Fire Kills Media Campaign
Annual Report 2008-09

Issued by:
James Webb
Fire Safety Policy Team

Addressed 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

Please forward to:
Heads of Community Fire Safety

Summary
The Fire Kills Media Campaign Annual Report sets out the programme of work delivered by the Communities and Local Government Fire Kills Media Campaign during the 2008-09 campaign year.

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1.0 Introduction

1.1 The Government is committed to reducing preventable fire deaths and injuries from fire in the home. The Fire Kills Media Campaign works in partnership with the Fire and Rescue Service to drive down fire deaths and injuries.

2.0 The Fire Kills Media Campaign Annual Report 2008-09

2.1 The Fire Kills Media Campaign Annual Report 2008-09 sets out the comprehensive programme of work delivered by the Communities and Local Government Fire Kills Media Campaign during 2008-09.

2.2 The report can be found on the Department’s website at http://www.communities.gov.uk/publications/fire/firekillsannualreport0809

3.0 Looking Ahead

3.1 The new television campaign will be launching on 5th October. A briefing pack will be issued to community fire safety representatives at each FRS outlining the activity and the annual Fire Kills FRS Briefing Day will be held on 30th September. Invitations to the community fire safety representatives will be sent in due course.

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