



BE MEDIA WISE!

Last year saw reported firework injuries down 25% on 2001. Your campaigning efforts played a great part in this and we would like you to work just as hard in 2003 – and make sure you let your local media know what you are doing!

Building on the national campaign

The DTI is once again running a national campaign to promote firework safety this year. You can make the most of it in your area by:

- Using the national TV and cinema advertising campaign to back up local safety messages
- Check to see if local schools are using the firework safety education packs that have been sent out across the country – they are full of information and are designed to be used in conjunction with the National Curriculum at Key Stages 1-3 (Levels A-F in Scotland)
- Get in touch with your Local Education Authority – ask them to involve parents, playgroup leaders and teachers in positive firework safety stories.
- It's never too young to learn – the Child Action Prevention Trust (CAPT) is involved in this year's campaign and will be promoting the safety message to parenting and women's magazines.



Fireworks are explosives
GET WISE OR GET **HURT**

dti



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2002 Campaign Case Studies

Here's a record of the activities that Saraid Cann, Suffolk County Council Trading Standards Press and Community Officer staged to support their 2002 Firework Safety campaign:

Sent out a press release designed to warn traders of the crackdown on firework storage county-wide;

Used local accident statistics from 2001 to promote the 'get wise or get hurt' safety message;

Gave talks to schools about anti-social firework behaviour that can lead to injuries – the 'fool with fireworks and bang goes your image' message;

Secured good media coverage after a consignment of faulty fireworks was stopped at Felixstowe docks.

In Durham, David Turnbull of County Durham and Darlington Fire and Rescue, had a good 2002 campaign:

"We targeted all outlets selling fireworks in Durham and Darlington and all post offices, libraries and schools to reach those most at risk from firework injuries. Importantly, we kept the media informed of our campaign and used the material from the DTI to highlight safety messages".

And think about the article on Byker Grove featured in this year's tool kit newsletter – there may local celebrities in your area who will get involved.

Ideas to help you get started

If you have run campaigns in the past you will know what works. If, however, you are new to firework safety campaigning these ideas will help.

Remember that the local media like local stories about local people.

- Set up a working group of organisations in your area such as Trading Standards, Fire Officers, Police, the Local Education Authority and PR professionals. Working together with one person appointed as media spokesperson gives continuity and strength to your campaign message.
- Find a local celebrity – perhaps a footballer – who is prepared to make some local school visits to talk about firework safety. And tell the media what's happening- they always like a celebrity story and your campaign will get good free publicity.
- Speak to your local hospital and see if there is a surgeon who has treated a child with a firework injury, or a parent with an injured child. Arrange a media photocall to get the firework safety message across.
- Speak to your local Trading Standards department. If they are arranging tests on dubious fireworks, ask the media along to watch.
- Talk to your local paper and see if they will get involved with a competition to design a firework safety poster.
- Ask your local Fire Service to set up a demonstration on how easily and fast accidents involving fires and fireworks can happen. Dressing up an old dummy and setting it alight to show how fast clothes burn is always powerful. Remember to ask the media along to cover it.
- Involve local DJs and radio presenters and ask them to promote your campaign message on air. This can include interviews with people involved in firework safety such as fire officers.
- Read the story about the Sheffield football clubs in the campaign newsletter and see if you can involve your local sports clubs in some way. Messages on electronic score boards are very powerful and can attract media coverage.
- Use the Speaking Notes fact sheet inside this toolkit to help you when you are giving interviews.
- Get in touch with your regional Government News Network (GNN) office – they're there to help and will give you any advice you require – free of charge.

Campaign reminders

Accident statistics are not just boring tables of figures – they can be used by the media to show how local accident figures relate to the national picture. If a particular area had the highest number of injuries, for example, it could lead to a local newspaper running its own campaign to cut down on the number of people hurt.

Although firework injuries were significantly down on the previous year, a lot of accidents still happened in the 13 to 17 age group, despite the fact that it is illegal to sell fireworks to under 18s. Please promote this message as a reminder to retailers about the over 18 law. And remember – sparklers should never be given to the under fives – make sure parents and guardians are aware of this through your campaign message.

Use the media to remind retailers and the public that it is illegal to sell bangers and that a voluntary code of practice which bans the supply of air bombs to the public came into force on January 1 2003.

Please remember FIREWORKS AND ALCOHOL DON'T MIX!

This is a very important safety message when dealing with the media. And remember that the under 18s do buy fireworks despite being underage –and do the same with alcohol. Together, they can be a lethal combination!

And after it's all over...

Please use the evaluation form to tell us what you did in 2003 – it will help us promote ideas for successful firework safety campaigning next year!