



MAKING PARTNERSHIPS WORK

A guide to networking

Last year, the number of reported injuries from accidents with fireworks was down 25% on 2001, and this reflects the efforts that many of you put in to make the most out of the campaign material provided by the DTI.

Individual efforts are always welcome but often you can achieve more by joining forces and pooling resources with colleagues in Fire Brigades, Police Authorities, Trading Standards, Environmental Health and Health Promotion Units. Last year over 1500 organisations took part and this year we expect an even greater take up, so it is very likely there are other agencies in your area who you can work with. If you have not already done so, set up a coordinated local group and use each other's experience to boost your local initiative around Bonfire Night activities.

Positive partnerships from 2002

We can't include everyone who wrote to us last year giving us details about their successful Firework Safety campaign, but here are just a few examples:

"We had an exhibition in the town centre for four days and we invited Fire Brigade and Environmental Health colleagues to come along. We also wrote to retailers who registered to store and sell fireworks. And we kept the local media informed about our campaign".

PAT FARRINGTON, SOLIHULL MBC TRADING STANDARDS

"We involved 50 health centres and newsagents in our area. We sent them a letter explaining the campaign and gave them plenty of posters and leaflets to use and we asked them to display the Firework Safety campaign poster".

JULIE HOUGHTON, HEALTH LIAISON OFFICER, BURNLEY BOROUGH COUNCIL

"We used the display areas in three clinics to put up materials to make adults and children see just how dangerous it is to misuse fireworks. It worked, with a lot of children asking questions about the posters on display".

SUSAN PATON, CHURCH LANGLEY COMMUNITY CLINIC

"I contacted local schools and arranged with head teachers to go in to give talks about the dangers of fooling with fireworks".

PC COLIN SADDINGTON, METROPOLITAN POLICE



Fireworks are explosives
GET WISE OR GET HURT

Making it work

As well as joining up with other organisations in your area, remember that talking through your ideas with colleagues in your own organisations can be helpful. If you have access to a Public Relations or Communications Officer for your organisation, talk them through your campaign - they will be able to help you get publicity in local papers and on regional radio and television.

Remember, remember

Use the skills and expertise of the following organisations to get the most out of your activities:

- Trading Standards Departments – they can help get retailers behind your Firework Safety campaign.
- Fire Brigades – they can give advice on dealing with first aid and bonfires. They may be prepared to help by staging demonstrations of the dangers of misusing fireworks. If they do get involved make sure you tell the media – it makes a good picture story!
- Police Forces – will help you if there is a history of hooligan related firework incidents in your area. They may also be prepared to give talks in schools.
- Environmental Health Departments and Health Promotion Units – will also be keen to go into schools to spread the campaign message.
- Communications and Public Relations Officers – will be able to come up with new ideas that will interest the media, and will be able to give professional advice on how to communicate key messages.

And finally ... don't forget

The Government News Network (GNN) has offices around the country and employs people who can help you make the most your campaign. This is a free service and GNN officers will be able to give you information on the DTI's initiatives and advice and guidance on PR plans.

The GNN Regional Network:

GNN North East

Contact: Val Johnson
GNN
Wellbar House, Gallowgate
Newcastle-upon-Tyne
NE1 4TB
Tel: 0191 202 3694
Fax: 0191 261 8571

GNN South West

Contact: Becky Graham
GNN
2nd Floor
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Bristol BS1 6EL
Tel: 0117 900 3565
Fax: 0117 900 3556

GNN Wales

Contact: Joanna Nurse
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Publicity Room
Ground Floor
Welsh Assembly
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GNN Eastern

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GNN Yorkshire & Humberside

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GNN East Midlands

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