

# Fire Kills Campaign Briefing Pack - Quarter 1, 2020



**NFCC**  
National Fire  
Chiefs Council



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## 1. Introduction

Welcome to the first quarterly issue of the Fire Kills briefing packs.

The work delivered locally by fire and rescue services, complemented by Government activity, to target specific vulnerable groups has contributed to the long-term reduction of fires and associated casualties. These briefing packs are designed to ensure a common approach to delivering relevant – and often seasonal – fire safety messages to the general public.

Following feedback from the Fire Kills Practitioners' Group, we will now issue the packs on a quarterly basis. This will give you time to plan your local activities and ensure our shared messages on the themes are widely delivered to help people to keep fire safe.

However, it's worth noting that some of the national activities, particularly those run by partners, will not always be ready sufficiently in advance, so supplementary packs may still be issued. Where possible, these will be trailed in the quarterly packs. The NFCC will also publish the briefing packs on their website and on FirePRO workplace.

### ***Fire Kills Practitioners Group***

The success of the Fire Kills Campaign relies on the close working relationship between the Home Office, who coordinate and deliver the campaign nationally, and local fire and rescue services, who deliver it locally. We would therefore welcome representation in the group that better reflects all the regions in England. We currently have no representatives from East and West Midlands, North and West Yorkshire, Yorkshire and the Humber and the North East. Please email: [Fire Kills Campaign](#) if you would like to join the group.

### ***Feedback on new format***

We are keen for the packs to be as helpful as possible and a useful tool in supporting your local fire safety delivery. Therefore, we would be very grateful for any thoughts on the pack and how it can be improved and whether there is anything missing.

We would also be interested to hear about local initiatives and ideas that your FRS has adopted around a specific fire safety theme of awareness event, which other FRSs could replicate in their area and could helpfully be included in future packs. Please send any comments or details of initiatives to: [laura.udel@homeoffice.gov.uk](mailto:laura.udel@homeoffice.gov.uk).

## 2. January to March 2020 Quarterly Briefing Pack

### **Summary**

The first quarter contains the following three themes and awareness days and weeks:

- *January – Smoke alarm purchasing*
  - Register My Appliance Day (TBC)
  - Chinese New Year – 25 January
  
- *February – Cooking fire safety*
  - Valentine’s Day – 14 February
  - Shrove Tuesday – 25 February
  
- *March – Smoke alarm testing*
  - NFCC On Call Recruitment – 6-12 March
  - No Smoking Day – 11 March

### **Case studies**

As with all national activity, our coverage can be greatly improved with case studies. We would, therefore, be grateful if any fire and rescue services were able to share stories that could be used in national campaign activity.

### **Fire and Rescue Campaign Calendar 2020**

The calendar for 2020, created as usual in partnership with the NFCC, is circulated along with this pack. It will also be available in the new Quarterly Campaigns section of the Fire Kills Portal – [Fire Kills Campaign Portal](#) – where you will find the previous monthly briefing packs. You will also find them on the NFCC website:

<https://www.nationalfirechiefs.org.uk/Campaigns>

### **Feedback**

We would welcome ideas that you believe could benefit other fire and rescue authorities at the local level.

You can send your comments to [Fire Kills Campaign](#).

### 3. January

#### ***Smoke alarm purchasing***

To build on the messages of the national advertising, we are promoting smoke alarm purchasing throughout January.

#### ***Colder weather***

Another potential fire risk associated with January is the colder weather. In the winter months, many households may begin to use additional or alternative heating sources in a bid to stay warm as the temperature drops.



#### ***At least one on every level***

The latest Fire Kills adverts can be used all year round on smoke alarm purchasing and testing promotion.

When promoting smoke alarm purchasing messages nationally, we encourage householders to ensure they have at least one working smoke alarm on every level of their home.

This matches the standards required in privately rented homes under the Smoke and Carbon Monoxide Alarm (England) Regulations 2015 and in all new build homes under the Building Regulations as well as the NFCC Home Detection Position Statement.

#### ***Dates to note***

##### ***Chinese New Year***

The Chinese New Year celebration on 25 January offers an opportunity to promote fire safety messages around cooking, open flames, fireworks and sky lanterns.

<https://www.gov.uk/government/publications/fire-safety-when-celebrating>

##### ***Register My Appliance Day 2020 (TBC)***

Due to internal reorganisation of the Association of Manufacturers of Domestic Electrical Appliances (AMDEA), the date for Register My Appliance Day is yet to be determined for 2020.

## Do You Have Enough Smoke Alarms?

The key campaign messages remind people of the importance of smoke alarms – having them and testing them. We know that the national advertising encouraging people to test their smoke alarms also acts as a reminder for people to buy smoke alarms.

Fire statistics indicate that the biggest reason for both battery-operated and mains-wired smoke alarms failing to activate in a fire was that the fire did not reach the detector. The ‘every level’ message must therefore sit alongside the testing message.

This raises three potential avenues for encouraging people to buy a smoke alarm throughout January:

- Encouraging people who don't own a working smoke alarm to buy one and test it regularly.
- Reminding people who do to ensure they have enough around their home – at least one on every level and near rooms with particular risks – **one is not enough!**
- Reminding carers and those with less able family members to check that these homes have enough working smoke alarms in the right places.



**Fit smoke  
alarms**



## **Draft Social Media Posts**

### **Smoke alarms – at least one on every level**

- *Working smoke alarms save lives, but only if they're in the right place. One on every level is an absolute minimum! #FireKills*
- *Take responsibility for your household's safety – fit working smoke alarms on every level of your home. <http://bit.ly/1istP3H> #FireKills*
- *Will you hear your smoke alarms beep if you're asleep? Only if one's nearby! Have at least 1 on every level of your home. #OnelsNotEnough*
- *Press to test your smoke alarms, it could just save you and your loved one's lives. #PressToTest*

### **Winter fire safety**

- *Even if you've been drenched by torrential rain, don't use portable heaters to dry your clothes. #FireKills*
- *Freezing weather getting you down? If you're using heaters to warm you up, make sure they're safe and away from materials that might burn. #FireKills*

### **Chinese New Year**

- *Happy #ChineseNewYear! If you're celebrating with a lovely big family dinner, don't get distracted in the kitchen. #CookSafe #FireKills*
- *Cooking fires make up half of all accidental fires in the home. Take care if you are cooking up a feast for #ChineseNewYear. #FireKills*
- *Be fireworks safe. #FireKills*  
*Think twice about using #SkyLanterns to celebrate #ChineseNewYear. They can start fires and cause damage to property and livestock. <https://www.gov.uk/government/publications/fire-safety-when-celebrating>*

### **Register My Appliance**

- *Indulging in the January sales? Buying any new electrical products? Don't forget to register them - #RMA #RegisterMyAppliance #FireKills*

## Template Press Release – Purchasing

### How many smoke alarms do you have?

With the New Year underway, make fire safety a priority.

**[Local Fire and Rescue Service]** as part of the Fire Kills campaign is asking people to make sure they fit smoke alarms on every level of their home and to test them regularly.

Many people see January as an opportunity for a fresh start, and fire safety should be top of the list. So, this month **[local Fire and Rescue Service]** is encouraging everyone to make sure they have enough smoke alarms in the home and that they work. It only takes a few seconds and saves lives.

Latest fire statistics reveal that one smoke alarm may not be enough to provide you with the best chance of escaping a fire in the home.

It's clear that most people know a working smoke alarm can save lives by providing those vital few seconds needed to escape a fire in the home. But, despite the majority of homes (90%) having at least one working smoke alarm in their home, smoke alarms alerted householders to a fire in England in only 43% of cases. The most common reason a smoke alarm failed to activate was because the fire was outside its range.

For this reason, the Fire Kills campaign and **[local fire and rescue service]** are encouraging people in **[area]** to have a think about the smoke alarms in their home.

*“We must all make sure that we have enough smoke alarms to cover our whole homes,”* said **[spokesperson]** from **[local fire and rescue service]**. *“If you don't have enough, or they're not in the right place, you might not be alerted in time.”*

*“The vast majority of us now have at least one smoke alarm in our homes, but early detection and warning is vital to reduce the devastation a fire in the home can cause. That's why it's so important that you have enough smoke alarms and that they are in the right place to have the best chance of alerting you and your loved ones to a fire.”*

**[Insert case study where applicable]**

**[Spokesperson]** continued; *“You should make sure you have at least one smoke alarm on every level of your home, preferably in hallways and landings. And placing smoke detectors near to sleeping areas and in rooms where there are electrical appliances could give you the extra warning you need.”*

*“It's also important to remember that smoke alarms don't last forever. The power might work, but the detection mechanism deteriorates with time. So whether they are battery operated or wired to the mains, to work at their best they should be replaced every ten years.”*

**[Local fire and rescue service]** offered these smoke alarm top tips:

- Install at least one smoke alarm on every level of your home.
- Fit your smoke alarms in the right place. The ideal position is on the ceiling, in the middle of a room or on a hallway or landing.
- Consider fitting additional alarms in other rooms where there are electrical appliances and near sleeping areas
- Don't put alarms in or near kitchens and bathrooms where smoke or steam can set them off by accident.
- Replace your smoke alarms every ten years.

**[Local fire and rescue service]** are also urging carers and people who keep a close eye on less able relatives to check that these homes have enough smoke alarms and that they are in the right places too.

Do not ignore a neighbour's beeping smoke alarm.

*"And finally," added **[spokesperson]**, "don't forget to test your smoke alarms at least every month"*

For more information, see: <https://www.gov.uk/government/publications/fire-safety-when-celebrating> or visit: <https://firekills.campaign.gov.uk>, or **[local contact details]**.

**- ENDS -**

## Template Press Release – Sky lanterns

### Celebrate safely. Sky lanterns are fun but pose serious fire risk.

With the Chinese New Year underway, make fire safety a priority. **[Local Fire and Rescue Service]** as part of the Fire Kills campaign strongly advises against the use of sky lanterns. They are a serious fire risk as you do not know where they will end up. They pose fire risks and other risks to crops, vehicles, livestock and the environment.

For this reason, the Fire Kills campaign and **[local fire and rescue service]** are encouraging people in **[area]** to take care if using a sky lantern. **[Local fire and rescue service]** offers these top tips:

- Keep the launch area clear of flammable materials
- Children and other observers must maintain a safe distance upwind of the launch
- Do not attempt to launch damaged lanterns
- Do not smoke or drink whilst handling lanterns;
- Ensure enough clearance to avoid obstacles such as trees, power lines or buildings
- Avoid launching near roads, especially major roads or motorways
- Avoid crops, especially in dry conditions
- Do not launch within five miles of any airport
- Do not launch in wind speeds in excess of 5 mph
- Check wind direction before launch
- Be aware of any other local conditions that could affect launch or landing safety such as thatched buildings, crops or dry heathland
- Do not tie anything to the lantern as this may cause instability which could lead to the lantern igniting.

For more information, see: <https://www.gov.uk/government/publications/fire-safety-when-celebrating> or visit: <https://firekills.campaign.gov.uk>, or **[local contact details]**.

## 4. February

### ***Cooking fire safety***

As the coldest weather takes place in the UK from December to February, promotion of winter fire safety messages will continue during the month.

However, the specific theme for February will be cooking fire safety. Each year, cooking causes more accidental fires in the home than anything else. Cooking-related fires tend to result in the most non-fatal casualties and the second most fatalities (behind smoking products) so the importance of promoting cooking fire safety messages cannot be overestimated.

### ***What's going on?***

- Shrove Tuesday (and possibly Valentine's Day!) offer the opportunity to promote cooking fire safety messages.



## Cooking fire safety messages

Cooking fire safety covers a range of issues, from leaving it unattended through to electrical issues. This presents a range of messaging and the need for tailoring of messaging and activity to the relevant audiences. Obviously, having sufficient detection equipment and escape plans remains of high importance.

### Cooking safely

- Avoid leaving children in the kitchen alone when cooking on the hob. Keep matches and saucepan handles out of their reach to keep them safe.
- Make sure saucepan handles don't stick out – so they don't get knocked off the stove.
- Take care if you're wearing loose clothing – this can easily catch fire.
- Keep tea towels and cloths away from the cooker and hob.
- Double check the cooker is off when you've finished cooking.
- Take care if you need to leave the kitchen whilst cooking, take pans off the heat or turn them down to avoid risk.



### Take care with electrics

- Keep electrics (leads and appliances) away from water.
- Check toasters are clean and placed away from curtains and kitchen rolls.
- Keep the oven, hob and grill clean and in good working order. A build-up of fat and grease can ignite a fire.

### Deep fat frying

- Take care when cooking with hot oil – it sets alight easily.
- Make sure food is dry before putting it in hot oil so it doesn't splash.
- If the oil starts to smoke – it's too hot. Turn off the heat and leave it to cool.
- Use a thermostat controlled electric deep fat fryer. They can't overheat.



**GET OUT  
STAY OUT  
AND CALL  
'999**



What to do if a pan catches fire:

- Don't take any risks. Turn off the heat if it is safe to do so. Never throw water over it.
- Don't tackle the fire yourself – Get Out, Stay Out, Call 999.



## Dates in February

### **Valentine's Day – 14 February**

Although Valentine's Day may provide only a tenuous link to cooking fire safety, it does provide the chance to be creative. In recent years, many fire and rescue services have used pun-filled headlines to promote fire safety tips, encouraging people to protect their loved ones with smoke alarms, or make sure that a romantic night for two doesn't end in disaster.

'Flee – Hot Date', the video produced by FireAngel in partnership with London Fire Brigade demonstrates the danger of not being careful when cooking and using candles on Valentine's Day. It's a video perfect for promoting on social media.



<http://www.youtube.com/watch?v=g07Lkbbe5rA>

### **Shrove Tuesday (Pancake Day) – 25 February**

Shrove Tuesday marks the day before the first day of Lent – the season of fasting and prayer, observed by followers of many Christian denominations. Traditionally, Pancake Day is therefore the last day of eating ingredients such as sugar, fat and eggs – particularly when combined in pancakes. Nowadays, it's seen by many as a good reason to eat pancakes!



With frying being on people's mind on Pancake Day, it provides an opportunity to promote cooking fire safety messages. The increase in kitchen activity, with all the family taking part, can increase the fire risk. So, as well as providing an opportunity for safe cooking messages, there is also a pressing reason to issue a safety reminder.

## Draft social media posts

### **Cooking safely**

#CookSafe, #HotDate, #PancakeDay #FrySafe

To enable easier sharing of certain sites on social media, we have created some short links:

- 'Flee – Hot Date'  
<http://bit.ly/KCwVgN>
- 'Flee – Don't Drink and Fry'  
<http://bit.ly/1IXldmo>
- 'Don't Try This At Home' Video Filler  
<http://bit.ly/1euoAOK>
- 'Doorstep Distraction'  
<http://bit.ly/1cFmool>
- 'Fire Safety in the Home' leaflet  
<http://bit.ly/1dwh4mz>

The videos are available to fire and rescue services for local use through the Fire Kills Campaign portal.

We have also provided some suggested tweets for this month's activities:

### **Cooking fire safety**

- *It only takes one accident for a fire to start. #CookSafe #FireKills*  
<https://www.youtube.com/watch?v=W13uGoe76S8>
- *Cooking fires make up half of all accidental fires in the home. #FireKills*
- *Fires from cooking appliances account for over half of all fire injuries in the home. #FireKills*
- *Take care when cooking with oil – it sets alight easily #FrySafe #FireKills*
- *If a pan catches fire - don't take any risks. Turn the heat off if it's safe to do so. NEVER throw water over it #FrySafe #FireKills*
- *Keep matches and saucepan handles out of the reach of children #FireKills*
- *Take care if you're cooking while wearing loose clothing – it can easily catch fire #FireKills*
- *Keep tea towels and cloths away from the cooker and hob #FireKills*
- *Double check the cooker is off when you've finished cooking #FireKills*
- *Check toasters are clean and placed away from curtains and kitchen rolls #FireKills*
- *Keep the oven, hob and grill clean and in good working order. A build up of fat and grease can easily lead to a fire #FireKills*
- *Don't tackle the fire yourself – get out, stay out, call 999 #FireKills*

### **Shrove Tuesday**

- *This #PancakeDay be flipping careful. More fires start in the kitchen than anywhere else in the home. #FireKills*
- *If cooking oil starts to smoke, it's too hot. Turn off the heat and leave it to cool #FrySafe #FireKills*

- *Do not leave cooking unattended and avoid children being alone in the kitchen when cooking on the hob #FireKills*

### **Valentine's Day**

- *It can take only seconds to cause a serious fire in the kitchen. #CookSafe*
- *Don't remember #ValentinesDay for the wrong reason! Don't drink and cook #FireKills*
- *Cooking for a #HotDate this Valentine? Take extra care to stop your date going up in flames like in this video - <http://bit.ly/1Xldmo>*
- *Don't risk #ValentinesDay going up in flames – two accidental fires dwelling fires are started by candles – use LED candles and concentrate on your date. #FireKills*

## **Suggested local PR activity**

Local engagement activity and PR events can boost the delivery of messages in your area.

### ***Local press notice***

To support the campaign, we have provided a template press notice – on page 17 – to assist with local PR and media opportunities. The press notice can, of course, be tailored as necessary to reflect local priorities, activities, spokespeople and messages.

### ***Celebrity endorsement***

You may wish to organise a campaign around staying safe in the kitchen, fronted by a local celebrity or spokesperson, possibly one who has young children. They could donate/create a recipe for cooking with children that could include fire safety tips.

### ***Competition***

There could be a linked competition for local people to create their own recipes, potentially with additional messages on healthy eating. The recipes could appear on your local website or could be used to place in the media alongside key statistics and tips on cooking safely in the kitchen. This could be promoted through community events...

### ***Community events***

You may also wish to organise events at local supermarkets as a good way to distribute leaflets and information/recipes on healthier cooking options, e.g. oven chips to local residents as an alternative to using chip pans.

### ***Partnership activity***

You may wish to consider working with health services and agencies to jointly promote the fire safety and general healthier eating message. You could consider other ways of promoting joint messages – for example with carers of older or disabled people or health visitors.

### ***Digital activity***

There are a range of videos available on [Fire Kills Campaign Portal](#) that you can download and use. Alternatively, these can be streamed from YouTube – [www.youtube.com/firekillscampaign](http://www.youtube.com/firekillscampaign).

### ***Feedback***

If you have delivered impactful local campaigns that you believe other FRSs could benefit from replicating, please contact [laura.udeh@homeoffice.gov.uk](mailto:laura.udeh@homeoffice.gov.uk).

## Template Press Notice – Cooking Fire Safety

During the February half term, many children across **[the County/region]** will be spending more time in the kitchen.

But whether they're lending a hand or simply seeking a snack, it's important to make sure that they know the hazards of a hot hob.

So as part of the national fire safety campaign, **[Local FRS]** is encouraging parents and carers to make any kitchen activities a chance for kids to learn about cooking safety.

**[FRS spokesperson]** said: "There are lots of creative ways to teach kids about cooking fire safety. And, it's absolutely vital that they know what to do if the worst should happen.

"So, alongside the melting, mixing and making, why not take the chance to pass on your fire safety knowhow? Test your smoke alarms as part of the activity. And remember, never leave a child alone with a hot hob, and help keep them safe by moving matches and saucepan handles out of their reach."

And the kids don't have to be in the kitchen to change the way you work – distraction while cooking is a main cause of fire call-outs right across the country.

**[FRS spokesperson]** continued: "Half of all accidental fires in the home start in the kitchen - often because of distractions like phone calls or family. So, whatever happens elsewhere in your home, always make sure you have one eye on the hob or oven."

Fire Kills' top tips for staying safe in the kitchen are:

- Take care if you need to leave the kitchen whilst cooking. Take pans off the heat or turn them down to avoid risk.
- If a pan catches fire, don't take any risks – Get Out, Stay Out, and Call 999.
- Double check the hob is off when you've finished cooking.
- Keep tea towels and cloths away from the cooker and hob.
- Take care if you're wearing loose clothing – this can easily catch fire.
- Avoid leaving children in the kitchen alone when cooking. Keep matches and saucepan handles out of their reach to keep them safe.
- Take care with electrics - keep leads and appliances away from water and place grills and toasters away from curtains and kitchen rolls.
- Keep your equipment clean and in good working order. A build-up of fat and grease can ignite a fire.
- Don't cook after drinking alcohol.
- Hot oil can catch fire easily - be careful that it doesn't overheat.
- Never throw water on a chip pan fire.
- In the event of a fire, have an escape plan in place.
- Don't take risks by tackling a fire. **Get out, stay out and call 999.**
- Make sure you have at least one smoke alarm on every level of your home and test them monthly.

## Template Press Notice – Pancake Day

Shrove Tuesday marks the beginning of Lent, when hundreds of people throughout the country make pancakes, before they begin a 40 day fast. When you are distracted by the haunting image of a delicious, warm pancake sprinkled with lemon juice and sugar, fire safety may not be at the forefront of your mind! However, fat and chip pan fires can be devastating, with a very high proportion of fires resulting in injuries.

**[FRS spokesperson]** of **[Local]** Fire and Rescue Service, said:

*“Making pancakes can be lots of fun for the whole family and they certainly can be delicious. However, over half of all accidental fires in the home start in the kitchen so please take care, especially when cooking with hot oil.”*

**[FRS spokesperson]** offers the following safety tips

When using a frying pan or cooking with hot oil, remember:

- Never leave the pan unattended when the heat is switched on
- Do NOT move the pan if it is on fire!

If the pan does catch fire:

- Don't take any risks. Turn off the heat if it is safe to do so. Never throw water over it.
- Don't tackle the fire yourself.
- GET OUT, STAY OUT, CALL 999.

*“And when you have finished cooking, make sure that all the appliances are turned off and the cooking area is clear,”* added **[FRS spokesperson]**.

Working smoke alarms will greatly increase your chances of escaping unharmed. Have an escape plan and follow it - know exactly which way you will leave your home and know where you will go.

Stay alive, stay safe, and make sure your smoke alarms work properly;

- Test your smoke alarms every month
- Change the battery every year (unless it's a 10-year alarm)
- Clean it out properly at least twice every year, by vacuuming the inside.

For further advice on fire safety visit or contact your **[Local Fire and Rescue Service]** on **XXXXXX**.

## 5. March

### ***Smoke Alarm Testing***

To build on the messages of national advertising, we are promoting smoke alarm testing throughout March.



### ***What's going on***

#### ***The NFCC on call recruitment***

- The Week is scheduled for 2-8 March. Further information and a toolkit to support the week will be issued via FirePRO Workplace and the NFCC website: <https://www.nationalfirechiefs.org.uk/On-call-firefighters>

#### ***No Smoking Day 2020***

- The Day focusses on helping people give up smoking, but also offers an opportunity to promote fire safety messages on careful disposal of smoking products. Fires from smokers' materials still result in the most fire-related fatalities – one third of all accidental dwelling fire deaths in 2018/19.

#### ***Fire Kills Advertising Campaign***

- We are planning to run national advertising during the spring. Messages will be promoted on the radio, online and through social media platforms. We will notify you of the plan once they have been finalised.

## Smoke Alarm Messages

The national smoke alarm campaign began in 1988 to encourage people to install smoke alarms in their home. Since 2003, the primary message of the Fire Kills campaign has been regular testing of smoke alarms.

*Smoke alarms save lives, but only if they work. Test yours at least monthly to make sure they are in good working order.*

There are a number of other smoke alarm messages that sit alongside testing:

- The easiest way to protect your home and family from fire is with working smoke alarms - get them, install them, test them. They could save your life.
- Fit at least one on every level of your home and test them monthly.
- Ten-year sealed battery smoke alarms are the best option. They are slightly more expensive, but you save on the cost of replacing batteries.
- If it is a ten-year alarm, you will need to replace the whole alarm every ten years.
- Never disconnect your alarms or take the batteries out if it goes off by mistake.
- The ideal position to install an alarm is on the ceiling in the middle of a room and on the hallway and landing so you can hear an alarm throughout your home.
- Don't put alarms in or near kitchens or bathrooms where smoke or steam can set them off by accident.
- If it is difficult for you to fit smoke alarms yourself, contact your local fire and rescue service for help.



## **No Smoking Day**

Smoking is one of the biggest causes of death and illness in the UK. Fires from smokers' materials still result in the most fire-related fatalities – one third of all accidental dwelling fire deaths in 2018/19.

No Smoking Day on 11 March provides local fire and rescue services with an opportunity for local interventions around giving up smoking and/or safe disposal of smoking products.

### ***Messages***

Quitting smoking altogether is obviously the best way to remove the risk of having a cigarette/smokers' material-related fire. However, many members of society are reluctant to quit and need to be reminded of the need to ensure they put their cigarettes out, right out.

### ***Put it out. Right out.***

- If you aren't ready to give up, take precautions to prevent a fire.
- Always ensure that cigarettes are fully extinguished
- Never smoke in bed
- Use a proper ashtray – never a wastepaper basket
- Make sure your ashtray can't tip over and is made of a material that won't burn.
- Don't leave a lit cigarette, cigar or pipe lying around. They can easily fall over and start a fire.
- Take extra care if you smoke when you're tired, taking prescription drugs, or if you've been drinking. You might fall asleep and set your bed or sofa on fire.
- Keep matches and lighters out of children's reach.

## **Draft Social Media Posts**

### **Smoke alarms testing**

- *Test your smoke alarms at least once a month. #FireKills*
- *Working smoke alarms save lives, but only if they're in the right place. One on every level is an absolute minimum! #FireKills*
- *Take responsibility for your household's safety – fit working smoke alarms on every level of your home. <http://bit.ly/1istP3H> #FireKills*
- *Will you hear your smoke alarm beep if you're asleep? Only if it's nearby! Have at least 1 on every level of your home. #OnelsNotEnough*
- *Press to test your smoke alarms, it could just save you and your loved one's lives. #PressToTest*

### **No Smoking Day**

- *Accidental fires started by cigarettes kill more people than any other fire. When smoking, make sure you #PutItOutRight Out. #NoSmokingDay*
- *Just one last cigarette? Make sure you put it out, right out before you go to bed. Never smoke in bed. #FireKills*

## Template Press Notice – Smoke Alarm Testing

**Smoke alarms save lives. Make sure yours work. Test them now.**

As part of the Fire Kills campaign, **[local Fire and Rescue Service]** is asking people to test their smoke alarms regularly and make testing them part of their regular household routine. Why not circle the first of every month on your calendar and tick it off when you have tested your alarms?

This month **[local Fire and Rescue Service]** is encouraging everyone to make fire safety a priority by ensuring they have enough smoke alarms in the home and that they work. It only takes a few seconds and saves lives.

Smoke alarms can give someone the few extra seconds they need to escape in a fire. While the majority of homes across the country now have an alarm fitted, most people are not aware that the average alarm has a lifespan of just *ten* years and then needs replacing.

**[Local Fire and Rescue Service]** is asking people to make sure that their alarms are up to date and up to the job.

To keep your alarms in working order:

- Make sure there is at least one smoke alarm on every level of your home;
- Test your smoke alarms by pushing the button every month
- Check that your smoke alarms are less than 10 years old
- Change the batteries every year. Never remove them.
- Fit smoke alarms in the right place - on landings and hallways and near bedrooms. Also consider fitting them in rooms which have electrical appliances – e.g. a heater or charger – or other fire risks
- Take a moment to check on your loved ones who may need help to ensure they're fully protected.

**[Local spokesperson]** said:

*“Smoke alarms can offer vital protection for you and your loved ones, but most people simply fit and forget – they don’t know if it might be coming to the end of its lifespan or not working at all.*

*“For most of us, there is nothing more important than keeping our loved ones safe and secure. So, if your alarm is getting past its best or your top floor is missing an alarm of its own, fit new ones, test them at least once a month and protect your loved ones.”*

## 6. Resources

We will send toolkits, including leaflets and press notices, nearer the time of the relevant awareness days and weeks. The [Fire Kills Campaign Portal](#) hosts all campaign artwork and material and is available to all fire and rescue practitioners. There is a single login for you to access the Portal (not for public sharing):

Please contact [Fire Kills Campaign](#) if you have any queries.

### Fire Kills Campaign

Here you will find all the material for Fire Kills campaign. Check out the "Fire Kills Showcase" to see our pick of the best. Don't forget to check the "Monthly Communications Briefing" area regularly for all the new stuff.



2016 National advertising campaign



2019 Fire Kills national advertising campaign



Archive



Brand



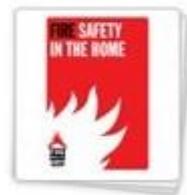
Filers



Fire Kills 2019 national advertising campaign



Kids



Leaflets



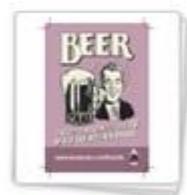
Monthly Campaigns



Partner Pack 2016



Photos & Icons



Posters



Social