

Remember, Remember...

A voluntary code of practice agreed by the fireworks industry means fireworks should only be displayed for sale three weeks before Bonfire Night and for a few days afterwards, and in the week between Christmas and the New Year.

A voluntary ban on the supply and sale of air bombs came into force on January 1 2003.

INFORMATION ONLINE

To keep up to date with firework safety materials and information available from the DTI and the firework industry please visit www.dti.gov.uk/homesafetynetwork/fw_pandr.htm



International recognition for the 2002 campaign

As well as a reduction in the 2002 firework accident figures on the previous year, our campaign enjoyed another success. Our short TV advert, 'Notice Me', was a Silver Screen medal winner at the 36th Annual International Film and Video Festival in Los Angeles.

Building on this success, we have produced two further adverts this year. Aimed at parents and carers of young children, their message is that sparklers are not harmless fun but can cause serious burns and should never be given to children under five. These will be shown on TV in the weeks before Bonfire Night. In addition, last year's award winning adverts will be shown in cinemas nationally.



Fight for Sight 

Fight for Sight is the country's leading charity in the battle against blindness, funding first-class research into the prevention of eye disease and injury.



Child Accident Prevention Trust is a national charity committed to reducing the number of children and young people killed, disabled and seriously injured as a result of accidents.

FIREWORK SAFETY

Campaign 2003

Positive partnerships for 2003

I am delighted that one of the very first actions in my new role as Parliamentary Under Secretary of State for Employment Relations, Competition and Consumers is to report on the success of last year's Firework Safety campaign and congratulate everyone who helped to reduce the number of reported injuries in 2002.

HELPING TO PROTECT CHILDREN AND YOUNG PEOPLE FROM FIREWORK INJURY

Last year's Firework Safety campaign was hard hitting and targeted at young people and firework misuse in the streets. This was in response to a very significant number of reported firework accidents in these categories in 2001 and, thanks to the efforts of everyone involved, the campaign messages hit home with the target audience. As a result, reported firework injuries around Bonfire Night 2002 were an encouraging 25% down on the previous year and there were no reported fatalities. But we must not be complacent. We all need to work together to continue to warn consumers of the dangers of misusing fireworks. This year's campaign will build on last year's successes and, in addition to this tool kit, will feature the production of approximately 25,000 education packs for use in schools across the country.



I have no doubt that all the elements of the 2003 Firework Safety campaign will have a significant impact in getting our message across. For maximum impact, however, we are reliant on your support and effective campaigning within your area of the country and I wish you every success in your efforts. Finally, please use the feedback form in this tool kit to tell us how you used it and what we can do to continue to improve it.

Gerry Sutcliffe MP
Parliamentary Under Secretary of State
for Employment Relations,
Competition and Consumers

The packs are compliant with the National Curriculum at Key Stage 1-3 and Scottish Teaching Levels A-F, and Welsh language versions are also available. There will also be new firework safety adverts on TV and in cinemas.

Fireworks are explosives
GET WISE OR GET HURT

In association with
Fight for Sight  

dti



Hitting home at school

If firework accidents are to continue to reduce, it is vital that we get our safety message across to children and young people. This year we are once again committing significant resources to a firework safety initiative targeted directly at children and young people.

Approximately 25,000 firework safety education packs have been sent to schools across the country and they are being used to teach the firework safety message in Literacy Hour, English and Citizenship sessions. There are five versions of the pack in use – one for younger children (Key Stages 1 and 2); a Key Stage 3 pack; Welsh language versions of those packs; and a pack suitable for use within the Scottish education system. As well as teaching materials, the packs contain campaign posters for display on school notice boards.



If you would like to see this material for yourself, please visit the DTI's website at ww.dti.gov.uk/homesafetynetwork/fw_pandr.htm

Celebrity support for pet safety campaign



ITV's A&E star Jaye Griffiths is supporting a new initiative for this year's Firework Safety campaign aimed at keeping pets safe around Bonfire Night. The free information leaflet, produced by animal charity The Blue Cross in conjunction with DEFRA and the DTI, is called 'Fireworks can be fun for you...but not for your animals' and is available nationwide.



2002 Success Stories across the country

The earlier you can plan your campaign, the better it will be. Please start to think about what you can do to maximise the campaign material available to you! Here are some examples of what your colleagues did last year to achieve significant media coverage and local participation.

Byker Grove helps put safety first

TV's Byker Grove studio played host to the launch of a North East regional Firework Safety campaign last year when two of its young stars - twins Alex and Dominic Beebe (characters Adam and Luke) - met local schoolgirl Claire Armstrong who had designed a poster to help put across the firework safety message.

The twins introduced an element of peer pressure when they talked to their audience on the set – "Remember, fireworks are explosives – youngsters need to get wise or get hurt. It's not cool to mess around with fireworks and bonfires – you could get hurt or even killed."



Byker Grove twins Alex and Dominic Beebe meet Claire Armstrong

'Good Guys' on Merseyside

On Merseyside, during October and November 2001, there were high levels of recorded juvenile crime and injuries resulting from the misuse of fireworks, particularly amongst 11-17 year old boys. As a response, police and fire officers joined forces in the run up to Bonfire Night 2002 to introduce their 'Good Guys' retailer scheme. Under the scheme, retailers licensed to sell fireworks were asked to stick closely to the voluntary agreement to sell fireworks only in the three-week period surrounding Bonfire Night, whilst local people were asked to buy fireworks only from authorised retailers. At the same time police officers visited schools to warn young people of the dangers - and penalties - of firework misuse.

"In 2001, anti-social behaviour incidents in the street were up nearly 60% on the previous year and we had a number of attacks on fire crews called in to attend them. We joined forces with Merseyside Police to take positive action in 2002 and ran our 'Good Guy' retailer scheme. Cracking down on the anti-social use of fireworks is good news for the police and fire services – and the whole community".
Alex MacDougall, Merseyside Fire Service

Scoreboard success for rival teams

Sheffield's rival football teams came up with a new way to highlight the dangers of firework misuse at their matches in October and November last year. Sheffield Wednesday and Sheffield United used their electronic scoreboard and public address systems to promote the campaign message – "fireworks are explosive – get wise or get hurt". Their efforts were backed up by Sheffield Trading Standards who under took retailer checks during the firework selling period.

Sheffield Wednesday players Leon Knight (left) and Derek Geary with Greg Ward from Sheffield Trading Standards show the campaign in action

