amounted to an equivalent value of at least £340,000 according to the Government's media buying agency, M4C.

3. Localising national advertising

Research has consistently shown that when fire safety advertising is off air, frequency of smoke alarm testing and the public's awareness of fire safety falls away. To maintain the momentum generated by the October clock change campaign and to bridge the gap between the two bursts of advertising, a nationally coordinated local advertising campaign on local radio (Community Messaging) and in local newspapers (Featurelink) ran in February 2013.

Community messaging

For two weeks from 13 February 2013 community messaging, focused on smoke alarm testing, ran on local radio stations across the country. It emphasised the need to test more often than just at clock change time. Messages were delivered on air in a range of imaginative ways created by the radio networks, tailored to their own style, experience and in-depth knowledge of their audience. Some included their local fire and rescue service in the package produced.

To further encourage radio stations to create content, Ei Electronics supplied 200 smoke alarms for use in competitions and as giveaways.

Featurelink

A well-established part of the Fire Kills annual activity is the Featurelink campaign. This comprises a national Fire Kills advert placed in local newspapers alongside editorial space that is made available to local fire and rescue authorities. Fire and rescue authorities are then free to submit fire safety content tailored to local – or current – fire safety issues. The advert focused on encouraging carers, family, friends and neighbours to test smoke alarms for older people who may need help testing their own. This was a message that fire and rescue authorities supported enthusiastically with most recognising that older people are disproportionately represented among fire fatalities and injuries in the home in their areas.

Of the 46 fire and rescue authorities in England, 29 submitted bespoke local content to increase the impact of the national advert, with the remainder running with the generic article provided by the campaign.

The feature appeared in over 170 local titles with some newspaper groups providing the space for the campaign free of charge in additional titles to show their support for the Fire Kills campaign.

100-HOUR MARATHON

A STUDENT radio station is planning a 100-hour marathon outside broadcast to raise money for Coventry Cyrenians this week.

Students working at RAV 125iam, the student radio station for the University of Warwick, will present their shows all day and all night from the university piazza – come rain or shine.

Broadcasting begins from midday today until 4pm on Friday, with a blend of music and extra shows (introduced through the week).

The team hope to show off their broadcasting skills, and raise £1,000 for the charity at the same time.

Student radio station playing day and night outside to help charity

Station manager Jimmy Murthi said: "Coventry Cyrenians do some amazing work in the local community and we wanted to give something back to them. "This is going to be a really hard challenge, but come rain – or snow – we'll be out there! "We're aiming to raise £1,000 to

support the charity's work." Coventry Cyrenians celebrates its 40th anniversary this year and has grown from humble beginnings. Set up in February 1972, a single volunteer was recruited to run a night shelter for 10 single homeless men in the Hillfields area of the city.

The charity's fundraising manager Helen Fairhurst said: "We're so

excited about this challenge and we'd like to thank everyone from RAV for their hard work and support. This year we're celebrating our 40th anniversary.

"Fundraising challenges like this are fantastic – they not only help to raise vital funds, they also really help to make people aware of what we do."

People can give donations to boost the students' efforts at www.giving.com/marathon. For more information on the challenge, go to radio.warwick.ac.uk and for more information on the charity, visit www.coventrycyrenians.co.uk or call 024 7622 8099.

THE FEASURELINK MARATHON FEBRUARY 4, 2013

ADVERTISEMENT FEATURE

Working smoke alarms save lives

A 92-YEAR-OLD man owes his life to smoke alarms, after a chip pan burst into flames in his kitchen.

The West Midlands pensioner had left the pan unattended, and was overcome by the resulting smoke. Fortunately, his smoke alarms were connected to a remote care service.

When the team tried to phone him and didn't get an answer they called his neighbour to check on the property, and they saw smoke.

Within a few short minutes, firefighters from West Midlands Fire Service arrived and resuscitated the man after rescuing him from his smoke-filled home.

He was then taken to hospital by ambulance.

WMFS Operations Commander Mick Birch said: "This is a story that could so easily have had a tragic ending.

"Given the gentleman's age and medical history, I have no doubt that he would have died had the smoke alarms not been fitted and the fire hadn't been detected so quickly.

"In this particular case the smoke alarms were installed after West Midlands Fire Service carried out a home safety check. They were connected to a 'tele-care' system run by a community alarm scheme, which meant that he got help very quickly indeed."

West Midlands Fire Service works hard to identify and meet the needs of the many varied



communities it keeps safe. Nearly 100 Vulnerable People's Officers have received detailed training about the lifestyle and health-related issues that put certain people at more risk, including people with disabilities and other health issues. Operations Commander Birch added: "If you know someone who is elderly or vulnerable for another reason, it's vitally important that smoke alarms are fitted in their home, and tested regularly. We're urging carers, family, friends and neighbours to test smoke alarms for people who might have problems reaching them. It only takes a few seconds but could, quite literally, be a life-saving act."

A smoke alarm is there to alert you in enough time for you to escape from your home. Although nine out of ten households have

a smoke alarm, seven out of ten people don't test them regularly. Testing they work is just as important as fitting them in the first place.

To check if you're eligible for a free Home Safety Check, or to request information about fire safety in the home, call the West Midlands Fire Service freephone number: 8000 389 5525.

A Home Safety Check takes about half an hour. Someone from WMFS will check your home to ensure there are no immediate fire hazards, give you fire safety advice, and also fit smoke alarms if required.

There's lots of home safety advice on the West Midlands Fire Service website: www.wmfs.nor. If you follow us on Twitter - @WestMidsFire - you'll receive our weekly #stittuesday reminders.

FACEBOOK.COM/FIREKILLS

IT WOULD HAVE TAKEN ONLY SECONDS TO TEST THEIR SMOKE ALARM.

FIRE KILLS YOU CAN PREVENT IT

"We really value the Featurelink activity. We could not afford to fund this level of advertising locally, but Featurelink allows us to support our local priorities in this way. This year, we used Featurelink to support our campaign around electrical safety, which helped to reduce electrical fires by 12% in January and February 2013."

Alex Mills, South Yorkshire Fire and Rescue Service

Wise Up – social housing newsletters

Both research and feedback from fire and rescue authorities identify social housing tenants as potentially more vulnerable to the risk of fire. For this reason, the campaign again targeted social housing newsletters with fire safety advice.

In 2012-13, the adverts in social housing newsletters reached a total of 1,293,472 households (there are about four million in total). The adverts featured messages on smoke alarms, careful disposal of smoking products and planning and practising escape plans, while informing tenants of their landlord's responsibilities.

Public service broadcasting

Fire Kills has a range of radio and TV public safety messages (fillers) that are broadcast, free of charge, in suitable slots by national and local broadcasters. These promote a range of fire safety messages, encouraging fire safe behaviour. During 2012-13 the radio messages achieved an equivalent airtime value of £1,425,679.

In March 2012 Fire Kills launched a new TV filler *Post Mortem*, featuring a family and a mortuary, with the storyline that the youngest daughter featured had died in a house fire. This proved very successful and by the end of the year had already achieved the equivalent of over £100,000 in transmission slots. It has appeared regularly on BBC channels as well as on commercial TV.

Post Mortem has also been shown by fire and rescue authorities and the campaign's partners, including smoke alarm manufacturer Sprue Safety Products who broadcast it at exhibitions and the Child Accident Prevention Trust who featured it on their website.

4. Supporting local delivery

Themed months

The themed month calendar was agreed by the Fire Kills Practitioners' Group for the second half of 2011-12. The model proved useful in facilitating nationally consistent promotional activity and in securing support from partners who were able to concentrate on particular themes relevant to their own communities at defined times in the year. The themes for each month in 2012-13 were:

| | |
|------------------------------|----------------------------------|
| April – Smoking | October – Smoke alarm testing |
| May – Smoke alarm purchasing | November – Candles |
| June – Escape routes | December – Christmas |
| July – Outdoor fire safety | January – Smoke alarm purchasing |
| August – Cooking | February – Cooking |
| September – Electrical | March – Smoke alarm testing |

Under each theme, Fire Kills promotes information designed to reduce the most common causes of fire incidents that result in the most injuries or deaths.

For each themed month, the Fire Kills team issued a briefing pack to all fire and rescue authorities in England. Each pack provided a range of information:

- rationale behind the choice of theme for each particular month
- key messages
- background and information on any key dates and awareness days/weeks
- national activity facilitated by the Department's Fire Kills team
- partners' involvement and activity, including opportunities for fire and rescue authorities to be involved
- further suggestions on how fire and rescue authorities could contribute
- resources available from Fire Kills and partners
- template press notice(s)

“The monthly Fire Kills briefing packs are invaluable – they are timely, comprehensive and of consistently high quality. Bearing in mind they are national blueprints, they are incredibly easy to adapt for local use. They galvanise us all into action and act as a catalyst for the activities we organise to support the themes.”

Fraser Pearson, Buckinghamshire Fire and Rescue Service

Some themed months involved a greater level of national involvement than others due to support from commercial and voluntary sector partners, awareness days/weeks, national advertising etc. Below is a summary of some of the highlights and how the activities helped support local activity.

Highlights from the Fire Kills calendar

September – Electrical Fire Safety Week

Following feedback from fire and rescue practitioners, Electrical Fire Safety Week was moved from January to September. The campaign worked with the Electrical Safety Council to support fire and rescue delivery of a range of initiatives, including:

- organised events in shopping centres leading to home fire safety visit referrals
- electric blanket exchange events
- leaflet distribution to raise awareness
- partnering with Trading Standards and visiting second-hand shops selling electrical items to ensure products sold are safe and consumers are well informed.

The Electrical Safety Council ran a primary level schools competition to launch Electrical Fire Safety Week in schools. Over 3,000 entries were submitted with the winner receiving her prize from a London Fire Brigade representative at her school.

Local example – Cleveland Fire Brigade

A total of four drop-in events were held during the week in each of the districts within Cleveland Fire and Rescue Authority's area. Running from 10am until 4pm, all



events took place in busy shopping centres or pedestrian shopping areas. Fire safety advice and materials were given to 1,160 people, generating 159 referrals for home fire safety visits. An electric blanket exchange and free safety testing of small portable electrical appliances was offered. Each event was promoted in the local press and across social media platforms.

Electrical safety also became the main focus of Cleveland's promotional activity during Freshers' Week at the University of Teesside. Over 200 students, many living independently for the first time, took part and as a result of this success, the Brigade arranged to attend International Students Week to provide similar advice.

The Electrical Safety Council media monitoring reported that 110 pieces of regional media coverage were achieved across 17 fire and rescue authority areas. Websites such as the National Landlords' Association and *Which?* supported the week. A good response was also received from MPs, with 30 signing an Early Day Motion in support of the Week.

White goods manufacturer Beko also supported the campaign to deliver electrical fire safety messages locally. Beko designed, printed and distributed Fire Kills branded *Be a Hero* resource packs. The packs, freely distributed to local fire and rescue authorities and Housing Associations, contained specially designed electrical safety leaflets. The campaign was taken up by over half the fire and rescue authorities in England and 10 major housing associations responsible for over 144,000 properties. In total, over 555,000 safety leaflets and 37,000 posters were delivered to at-risk groups in these communities. Beko also targeted key national, regional and grey market publications with PR activity.

“Safety in the home is a priority for Beko, so we were very keen to support DCLG in its work to tackle the low levels of awareness amongst many people about such an important issue... The team at DCLG was instrumental in driving this success and we look forward to working on other initiatives in the future.”

Teresa Arbuckle, Marketing Director UK and Ireland, Beko

Be a hero

Stop a kitchen fire before it starts
Do these 5 easy checks to keep yourself, your family and friends safe

- 1 Check you've turned the cooker off**
When you've finished cooking, double check the cooker is switched off. If you're called away from the kitchen, make sure you turn the heat off under the pans.
- 2 Check that your fridge-freezer is defrosted at least once a year**
To defrost, take out all perishable items, unplug the unit and leave the door open. Do not use a heater to defrost the inside of the fridge-freezer.
- 3 Check that your oven is clean**
Fat builds up inside and can cause a fire. So be sure to clean your oven regularly.
- 4 Check your plug sockets**
Too many electrical appliances in one socket can lead to overheating.
- 5 Check your wiring**
Make certain that wires are not exposed, damaged or frayed and that they are kept away from heat or water or where they could be tripped over.

ELECTRICAL SAFETY COUNCIL
FIRE KILLS
YOU CAN PREVENT IT
In the event of a fire: get out, stay out, call 999

For more information, visit:
www.esc.org.uk/kitchensafety

December – Christmas

Following initial connections made by Cheshire Fire and Rescue Authority, the Fire Kills campaign supported the Met Office's 'Get Ready for Winter' campaign, encouraging people to be prepared for winter weather and to take time to consider those who may be more vulnerable. An article highlighting the importance of staying safe and warm, with an accompanying Fire Kills image, was published on the campaign website – <http://www.metoffice.gov.uk/learning/get-ready-for-winter/communities/stay-warm-and-safe>.

The Fire Kills Christmas tree video – *It Only Takes a Minute* – was again promoted through social media channels and made available to fire and rescue authorities. The video, which shows how lights on a Christmas tree can engulf a room in flames in just a minute, has been viewed over 120,000 times on YouTube.

Local example – Merseyside Fire and Rescue Service

Panto stars – singer Sonia, actor Philip Olivier and former Big Brother contestant Nikki Grahame – backed Merseyside Fire and Rescue Authority's annual 'Fire Safe at Christmas' campaign last year. Through the press, social media and leaflets delivered to homes, the campaign encouraged people to stay safe over Christmas with messages on safe cooking, Christmas lights, decorations and candles. Leaflets were also given out at the panto.



The story featured in the *Liverpool Echo* newspaper and other news websites. There was a good response through increased Facebook activity and, as part of the campaign, a fire safety message was tweeted on each of the twelve days of Christmas.

August – Cooking

In August, Fire Kills promoted barbecue safety messages. Following the concerns about carbon monoxide poisoning from barbecues, the campaign joined up with the Gas Safe Register and provided the artwork of their barbecue safety leaflets and posters to fire and rescue practitioners. Additionally, Safelincs made a barbecue and gas cooker camping leaflet freely available to all fire and rescue authorities.

The long-standing partnership with Asian food manufacturer East End Foods continued to help the promotion of cooking safety messages. By featuring a fire safety message and the Fire Kills logo on their packaging, East End Foods deliver fire safety messages to their customers. This offers a very timely cooking safety reminder to their customers while they are cooking with the products.

Don't become a carbon monoxide death statistic



Carbon Monoxide

Be Aware, Be Prepared

Carbon Monoxide, the silent killer

Any appliance using fossil fuel can produce carbon monoxide. Protect yourself and your family from carbon monoxide poisoning.

- ✗ NEVER take a BBQ or gas cylinder cooker into your tent to cook food
- ✗ NEVER use a BBQ or gas cylinder cooker to warm up your tent
- ✓ ALWAYS make sure you cook a safe distance away from your tent (wind can blow carbon monoxide into your tent)
- ✓ ALWAYS take a battery operated carbon monoxide detector camping with you.

Signs of carbon monoxide poisoning include:
 Headache Nausea Dizziness Drowsiness Irregular heart rate

0800 612 4852
www.safelincs.co.uk/camping
 Ref: CAMP12




Local delivery – West Midlands Fire and Rescue Authority

To promote kitchen fire safety (and healthy eating) messages in August, West Midlands Fire Service ran a catering competition in partnership with University College Birmingham. A dozen station cooks had 90 minutes to prepare a two course meal for under £10. The grand final took place on 22 August 2012 and featured four finalists competing in a live 'cook-off' to a panel of local judges.

The event presented the opportunity to promote messages at each stage of the competition and coverage was secured in the local media. The competition helped build partnerships for future awareness raising activity with University College and the sponsors who helped judge the event while also reinforcing the fire safety messages.



April – NHS Smokefree

In April 2012 – coinciding with the Fire Kills themed month of safer smoking and careful disposal of smoking products – NHS Smokefree launched its new campaign. This focused on the dangers of second-hand smoke and encouraged householders to make their homes completely smoke free. Fire Kills safety information was included in the information pack, supporting the campaign, that NHS Smokefree made available to members of the public.

February – National Chip Week

In February, National Chip Week (18-24 February) offered an opportunity to deliver cooking fire safety messages to the general public.

Local example – Tyne and Wear Fire and Rescue Service

With chip pan fires a key issue in their area, Tyne and Wear Fire and Rescue Authority teamed up with the British Red Cross to promote chip pan messages as part of National Chip Week.

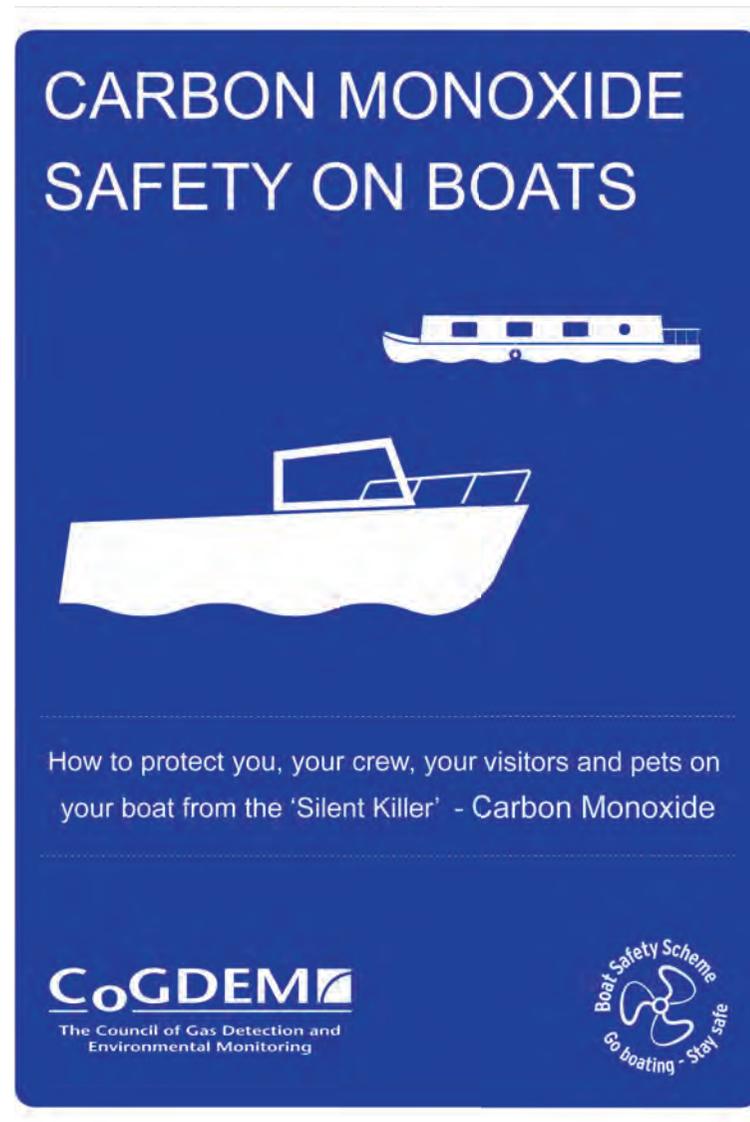
Firefighters and the British Red Cross visited children's centres across Tyneside with chip pan fire demonstrations, teaching families of their dangers and how to treat scalds or burns en-route to the hospital. This partnership built on previous success that has reduced the number of chip pan fires in Tyne and Wear by more than 87%.

Other awareness weeks

A number of other awareness weeks have been adopted by the campaign to help spread relevant fire safety messages.

Boat Fire Safety Week

To coincide with the Diamond Jubilee Celebrations, Boat Fire Safety Week ran from 3 to 9 June. The Department worked closely with the Boat Safety Scheme to inform fire and rescue authorities of the particular fire safety dangers on boats. In addition to providing information about getting involved in the Week, the Boat Safety Scheme made hard copies of the Fire Kills *Fire Safety on Boats* leaflet freely available to fire and rescue authorities. Adopting the same style as this leaflet, they also designed, produced and made freely available to fire and rescue authorities a similar *Carbon Monoxide Safety on Boats* leaflet.



Child Safety Week

The Department worked collaboratively with the Child Accident Prevention Trust on their annual flagship community education campaign, Child Safety Week. Information on the Week, an ideas booklet on how to get involved and details of how to obtain resources was put together and sent to fire and rescue practitioners.

The Child Accident Prevention Trust promoted the Fire Kills *Post Mortem* film on their website in May, in the build-up to the Week. The video encourages parents to consider fire safety in their home and to protect their children.



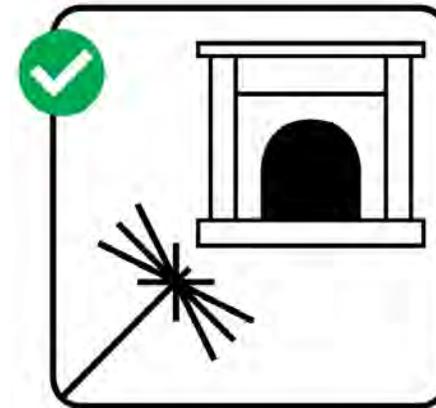
Chimney Fire Safety Week

Although not connected to the overall electrical safety theme, Chimney Fire Safety Week took place in September 2012 to coincide with householders preparing for the colder winter months. The Fire Kills campaign worked closely with the National Association of Chimney Sweeps and HETAS to extend the reach and enhance the impact of the Week.

The National Association of Chimney Sweeps provided free advertorial space in the June 2012 edition of their *Chimney Journal* magazine to help promote the Week. They also made copies of their *Heat Your Home Safely* leaflet available to all fire and rescue authorities, at no cost. HETAS supported the Week with both national and local consumer promotional activity and to the trade through their members, targeting installers, retailers, sweeps and manufacturers.

Candle Fire Safety Week

To focus activity and provide a hook for local fire and rescue authorities, the campaign again ran Candle Fire Safety Week from 19 to 25 November. This built on the work of previous years undertaken with the British Candlemakers' Federation and the UK Cleaning Products Industry Association.



**Be careful
with candles**

5. Social media

The Fire Kills presence on Facebook grew considerably in 2012-13 both in terms of number of 'fans' and interactivity. On 1 April 2012, the Facebook page had just over 350 fans, but by 31 March 2013 this had risen to 9,780. By the time the Facebook advertising had ended (4 April 2013), this figure had reached 12,320. Across the year, 89 updates were posted with a combined total reach of 1,388,759.

The number of Twitter followers also grew steadily in 2012-13. Both social media channels are stimulating a dialogue about fire safety and encouraging people to tell their stories – including Martin Hall who, as a result of his Facebook post, appeared on national media as part of the Fire Kills March national burst.

Towards the end of the year, Fire Kills branched out into new social media platforms and now has a presence on all of the following social media channels:

- Facebook
- Twitter
- Tumblr
- Pinterest
- Audioboo

With these and new social media platforms emerging, the Fire Kills campaign plans to use social media more and more to spread vital fire safety messages and persuade people to participate by sharing the messages with their own networks. The campaign will develop a strong social media strategy for 2013-14 and beyond.

6. Fire Kills private rented sector advocate

Evidence from market research suggests that households in rented properties without a smoke alarm are often among the most vulnerable to the risk of fire and less likely to test their smoke alarms. These often include older people or single parent families.

Councillor Mark Healey, Chair of Devon and Somerset Fire and Rescue Authority and himself a private rented sector landlord, joined the Fire Kills campaign during 2011-12 as a champion to encourage private landlords to act responsibly by installing and maintaining smoke alarms in their properties. Councillor Healey reminds private landlords through an online video and engagement with the housing sector of the benefits both in terms of tenant safety and property protection of installing and maintaining hard-wired smoke alarms in the properties they are renting out.

Working closely with partners is crucial to the success of Councillor Healey's work for the campaign. A key deliverable has been the development of the Firemark tool, which is an interactive device to help landlords understand better the fire risks in the properties they own and run. It shows what measures they can take to reduce the risk of fire deaths and injuries. The Firemark tool was developed in 2012-13 and has since been made available, free of charge, to all fire and rescue authorities in England and to private rented landlords' trade associations. A leaflet has also been produced to help support the messages of the Firemark tool.

