FIRE KILLS
Media Campaign

ANNUAL REPORT 2008-09
Ministerial foreword

As the number of people who are lost in accidental dwelling fires continues to fall, the Fire Kills campaign continues to grow and improve. Building on the variety of campaign activities run in the previous year, 2008-09 saw more innovation and continued success.

I am very proud that the black and minority ethnic strand of the campaign was recognised at the Civil Service Diversity and Equality Awards, where it won an award in the Engagement and Involvement category. It was also presented a special award by the Asian Fire Service Association.

The latest fire statistics for 2007 indicate that the number of accidental fire deaths in the home in England now stands at 193. This dramatic 17 per cent reduction from the 2006 figure of 233 shows that we are certainly moving in the right direction. Fire Kills is an ever-evolving campaign, which moves with the times and with the needs of its audiences. We hope it will continue to play a significant part in keeping these numbers as low as possible for years to come.

The ‘Pull Your Finger Out’ television advert may have come to an end in January, but its effects are still evident. I was delighted to see that research shows that the advert has prompted a record high number of people to take positive action. With the tracking research of the Fire Kills Asian-specific television adverts also bringing fantastic results, there is good evidence that the Fire Kills campaign is making a huge difference.

This second Fire Kills annual report shows the inventive steps taken to reach our target groups. From the successful sponsorship of the BDO Darts Grand Prix to the securing of Polish Community Champion Kevin Aiston, new groups are being continually identified and reached. As well as that, you will see details of the longstanding work with key charities and stakeholders that has significantly contributed to the fall in fire deaths and injuries.

I am, of course, delighted to continue to hear of global interest in the Fire Kills campaign. In the last couple of years, the governments of USA and Japan have enquired about the campaign and its strategy. And more recently, France, South Korea and Belarus have sought more information, clearly demonstrating the high regard in which it, and its achievements, is held internationally.

The unique and crucial partnership between Government and the Fire and Rescue Service continues to prove invaluable. With the Fire Kills campaign promoting fire safety messages nationally, and fire and rescue services following these up within their communities, our shared messages are taken to a great number of people, ensuring that we are all safer from the potentially devastating effect of fire.

I very much look forward to a similarly successful year ahead.

Shahid Malik MP  
Parliamentary Under Secretary of State  
Communities and Local Government
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1. Fire fatalities and injuries – the facts

The latest fire statistics show that the number of deaths in England caused by accidental fires in the home is 193. This continues the long-term downward trend that has been evident for 26 years.

The statistics, however, do show where the problems lie. Around 50 per cent of those who die in accidental dwelling fires are aged over 65, whilst cigarettes and smoking products are the cause of over one third of all accidental dwelling fire-deaths. Reviewing these figures allows us to better target the right messages to the right audiences.
2. Aims and objectives

The Fire and Rescue Service plays a crucial role in continuing the long-term downward trend in accidental dwelling fire deaths. With each local fire and rescue service delivering local initiatives in line with their specific identified risk groups and areas, campaign messages are continually taken to different communities.

However, it is recognised that local fire and rescue services cannot deliver the fire safety strategy on its own. The Communities and Local Government’s Fire Kills media campaign is designed to support their work by raising awareness of key fire safety messages to the general public through national integrated activity. The campaign also provides a national foundation for targeting those more vulnerable from fire through a comprehensive programme of public relations, sponsorship and partnership marketing activity.

As with recent years, the lead message of the Fire Kills campaign for 2008-09 was smoke alarm maintenance, with a secondary message of smoke alarm acquisition. We also promoted the availability of Home Fire Risk Checks to the public.

This report sets out the activities undertaken by the Fire Kills campaign at the national level in 2008-09 to complement the enterprise of the Fire and Rescue Service in the field of fire safety.
3. National smoke alarm maintenance television advertising campaign

Background

Television is the most efficient way of delivering our messages to a mass audience. It is the most effective audio-visual communication tool within the home, reaching an audience in ‘down-time’ giving greater impact in messaging and allowing an immediate response.

Television advertising also allows for reminder messages at different times throughout the day thereby reaching a variety of audiences. Extra focus is given on targeting messages during peak viewing periods. Fire safety television advertising therefore spearheads activities in raising awareness with the general public.

The increase in the levels of smoke alarm ownership has been a major factor in the continuing fall in the number of accidental dwelling fire deaths. Twenty years ago, only five per cent of households had alarms, but current estimates are now up to 80-90 per cent. Statistics show there is a growing number of dwelling fires in which smoke alarms were present but failed to operate, largely due to flat or missing batteries. Research has also shown that people are aware of the wisdom of checking, but they just need prompting to do so.

For these reasons, September 2003 saw the primary message of Fire Kills advertising change from acquisition to maintenance.

Television advertising has since focused on encouraging people to check that their alarms are working. An increase in smoke alarm sales at the time of advertising indicates that the advertisements are still effective at prompting people to buy smoke alarms.

Television advertising in 2008-09 – Pull Your Finger Out

In January 2008, the new advertising campaign was launched and this continued into the 2008-09 campaign year. The thirty second advert screened in January 2008 saw actress Julie Walters in a burnt out kitchen addressing the audience on a one-to-one basis on the potentially devastating effects of a domestic fire. She prompted the viewer into immediate action, giving them good reason to test their smoke alarm now.
Rather than the 30 second advert, the second and third bursts, which both ran in 2008-09, featured two paired 10 second adverts. The paired approach allowed the two adverts to ‘book-end’ a single advert break – one advert at the beginning and the second towards the end. This was possible due to the high levels of awareness that the initial burst obtained. The ‘book-end’ strategy sees the second advert reinforcing the message of the first, whilst acting as a reminder of the initial 30 second advert. It also simply provides two opportunities for the viewer to see it.

**Media schedule, audience and media mix**

The second burst of the ‘Pull Your Finger Out’ campaign began on 15 September and ran until 12 October and the third burst ran from 25 December to 31 January. As with previous smoke alarm maintenance television campaigns, the target audience was everyone with a smoke alarm for the primary message and everyone without an alarm for the secondary message. The advertising was broadcast on all terrestrial, satellite and digital commercial stations, but through strategic media buying, we were also able to target key groups such as older people or the economically disadvantaged.

The Fire and Rescue Service provide vital support at the local level to further extend the reach of the campaign. Communities and Local Government held a briefing day on 16 September to provide more details to the Fire and Rescue Service practitioners on the national media as well as the supporting campaign activity. Communities and Local Government also provided supplies of supporting campaign material, such as fire station banners, campaign leaflets and posters.
National public relations & media coverage

As with all Communities and Local Government Fire Kills campaigns, the Central Office of Information (COI) is contracted to support the national media with a programme of public relations and sponsorship activity. Strong stories are developed, including sourcing supporting case studies, which help to embed the messages and to broaden the scope of the campaign to a wider audience. Case studies and supporting stories are then ‘sold into’ national newspapers and consumer magazines as well as national television, radio and online media further increasing the penetration of the campaign.

To support the second burst of the ‘Pull Your Finger Out’ campaign, and the first of 2008-09, a briefing pack was issued to the Fire and Rescue Service in England, which featured key facts and statistics together with suggestions for local activity and a template press release. The national team supported this with an increased push on case study stories at the consumer media.

The third and final burst was again supported by a briefing pack. To increase the media interest in the final run, COI used a new hook for the story. 2009 is the 40 year anniversary of the smoke alarm and a survey was commissioned to find the greatest gadgets of the last 40 years. The research revealed that the smoke alarm beat the seat belt, airbag and burglar alarm to be the nation’s most important gadget.

A radio day was set up with Sir Ken Knight, the Government’s Chief Fire and Rescue Adviser, who was interviewed by many radio stations across the country and pushed the messages of smoke alarm installation and maintenance.

The new twist on the story secured a fantastic range of coverage including:

- Sixteen BBC regional radio interviews
- Coverage in national titles including The Sun, The Daily Telegraph, The Independent and BBC Radio 1 Newsbeat online
- Specialist media for our vulnerable groups.

Partnership marketing activity with four key smoke alarm manufacturers (Ei Electronics, Fire Angel, First Alert and Kidde) amplified the coverage and response to the advertising campaign. Branded point of sale units in major retailers such as Homebase, Wilkinson and B&Q, took the campaign message on to the High Street, reminding people of the call to action; promotional offers and additional products placed around the stores made it easier for them to take immediate steps to keep themselves safe.

The smoke alarm partners also carry the Fire Kills logo on their packaging, offering year-round brand exposure and recognition when the product is on-shelf.
Impact of the campaign research – street interviews

In order to evaluate the success of the ‘Pull Your Finger Out’ campaign, Andrew Irving Associates (AIA), an independent market research company, conducted pre and post advertising surveys. Prior to each burst of advertising, 1,000 interviews were carried out with a further 1,000 taking place afterwards. Due to the consistency of the questions, the research is directly comparable with research from previous smoke alarm maintenance campaigns.

Recognition

The tracking research showed that the levels of unprompted recall of a smoke alarm maintenance advert reached 71 per cent; the highest level of any campaign after the third burst. Similarly, the percentage of those who recognised stills from the advert peaked at 73 per cent after the third burst, higher than seen before.

The results of the surveys showed that the advert reached all age and socio-economic groups with just slightly fewer over-65s recognising the advert. One in four recognised the campaign posters and the research showed that the poster increased the reach of the campaign, particularly among the under-35s.

Reaction

Importantly, the vast majority of those who recognised stills realised that the campaign was telling people to test their smoke alarms. The percentage of those who had seen the advert and had taken some action or planned to do so also reached a high at the end of the third burst. The highest percentage seen on previous campaigns was 17 per cent, but after the ‘Pull Your Finger Out’ campaign, this had reached 30 per cent.

The campaign saw the percentage of people who had checked their battery smoke alarm in the last month rise from 56 per cent to 67 per cent, with others reporting that they now intend to buy and install a smoke alarm.

The general public described the campaign as thought-provoking, useful and powerful/shocking.

Summary

The ‘Pull Your Finger Out’ advert had a considerable impact, communicated clearly and encouraged more people to test their smoke alarm. It was also evident that the success of Fire Kills television advertising relies upon a cumulative effect of bursts. The switch from the 30 second advert to the two 10 second adverts book-ending an advertising break was more effective in generating an immediate response.
4. Targeting the vulnerable and hard to reach

Research has shown that the national media campaigns are successful in educating the public in fire safety behaviour. Despite the fact the strategic media buying can help target the mainstream advertising to specific groups, a programme of targeted and tactical work is crucial in ensuring that those harder to reach and influence groups hear the messages. It also provides the opportunity for those who may be at a particularly higher risk of fire to be reminded of the risks and to recap the necessary precautions.

In June 2006, the report Learning Lessons from Real Fires¹, established five key target groups who are harder to reach and/or more vulnerable to fire. The research indicated that vulnerable groups tend towards lower income/deprived demographic groups, specifically:

- Very elderly (deprived)
- Single middle aged people who drink and smoke in the home (aged 40-59, male bias)
- Disabled people, or those with impairments
- Young people (aged 16-24, including students)
- Single parents (deprived, female).

To guarantee an effective approach, further research, Understanding People’s Attitudes Towards Fire Risk², was conducted and published in 2008. This research identified the media consumption habits of these vulnerable groups and also the way these people view the risk of fire. Having ascertained this, the research suggested how to effectively encourage the groups to take the appropriate steps to reduce the incidence of fire.

The Survey of English Housing (SEH) (2004-05)³ showed that there was a lower level of smoke alarm ownership within Asian households. The SEH found “smoke alarm ownership amongst Asian communities is 10 per cent lower than the national average”. This finding led to Communities and Local Government commissioning qualitative research to determine the perception of fire and risk within the Asian communities, focusing on those who spoke little or no English within the Indian, Pakistani and Bangladeshi communities and who would, therefore, not consume mainstream media.

¹ www.communities.gov.uk/publications/fire/researchbulletinno9
² www.communities.gov.uk/publications/fire/fireriskattitudessummary
³ www.communities.gov.uk/publications/housing/housingengland2
National black and minority ethnic fire safety campaign

Since 2005-06, the Communities and Local Government Fire Kills campaign has targeted black and minority ethnic communities with fire safety information. A specialist black and minority ethnic public relations company, Media Moguls, have supported the engagement and involvement work.

The campaign has evolved and grown into an informed and effective piece of work that takes the message to where the communities are, through communication channels that they use.

2005-06
- Targeting of faith festivals, supported by radio and press advertising.

2006-07
- Increased synergy with the mainstream campaign, promoting the importance of having a working smoke alarm.
- Target four communities established through research as being at potentially higher risk from fire.
  - Pakistani
  - Bangladeshi
  - Polish
  - Somali.

2007-08
- Sought to instil a sense of personal responsibility towards fire safety in the home, addressing the barriers for not installing a smoke alarm.

The 2008-09 work built on the previous years and attempted to break down the barriers for not installing a working alarm, by assuring audiences that smoke alarms are cheap and easy to install. Home Fire Risk Checks were also promoted to the black and minority ethnic communities.

Award-winning

The black and minority ethnic strand of the Communities and Local Government Fire Kills campaign received two awards in late 2008. The Asian Fire Service Association presented the campaign with an award to congratulate the continued efforts and success of the campaign.

Following that, the strand of the campaign won at the Civil Service Diversity and Equality Awards in the Engagement and Involvement category. The campaign was praised for being inclusive and accessible to the audiences.

Both awards are a testimony to the impact the campaign has had at a local level and how it has strongly supported Fire and Rescue Engagement with the black and minority ethnic communities.
Reaching the Bangladeshi and Pakistani communities

Television advertising

With research showing that those at risk in these communities were not consuming mainstream media and that language was a barrier to effective communications, the tailored television advertising, in Urdu and Sylheti, that began in 2007-08 continued. The adverts demonstrated the devastating effects that removing the battery from a smoke alarm could have, particularly for these communities. The channels targeted were:

- Bangladeshi – Channel S and Bangla TV
- Pakistani – ARY Digital and Prime TV.

Press advertising

The television campaign was once again supported by press advertising in ethnic language press to maintain a front of mind presence amongst the first generation male audiences and to highlight the action they need to take within their family by installing a smoke alarm.

The adverts were placed across the following titles:

Pakistani:
- The Nation
- Daily Jung
- Daily Ausaf
- Naw-e-Jung.
Bangladeshi:

- Notun Din
- Potrika
- Janomot
- Surma
- Bangla Post
- Bangla Mirror.

To complement this, advertorials were placed around Eid in ethnic titles, highlighting seasonal messages. Press advertising in English language titles was also secured to target second generation communities in key regions.

- Asian Express (North West Edition)
- Asian Today (Midland Edition).

The press advertising was also supported by placement of advertorial features in three key Asian women’s lifestyle magazines. The advertorials featured a case study to highlight the real life impact of a fire on a Muslim family and featured an offer whereby readers could write-in and order a free smoke alarm.
Information distribution

To build on the advertising, Fire Kills literature and information was distributed to Mosques and Bangladeshi and Pakistani community centres. As well as the bi-lingual Fire Safety in the Home leaflets, tailored posters were distributed along with the new Sylheti audio CD version of the Fire Safety in the Home leaflet.
Reaching the Somali community

A large proportion of the Somali community live in Local Authority housing, have low fluency in English and have a poor understanding of smoke alarms as they are not relevant in their native country.

Press advertising

Similarly to the Bangladeshi and Pakistani communities, tailored press advertising was placed across Somali titles:

- Kasmo
- Jumeriyah Times
- Somali Eye.

Information distribution

Fire Kills literature, including tailored posters, bi-lingual leaflets and a Somali audio CD version of Fire Safety in the Home leaflet, were distributed to Somali community groups.
Reaching the Polish community

Research had shown that fire safety was very rarely considered by the Polish community. This was due to the lower levels of community fire safety activity in Poland and that those living in England often live in overcrowded housing and do not see it as their responsibility. The Polish community were also known to regularly overload plug sockets and also use European plugs without suitable adaptors.

Community Champion

To invoke interest from the Polish community and to ensure buy-in from the Polish media based in England, Kevin Aiston was recruited to act as Community Champion.

Kevin was born in London and moved to Poland and became a firefighter. As an Englishman living in Poland, Kevin appeared on and became a regular on the popular television show ‘Europa da sie lubic’. He has since become a celebrity in Poland and is widely recognised by the Polish community in England. In 2008-09, Kevin became the face of the campaign and was used on Polish Fire Kills posters, leaflet dispensers and pop-up banners.
To further drum up interest in the media and the community, Kevin Aiston attended a media launch of the Polish campaign with the Government’s Chief Fire and Rescue Adviser, Sir Ken Knight, and Deputy Commissioner of London Fire Brigade, Roy Bishop, at Hammersmith Community Fire Station. A photo shoot was arranged as were interviews for television, print and online media, which secured a huge level of coverage.

**Press advertising**

Press advertising was used to target the Polish community.

- Polish Express
- Laif
- Cooltura
- Goniec Polski
- Nowy Czas
- Dziennik Polski.

**Online advertising**

Further research into the media consumption of this community showed that they are familiar with and regularly use the internet. The press advertising was based predominantly in and around London, whereas the online advertising took the messages across the country.

Advertising appeared on Onet.pl, the most used website for Poles based in England. This was supported by tailored seasonal
messages across 35 local Polish websites which allowed viewers to request a free smoke alarm, whilst providing a link to the Fire Kills website and the opportunity to download the bi-lingual Fire Safety in the Home leaflet.

Community outreach

A presence was secured at two exhibitions that provided an opportunity to engage and inform the community face-to-face. Trained Polish promotional staff were in attendance at the following exhibitions and distributed Electrical Safety Council approved plug adaptors, smoke alarms and bi-lingual leaflets. Kevin Aiston pop-up banners and posters were used to ensure interest in the stands.

- Murator Expo (5 April)
- Polish Express Job Fair (14 June).

Over 180 Polish retail stores in England were targeted to display campaign posters and bi-lingual leaflets. A partnership was formed with the biggest online speciality Polish food store in the UK, www.bocian.co.uk, who displayed a web banner and featured Fire Kills messaging in their email newsletters and an offer of a free smoke alarm. The website has over 1,000 clients every month and each delivery was accompanied by the bi-lingual Fire Safety in the Home leaflet.

A partnership was also formed with Sami Swoi, a Polish money transfer company who gave access to all their 31 retail points, with over 25,000 clients. Posters and leaflet dispensers were displayed, whilst fire safety messages and an offer of a free smoke alarm were included in their email newsletter.
A new innovation for 2008-09 was the presence at Polish Saturday Schools in England. Teaming the local schools up with the local fire and rescue service provided an opportunity to speak with children and their parents and give them free smoke alarms, advice and supporting merchandise and literature. Nearly 100 people signed up to receive a home fire risk check from their local fire and rescue service at the schools.

Fire and Rescue Service representatives and appliances were present to engage with the children and translators were on hand to ensure understanding of the crucial messages. The Schools that Fire Kills visited were:

- Polish Millennium House – Birmingham
- Polish Saturday School – Tiverton
- Polish Saturday School – Bournemouth
- Polish Saturday School – Southampton
- Polish Saturday School – Manchester Academy
- Polish Catholic School – Slough
- Polish Saturday School – The London Oratory School
- Polish Saturday School – London Willesden
- Polish School – Luton.
Frances the Firefly

In addition to the activity above, the Frances the Firefly story was translated into Polish print and online versions. This generated additional media coverage, and provided an interesting and innovative method of accessing children and their parents. The book was republished in chapters across a four week period, ending with an art competition for children to win a Lego Fire Truck.

**Partnerships were established with two key media:**

- Nasza Anglia – the only paper outside of London with a dedicated section for children
- Londynek.net – the biggest portal for Poles in England.
Achieved media coverage

The 2008-09 generated substantial PR coverage, particularly in the Polish media where a dedicated media launch was organised with Kevin Aiston and Sir Ken Knight.

The highlights of the black and minority ethnic campaign include:

- Coverage in more than 130 publications across all Polish media regional and nationwide media: TV, radio, print and online
- Ten feature articles in Asian press highlighting the campaign and re-launch of the Urdu and Sylheti television advertisements
- Internet users of Polish Forums in England beginning to mention the necessity of having a smoke alarm installed at home.

Had we paid for the media coverage secured by the black and minority ethnic campaign, the estimated cost would have been over £600,000.
Single middle aged people who drink and smoke in the home

BDO International Grand Prix of Darts

To improve engagement, it is vital to take the messages to where the target groups are. Having established that watching darts was of particular interest to this audience, the Communities and Local Government Fire Kills campaign sought out appropriate sponsorship opportunities with which to reach them. After looking at the demographics of the darts audience, Fire Kills became a sponsor of the British Darts Organisation International Grand Prix Series 2008.

The quarter finals, semi finals and final of the events that made up the Grand Prix Series were broadcast live on Setanta Sports (the title sponsor of the series) and were repeated regularly. The five events, which ran from May to September 2008, were:

- The WDO Welsh Open
  Pontins, Prestatyn – Saturday 17 and Sunday 18 May
- The BDO International Open
  Pontins, Brean Sands – Saturday 14 and Sunday 15 June
- The BDO Gold Cup
  Lakeside Country Club, Frimley Green – Saturday 12 July
- The BDO British Classic
  Kettering Leisure Village, Northamptonshire – Saturday 26 July
- The BDO British Open
  The Spa, Bridlington – Saturday 20 September.
Each event saw the final eight players wear a Fire Kills patch on their shirt. The Fire Kills logo and posters were strategically placed at each venue to ensure that attendees, and those viewing on Setanta, would see them.

The four events in England, with an average attendance of 1,500 for each day, provided an opportunity for local fire and rescue services to attend and interact with the crowd. Promotional staff wearing Fire Kills t-shirts helped create interest in the stand and accompanied the players onto the stage of play providing more exposure.

The BDO also offered tickets to the BDO World Championship final and ‘Champions Dinner’ as a prize for a competition. A bespoke leaflet was produced with details of the competition as well as audience-specific fire safety messages on smoking. By entering the competition, entrants requested a free Home Fire Risk Check. Well over 400 Home Fire Risk Checks were booked by this method alone.

Martin ‘Wolfie’ Adams, the 2007 BDO World Champion and longest serving England captain of all time, provided a quote for national and regional press releases. This, combined with the BDO sponsorship took fire safety messages onto the BDO website and into specialist publications, such as Darts World magazine.

**No Smoking Day**

To build on the success of the partnership with the BDO, a radio day was organised on No Smoking Day, featuring John ‘Boy’ Walton, the 2001 BDO World Champion and a 2009 quarter-finalist. John ‘Boy’ Walton promoted messages about the careful disposal of smoking products and provided quotes for national and regional press releases. Carl St Paul from London Fire Brigade joined John ‘Boy’ Walton at the radio day to offer informed and additional fire safety messages.

A fantastic level of coverage was achieved:

- Three pieces of regional print coverage
- Seventeen regional radios and Sky News radio.
Single parents, children and young people

Child Safety Week – 2008

Following on from the successes of previous years, the Fire Kills campaign worked closely with the Child Accident Prevention Trust, the organisers of Child Safety Week. The Week aims to alert parents, children and young people – and all of those who work with them – to the main causes of serious childhood accidents and how to stop them.

Child Safety Week provides a hook for local fire and rescue services to approach and build sustainable partnerships with local agencies working with children and parents – for example, schools, nurseries, primary care trusts, Sure Start local programmes or community projects.

In June 2008, the Fire Kills campaign used Child Safety Week as a channel for taking kitchen fire safety messages to parents and children. Fire Kills recruited a celebrity spokesperson and mother, Angela Griffin, to highlight the importance of teaching kitchen fire safety messages to children in a fun and informative way. Angela provided a simple family recipe that she cooks with her children and COI took the story to national and regional media with top tips on staying safe from fire in the kitchen. COI also created a regional press toolkit for local fire and rescue services to use for local media.

A radio day with Angela was also organised with Sir Ken Knight, the Government’s Chief Fire and Rescue Adviser on Tuesday 24 June. The pair worked well together in the 16 regional interviews secured across BBC and commercial stations.

The Department for Children, Schools and Families (DCSF) produced a video news release to assist in the launch of the Week, which featured fire safety messages.

Overall, there were 12 pieces of regional print/online coverage and six pieces of national coverage, including:

- The Daily Mirror
- Now magazine
- A case study feature in Real People magazine.
Student fire safety campaign

As students primarily live in rented or multiple occupancy accommodation, research suggests that they are at higher risk from fire. Smoke alarm ownership is also significantly lower in the 16-24 year old age range, of which students make up a high percentage. With a student’s lifestyle potentially containing many elements that make them more likely to be subject to fire, the Fire Kills campaign has targeted students through the Student Brand Ambassador campaign.

For the third year running, Fire Kills worked with a specialist marketing company (Campus Group) to support the Student Brand Ambassador (SBA) campaign. This saw 24 students from 24 different universities in England be appointed as Fire Kills brand ambassadors. They were tasked with teaming up with their local fire and rescue service to organise a fire safety stunt event on campus and raise awareness of fire safety issues amongst students. This year’s theme was planning your ‘Great Escape’.

The SBAs were encouraged to use their local contacts (i.e., student newspapers and radio, welfare officers, etc.) as well as social networking sites to promote their event and seek regional press coverage, with the ultimate goal of raising awareness and, therefore, reducing fires and resulting casualties. The Fire Kills campaign provided each SBA with merchandise and promotional ‘Great Escape’ material to engage with their peers and to encourage those students living off campus to book a home fire risk check.
To support this work at a national level, the Fire Kills campaign undertook public relations activity, which encouraged national press, student press and online media to promote the activity and its key messages. Building on the partnership established last year with Channel 4 drama Hollyoaks, we enlisted the support of Lena Kaur and Zoe Lister, who play Leila Roy and Zoe Carpenter respectively. Lena and Zoe attended a photo shoot in Liverpool Central Fire Station in Cheshire with a fire appliance and a smoke alarm. The photographs were available to local fire and rescue services to secure regional press interest and to highlight fire safety tips to the student population. Thirty-three pieces of coverage were secured overall:

- Nine national titles including The Sun, Now, Closer and NatWest student magazine
- Eighteen pieces of regional coverage.

A competition was also run with tickets to the ‘Great Escape’ music festival as the prize.

To complement the SBA campaign, a slot on Five News was secured, depicting a student being interviewed about fire safety and showing a home fire risk check being undertaken in the student’s household, by the local fire and rescue service.
National Schools’ Fire Safety Day

Fire statistics show that on average, 18 children under the age of 11 are killed and in accidental house fires every year and a further 643 are injured. To tackle this and to begin to embed fire safety messages from an early age, the Fire Kills campaign in collaboration with The Fire Fighters Charity, worked in partnership with DCSF in 2008 to create and run the first ever National Schools’ Fire Safety Day. The Day specifically targeted key stage 1, upper infant pupils (7 year olds).

In order for the Day to stand out from other school fire safety activity, a lead message was selected. As the mainstream message of smoke alarm maintenance is not as relevant with children, ‘escape plan’ messages were chosen. Existing Fire Kills material contains advice on planning a safe escape and is a message that the age group can be involved in: practising escape routes and, relevant to the Day, school fire drills.

To complement the existing material, The Fire Fighters Charity led the design of materials available to teachers, which were specifically tailored to the Day. Teachers were invited to request the packs, which included suggested lesson plans, activity sheets and information on how to engage with the local fire and rescue service on, or around, the Day. DCSF encouraged schools to approach their local fire and rescue service, whilst CLG promoted the Day to the Fire and Rescue Service and encouraged engagement with the schools.

National Schools’ Fire Safety Day took place on Wednesday 19 November and the then Fire Minister, Sadiq Khan attended a launch at a Fire House in Bedfordshire and Luton Fire and Rescue Service. Children were invited from a nearby school and local firefighters were on hand to demonstrate the importance of having
and practising an escape plan. The Children, Schools and Families Secretary, Ed Balls, recorded a message to be released to the press to further enhance the coverage of the Day.

Education Show 2009

To promote the ‘Frances the Firefly’ range of materials designed for younger primary school children, the Fire Kills campaign once again exhibited at the Education Show – one of the largest of its kind.

In partnership with West Midlands Fire and Rescue Service, the Fire Kills campaign delivered wider information on how campaign materials, and local fire and rescue services themselves, can support fire safety education in schools.

The event saw over 1,000 people visit the stand over the three days, with follow up information sent directly to over 800 visitors, including details on how to access the resources directly.
Older and or disabled people/people with impairments

Charity partnerships

In order to better reach these vulnerable groups, it is essential to work in partnership with relevant charities. Partnerships allow use of the charities’ communication channels, such as newsletters and websites, to have important fire safety messages taken to the audience through a trusted source.

Charities that we worked with last year to target these audiences include:

- The Royal National Institute of Blind People (RNIB)
- The Royal National Institute for Deaf People (RNID)
- Age Concern
- Help The Aged
- No Smoking Day
- Gingerbread/One Parent Families.

National Grandparents Day

Using Age Concern’s National Grandparents Day in October as a news hook, COI created a national press release and template for local fire and rescue services to highlight that a home fire risk check is the best ‘Gift for Gran’. Coverage was secured in four specialist websites for older people including:

- Age Concern
- Mature Times online
- Mabels.co.uk
- Working with Older People.
Deaf Awareness Week

Our partnership with RNID allowed us to use Deaf Awareness Week 2008 as a hook for national public relations. This was the fourth year that the Fire Kills campaign has worked with RNID, the charity working to change the world for deaf people and those hard of hearing. This again proved an effective way to target activity to and raise awareness in this particularly vulnerable group, many of whom are older people.

As with all the national mini-campaigns, a briefing document was sent to each local fire and rescue service. The Deaf Awareness Week brief provided a list of Deaf Organisations, Deaf Schools and Audiology Units to encourage local fire and rescue services to make contact with these organisations, if they had not already done so, within their local area.

This campaign achieved 30 pieces of coverage including specialist website SixtyPlusSurfers and two pieces on BBC Radio Cambridge Breakfast News.

Partnership with oxygen suppliers

In 2007-08, the value of the unique partnership between local and central Government, the Fire and Rescue Service and CLG, was highlighted again. Practitioners encouraged work to be done with the manufacturers of oxygen cylinders as patients who use the cylinders in the home have additional risks resulting from the flammability of the oxygen. This also poses an additional risk to firefighters if attending a fire and although the Fire and Rescue Service is are aware of registered flammable materials kept on commercial premises, the same is not necessarily true of domestic premises.

In 2007-08, relationships with Air Products and BOC were established. The partnership with Air Products reached 40,000 and with BOC, it reached 27,000.

These partnerships allowed tailored fire safety messages to reach the patients through websites and patient handbooks. Air Products ran patient forums and local fire and rescue services attended to drive home these messages and to enable patients to book home fire risk checks.
Case studies

A successful way of getting messages to all audiences is through the placement of case studies. Stories placed in magazines, such as Sunshine, and other media allow the Fire Kills campaign to inform the public of the key fire safety messages, whilst informing the audience of where they can go for more information.

For the older audience, a slot on Five News was secured where a local fire and rescue service was seen visiting an older couple and undertaking a home fire risk check.
5. Other targeted activities

**Boat Fire Safety Week**

Boat dwellers, on both coastal and inland waterways, face a unique risk from fire. With specific stoves, heaters, engines, gas cylinders and the potential inaccessibility for the Fire and Rescue Service, it is important that boat dwellers are fire safe savvy.

The second annual Boat Fire Safety Week took place in May 2008 and saw Fire Kills team up with the Boat Safety Scheme (BSS) once again to promote boat fire risk checks and encourage safer behaviour onboard. A briefing document was sent to local fire and rescue service with information, provided by the BSS, on the specific potential dangers boats can bring, as well as advice on the best and safest equipment to use.
Seasonal fire safety

Summer

The summer months of July and August provide a focus for fire safety awareness covering seasonal risks such as barbecues, fire safety in the countryside, camping and caravanning fire safety and on inland and coastal waterways.

A briefing document was sent to all fire and rescue services with press release templates and suggestions for local public relations activity. Information on The Countryside Code and on boat and pleasure craft safety was included along with information on what Fire Kills supporting material was available.

Winter

The winter months pose their own risks with an increase in the use of candles, open fires, portable heaters, and electric blankets. A briefing document and template press release was issued to fire and rescue services with top tips on staying safe and warm.

Christmas

National fire statistics indicate that Christmas is a particularly dangerous time, with more accidental dwelling fire deaths during the Christmas period than the equivalent period for any other time of the year in England. The statistics also show that children and older people are particularly vulnerable.
To raise awareness of fire safety issues, and the specific fire hazards that Christmas can bring, a factsheet was issued to magazines and national newspapers, encouraging them to include messages in their Christmas articles. National coverage was secured in:

- News of the World
- Daily Mirror
- Sunday Telegraph
- Bella
- Woman
- House Beautiful
- Over 60 pieces of regional coverage.

In order to encourage national radio station presenters to discuss fire safety on air, COI staff and two promotional models did a tour of 13 radio stations in London. The stations were given wrapped smoke alarms with a Fire Kills branded gift tag and factsheet, as a Christmas gift. Messages were secured on XFM and Smooth Radio on the day and the tour provided an opportunity to engage radio presenters with the issue.

Through COI’s Moving Image and Audio content team, the Fire Kills Christmas television filler film – ‘Deck The Halls’ – was promoted to all terrestrial and satellite channels.
Social housing newsletters

Eighteen per cent of all households in England live in social housing.\(^4\) The demographic of those living in social housing, strongly correlates to the vulnerable groups that the Fire Kills campaign targets, indeed, these vulnerable groups are over-represented amongst these households.

For example:

- **single parents**: 46% of lone parents live in social housing\(^5\)
- **older people**: 22% of people over 65 live in social housing, 26% of people aged 75 or over live in social housing\(^6\)
- **disabled people**: 41% of disabled individuals requiring specially adapted accommodation live in social housing\(^7\).

In 2008-09, over one million households were reached by advertising in social housing newsletters through a partnership with ‘Wise Up’. ‘Wise Up’ brings together those wishing to communicate public service information to the social housing demographic with editors of tenant newsletters looking for relevant content. The bespoke advertorial provided top tips on staying safer from fire as well as guidance on the responsibilities of social housing landlords.

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Television targeting

COI targeted over 20 key television producers on both factual (home improvement and cookery) programmes and fictional programmes. Two visual factsheets were created, tailored for each type of show, with tips on how best to promote fire safety to their viewers. This was accompanied by suggestions for storylines, which we offered to assist the fictional programme makers with.

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\(^7\) Ibid.
Ready Steady Cook

The Fire Kills campaign secured a female firefighter from a black and minority ethnic background, to appear on BBC’s ‘Ready, Steady, Cook’. The firefighter appeared on the show with her crew and presented the ‘quickie’ ingredients bag to presenter Ainsley Harriot and the two competing teams. The presenter then asked the firefighter questions specific to fire safety when cooking and key messages were clearly communicated. The show aired on BBC2 at prime time and was specifically targeted to reach an older audience. The viewership figure for ‘Ready, Steady, Cook’ was 1,222,000 on the date it was aired (13 February 2009). The amount we would have been required to pay to reach such an audience, if we hadn’t secured a slot on the show, is £116,590. These figures have been verified by Durrants.

Other results included:

- messaging and the Fire Kills URL featuring on the Coronation Street website to tie in with a cigarette fire storyline
- a script mention of ‘checking the smoke alarm’ in Hollyoaks.

Closing doors activity

Specific work was undertaken this year to promote the importance of closing internal doors at night to prevent the spread of fire targeting three of our target groups.
Single middle aged people who drink and smoke in the home

We partnered with radio stations Absolute, TalkSPORT, and Smooth, to record a series of fire safety messages that were aired during programming aimed at the target audience. These focused on the issues of smoking, escape routes and the importance of closing doors at night.

Listeners were encouraged to think about how their own actions may make them more susceptible to fire, and were advised to visit a micro site on the radio stations’ websites if they wanted further information. This allowed the delivery of key fire safety messages in collaboration with a brand the audience trusts. The following coverage was secured:

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Visits to micro site</th>
<th>Impacts (number of times it was heard – not number of people)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>All Listeners</td>
</tr>
<tr>
<td>Absolute</td>
<td>220</td>
<td>13.9 million</td>
</tr>
<tr>
<td>Smooth</td>
<td>519</td>
<td>5.3 million</td>
</tr>
<tr>
<td>TalkSport</td>
<td>676</td>
<td>10.6 million</td>
</tr>
</tbody>
</table>

By explaining that the risk from fire is greatest at night, we encouraged them to make a bedtime fire safety check, explained the need to close inside doors at night, and helped them reduce their risk from fire.

Online activity was highly-targeted through sites such as Facebook, MSN, Nick Jr, I Village, and Goodtoknow.co.uk.

Young people

Activity encouraged young people to consider how they would escape a fire, and how they can increase their chances of escape by closing inside doors at night and by keeping exits from the house clear.

A game was developed based around escaping a house in the event of a fire, whereby users have to clear exits, plan an escape route and remember where they put their door keys. The game was disseminated through sites chosen to reflect the target audience, and has so far been played nearly one million times, with over a quarter of those playing going on to visit the Fire Kills website for further advice.

Single parents

Insight shows us that single parents, and particularly single mums, are influenced by magazine-based websites. By using a combination of these and niche parenting websites, we were efficiently able to communicate relevant fire safety messages to them.
6. Public information filler films

The Fire Kills campaign has developed a suite of television fillers covering our main fire safety messages. The messages are made available to the main terrestrial television stations: BBC, ITV, Channel 4, Five and digital channels to be broadcast during television schedules when the stations have time to fill. The fillers are broadcast normally during daytime television and later at night, which reflects well with the viewing habits of the established vulnerable groups. They are also shown periodically at cinemas around the country.

2008-09 was a fantastic year for the Fire Safety Fillers as transmissions have increased 300 per cent from the previous year and have accumulated over £2.7m in airtime value, an improvement over the previous year of 195 per cent.

They were seen on 65 stations including BBC, ITV, Five and many top digital channels. In the past year, the Fire Safety Fillers were picked up by Viacom, whose channels include the MTV music channels and Comedy Central.

‘Deck the Halls’ performed particularly well in its short release period with returns over £200,000 including some unique slots on day-time BBC.

There are now increasing opportunities with out of home digital outlets and the Fire Safety Fillers were seen on 32 different networks including schools, GP surgeries and local authorities, representing a huge audience.
7. Forward look and conclusions

The now well-established campaign has built on its success over previous years and has pushed this forward in 2008-09. The campaign has continued to evolve and take the crucial fire safety messages to the general public and each of those groups recognised to be at a potentially higher risk from fire. Messages are now taken to where the target audiences are through a wide range of trusted partners and utilising a variety of appropriate channels and innovations.

The support of the Fire and Rescue Service at the local level is paramount to the success of the campaign and the long-term downward trend in accidental dwelling fire deaths continues to indicate that this partnership between central and local Government is a fruitful one.

The two awards won in 2008-09 show that the campaign has demonstrated its effectiveness. Interest has also come from several other countries who wish to learn from the success of the campaign to bring fire related deaths down in their respective countries:

- A US Government commission report, discussed in ‘Fire Chief’ magazine, advised that fire chiefs and their departments strongly consider following the model in this country for delivering fire safety strategies and programmes.
- Polish Community Champion, Kevin Aiston, took slightly amended Fire Kills leaflets to Poland to tackle the lack of prevention there.
- The Fire Safety Council of Canada requested use of the Fire Kills public information filler films as they recognised the quality and potential impact of the films.
- Colleagues from Japan and Korea have also expressed interest in work of the campaign.
- A charity working to encourage fire safety behaviour in Uganda also sought advice from the Fire Kills campaign on the best way to do so.

The 2009-10 strategy will be led by a new television advertisement focusing on the deadly effects of smoke and encouraging a weekly check of smoke alarms. The campaign is due to be launched in late 2009 and will be supported by radio, online and ambient media. In a change of tactic for this year, the advertisements will be aired on a set day each week to encourage the audience to get into a routine of regularly checking their smoke alarm.

The campaign will again be supported by a programme of public relations and sponsorship and partnership marketing activity enabling the message to reach those who do not consume mainstream media and who are at a higher risk from fire. The support of the Fire and Rescue Service is imperative to the success of the campaign and the Fire Kills campaign would like to thank all those involved for their continued support.