
Issued by:
Mike Larking
Fire and Resilience Policy Division

Addressed to:  
Please forward to:
The Chair of the Fire and Rescue Authority
The Chief Executive of the County Council
The Clerk to the Fire and Rescue Authority
The Clerk to the Combined Fire and Rescue Authority
The Commissioner of the London Fire and Emergency Planning Authority
The Chief Fire Officer
Heads of Community Fire Safety

Summary
The national fire safety advertising campaign will focus on the key message of smoke alarm maintenance. This has proved to be an effective way of raising awareness and creating a call to action by householders to check and replace their smoke alarms. The national advertising will be underpinned with a programme of targeted campaigns, PR and partnership working with key organisations to raise awareness with those groups in the community at high risk from fire.

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1.0 National fire safety advertising 2007/2008

1.1 The Fire Kills campaign is a publicity campaign aimed at the general public and designed to deliver our messages to as many people as possible. For 2007/2008, the national fire safety advertising campaign will focus on the key message of smoke alarm maintenance, since this has proved to be an effective way of raising awareness and reminding the general public of the importance of having a working smoke alarm. We will develop a new advert to support the media campaign; this is likely to be run in the New Year.

2.0 Targeted campaigns

2.1 Our research shows that our national media campaigns are successful in educating the public in fire safe behaviour. However, we need to augment the national TV advertising campaign with activity to reach those who may be at particularly high risk from fire but who are less likely to listen to a safety message from an advert. A recent study undertaken by the Department (Human Behaviour in Fatal Fires) has identified groups who more at risk of fire than the general population. The vulnerable groups tend towards lower income/deprived demographic groups, specifically:

- Single middle aged people, drink and smoke at home (aged 40-59 male bias)
- Single parents (deprived, female)
- Very elderly (deprived)
- Disabled/impaired
- Young people (16-24) – including students

2.2 We are currently undertaking further research to help inform us into the media consumption habits of these vulnerable groups and the way these people view risk of fire and what may motivate them to take appropriate steps to reduce the incidence of fire. Once we have the necessary insights into these groups we propose to target them through PR, sponsorship and partnership working with key organisations, and support for local FRS activity.

2.3 We will also run a programme of targeted and tactical campaigns. This continues to build on the evidence of the successful Fire Kills Year Planner strategy for linking fire safety messages with key community events and opportunities.

2.4 Annex A provides a summary of our proposed programme of targeted campaigns and sponsorship and partnership working to target vulnerable groups. In due course, we will arrange a briefing day to provide more detail to CFS practitioners on the national media and underpinning campaign activity, including the timing of when national advertising will be broadcast and in what format, and planned work to target the identified vulnerable groups.
3.0 Supporting the work of the FRS

3.1 We are also undertaking a consultation exercise with CFS practitioners and key audience groups to see what literature you use from the Fire Kills fire safety resources catalogue and how effective it is. We propose to revise the catalogue and refresh the products following the consultation exercise.

Mike Larking
Fire and Resilience Policy Division
FIRE KILLS CAMPAIGN: PROPOSED TACTICAL AND SEASONAL CAMPAIGNS
2007/2008

To underpin the National TV fire safety advertising, we will support FRS community outreach with work which will help engage, educate and raise awareness with particular audiences. The planned programme breaks down into two work streams:

1. Targeted and tactical campaigns,
2. Sponsorship and partnership working to target vulnerable groups.

1. Targeted Campaigns

A range of times of year will be used to issue a press notice and campaign information so that the fire and rescue service can promote key fire safety messages to particular groups at the local level. These times include:

- Easter DIY fire safety 6-9 April [actioned]
- Deaf Awareness Week 7-13 May
- Child Safety Week 18-24 June
- Summer Fire Safety Campaign July and August
- Student Fire Safety Campaign late September and October

The Student Fire Safety campaign was coordinated for the first time last year and involved using students who were studying PR or marketing to promote fire safety to their peers, in partnership with their local FRS. We will target the following 21 new universities this financial year (table overleaf).
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<th>University</th>
<th>Region</th>
<th>Population</th>
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<tr>
<td>Durham</td>
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</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>361000</strong></td>
</tr>
</tbody>
</table>

*Faith festivals of Eid Ul Fitr (13 October) and Diwali (9 November)*
*Christmas campaign (December)*
*Chinese New Year (February 2008)*
*National Chip Week (February 2008)*
*No Smoking Day (March 2008)*
*Boat Fire Safety Week (March 2008)*

2. Sponsorship and Partnership working to Target Vulnerable Groups

**Very Elderly, Particularly Deprived Females**
Research has identified this group as at particular risk from fire. In addition to our established partnership work with Age Concern and Help the Aged, we propose to approach Carers UK to establish links which can help give this group safety advice. We also propose to promote fire safety messages through a PR campaign centred round Mothers day 2008.

**Single Middle Aged People, who drink and smoke in house, aged 40-59 (male bias)**
This group was also identified in *Human Behaviour in Fatal Fires* as a particularly at risk group. However this is the least ‘group-like’ of the identified vulnerable groups and we are exploring whether there is one unifying set of behaviours or media through which to target them. We are investing at present in research to find out more about this audience and will develop a campaign in early autumn once the research results are available.
Single Parents (deprived/female)
This group was also identified in *Human Behaviour in Fatal Fires*. Lone parents with dependent children make up 7% of all households in Great Britain. Nine out of ten lone parent households are headed by women.

For this target audience, we will focus our efforts on working with *Sure Start*. *Sure Start* provides services from healthcare education to nurseries networks to childcare funding for working parents. We will Build a long-term partnership with *Sure Start*, using their communication channels to get the Fire Kills message across. This includes their websites, literature, posters and encourage working with the FRS to offer a Home Fire Risk Assessment to *Sure Start* families.

Oxygen Therapy Cylinder Manufacturers

Fire and Rescue Services have expressed a concern that oxygen cylinders used at home by people suffering from respiratory conditions pose a major safety risk. Pure oxygen is extremely flammable and in a house fire, oxygen cylinders could explode. Whilst Fire and Rescue Services are aware of registered flammable materials kept on commercial premises, the same is not necessarily true of domestic premises.

Since 1 February 2006, in England, if a doctor prescribes oxygen therapy to a patient, their details are sent directly to the oxygen supply company for that area. There are four suppliers for England and Wales: Air Products, Allied Oxycare/Medigas, BOC and Linde Gas.

We propose to contact the suppliers of oxygen to explore whether they can/will include fire safety information in their product literature to help inform users of the risks. We plan also to work with them to help improve information about locations of cylinders in domestic dwellings for the fire and rescue service. The intention is that this information will help also contribute towards firefighter safety.

Candles

Fires from unattended candles have been on the increase over the last few years. We will explore how we can develop partnerships with the candle-making industry to include more explicit fire safety messages with the candles they sell, including tea lights and night lights.