

Fire Kills Campaign
Annual Report 2010-11



**FIRE
KILLS**

**YOU CAN
PREVENT IT**

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September 2011

ISBN: 978-1-4098-3164-8



Fire Kills Campaign
ANNUAL REPORT 2010-11



Ministerial foreword



Since it began in 1988, it is clear that the national smoke alarm campaign has contributed dramatically to the huge fall in accidental dwelling fire deaths and casualties. In 1987, only 9 per cent of homes had a smoke alarm. This figure now stands at 86 per cent.

Fire Kills initially focused on encouraging smoke alarm

ownership but evolved into a wider campaign that sought to educate the public on all domestic fire safety issues. The campaign has successfully used innovative methods for targeting the vulnerable and harder to reach groups.

This annual report documents the programme of activity undertaken in 2010-11. This focused on enabling the Fire and Rescue Service itself to steer the direction of the campaign and to take on more responsibility for its delivery. The national campaign is effective at reaching large numbers of people in cost effective ways through media advertising and partnership working at a national level. But it is the support and efforts of Fire and Rescue Services, at the local level, that make the campaign such a success.

By using their local knowledge and experience, Fire and Rescue Services can build on the national campaign's advertising, merchandise and public relations activity to better target the

vulnerable groups in their communities with crucial fire safety messages. This joint approach between local and central government helps ensure that the campaign's messages reach as many people as possible and really change behaviour in relation to fire safety.

Many of the major successes in the 2010-11 campaign were dependent upon collaboration with and support from local Fire and Rescue Services. The Featurelink activity was one example where national advertising sat alongside local fire and rescue stories in regional papers. This was only possible thanks to the fantastic effort by local Fire and Rescue Services.

We are also doing well establishing partnerships within the commercial and voluntary sectors and I look forward to seeing further achievements in 2011-12. Thanks to our thriving partnerships, a cost effective campaign and the committed and enthusiastic support from local Fire and Rescue Services across the country, it's been a very successful year.

A handwritten signature in black ink, appearing to read 'Bob Neill'. The signature is fluid and cursive.

Bob Neill
Minister for Fire and Resilience

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1. Introduction

The Department for Communities and Local Government's Fire Kills campaign aims to bring down the number of people who are injured or killed in accidental house fires, by raising awareness of key fire safety issues and changing people's behaviour.

Established in 1999 under the Fire Kills brand, the campaign's messages are delivered to a vast number of people each year through various channels. National advertising activity brings the campaign's messages to the general public. A wide and targeted programme of integrated public relations, sponsorship and partnership marketing takes messages directly to the more vulnerable and hard to reach groups.

The crucial factor to the campaign's success is the relationship with the local Fire and Rescue Services across the country. The national campaign also has scope for Fire and Rescue Services to prioritise their specific local issues and concerns.

Following the General Election, the 2010-11 campaign saw a change of emphasis with the focus switched to working more closely with partners to deliver messages. The national advertising supported local activity by Fire and Rescue Services to target vulnerable groups.

As with previous years, the campaign's main message was the importance of keeping properly maintained and working smoke alarms. Research has shown that this has a positive effect not only on smoke alarm operability, but also on smoke alarm ownership.

Other secondary messages were promoted during the year, with fire safety advice and tips tailored to the particular target groups for each activity.

This report sets out the programme of activity that was delivered in 2010-11 by the Department, complementing the enterprise and innovation of local Fire and Rescue Services.



2. Fire statistics

Since the national smoke alarm campaign began in 1988, becoming the Fire Kills campaign in 1999, the number of fire-related deaths each year has reduced dramatically. Deaths caused by accidental fires in the home decreased until 2007, and they have since remained broadly stable. Non-fatal casualties have continued to fall steadily.

The plateau in the number of deaths from accidental fires in the home has highlighted the need for fire safety activity to be targeted. Analysis of the fire statistics has indicated the biggest causes of fire related death – smoking materials, cooking appliances, electrical appliances – and has therefore steered the work of the campaign towards these themes.

Figure 1: Accidental dwelling fire deaths in England

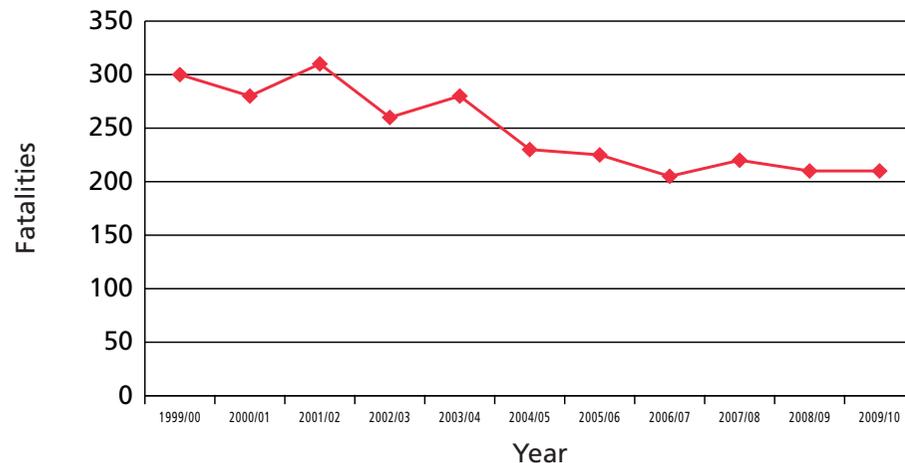


Figure 2: Accidental dwelling fire non-fatal casualties in England

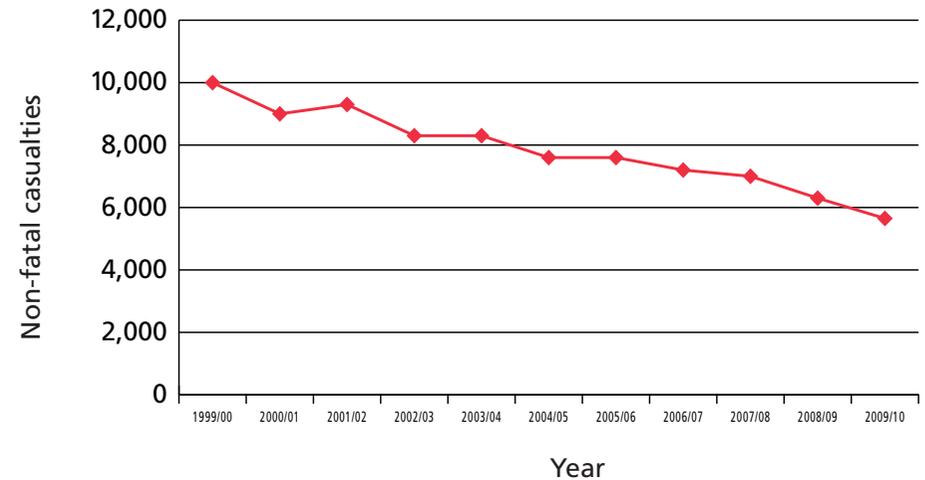
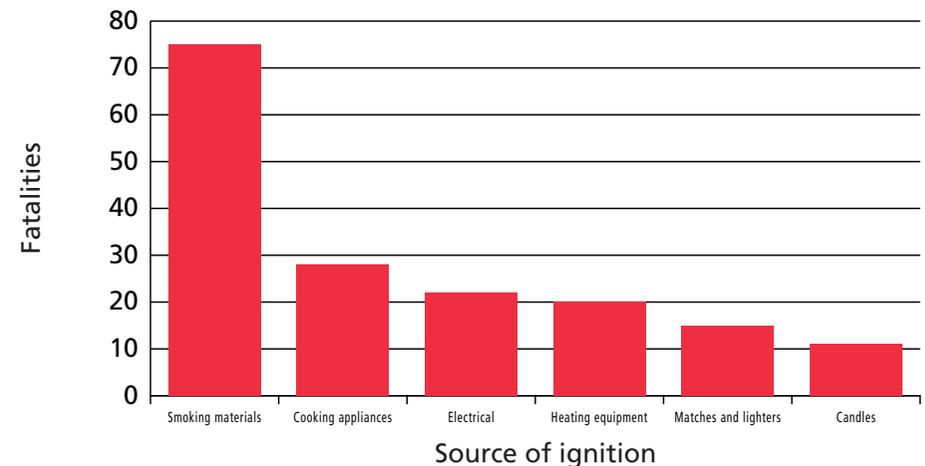


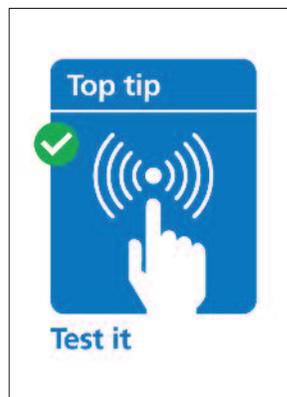
Figure 3: Source of ignition for fatal accidental dwelling fires in England in 2009-10



3. Smoke alarm national advertising campaign

Background

Despite the huge increase in smoke alarm ownership since 1987, statistics show there is a growing number of fires in the home where smoke alarms were present but failed to operate, largely due to flat or missing batteries. Research has also indicated that people are aware of the need to test their smoke alarm, but need prompting.



Smoke alarm maintenance has therefore been the primary message in the national advertising since 2003. An independent evaluation of the Fire Kills television advertising campaign has indicated that this advertising also has a dramatic effect on people acquiring smoke alarms. More people owning working smoke alarms has been a major factor in the continuing fall in the number of accidental fire deaths in the home.

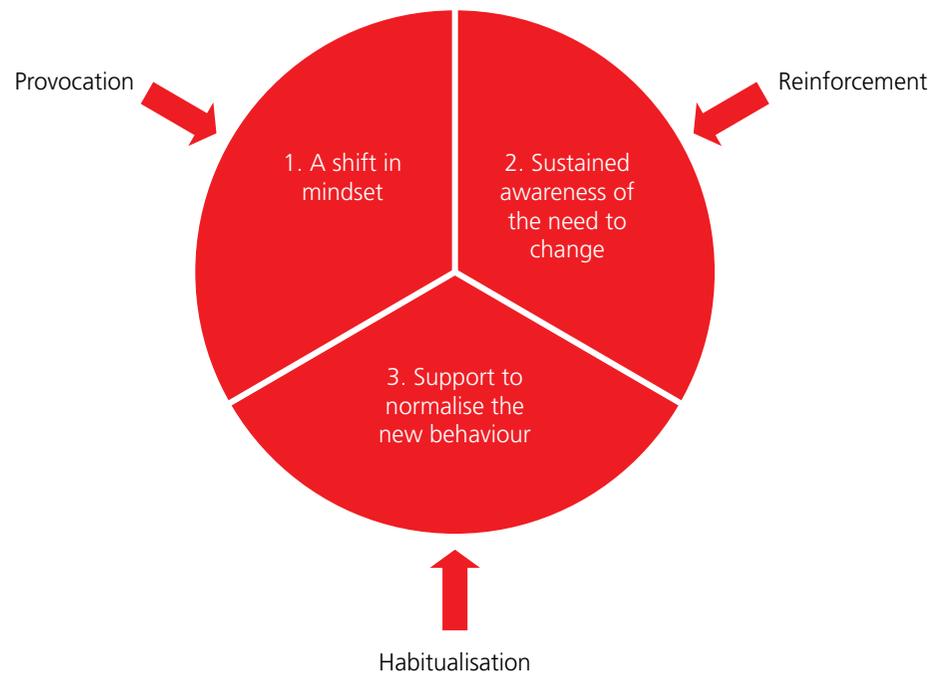
In the past, national advertising has been used to raise awareness of fire safety and change behaviour. In 2010-11, radio advertising was used as the primary vehicle to drive the campaign's main message of the importance of smoke alarm maintenance to the widest possible audience.

Breathe

The '*Breathe*' advertising campaign was launched in October 2009, featuring television, press and radio advertising. The new suite of 'Don't Drown in Toxic Smoke' adverts emphasised how dangerous and toxic smoke is and used the analogy of drowning to demonstrate the importance of testing your smoke alarm.



For the first time, the campaign focused on changing behaviour in the long term, using a three-step model first developed by the behavioural theorist James Prochaska. After an initial burst of television advertising designed to shock and provoke the audience, follow-up adverts were broadcast on television and radio to remind people to test their smoke alarm(s).



Source. Adapted from Transtheoretical or Stages of Change model (Prochaska *et al* 1994)

In 2010-11, radio advertising became the leading medium. Two additional adverts were developed to accompany the three from 2009-10, both of which called for immediate action. They ran on most local radio stations.

Loved Ones/Family:

"Think your family would wake you in a fire? 2-3 breaths of toxic smoke and they'll be unconscious too. Test your smoke alarm weekly. Fire kills. You can prevent it."

Wake Up:

"Just 2-3 breaths of toxic smoke will make it impossible to wake. Wake up now, before it's too late. Test your smoke alarm weekly. Fire kills. You can prevent it."

Media schedule

The radio campaign was launched on Saturday 27 November 2010 on a variety of radio stations and ran every Saturday and Sunday through to Sunday 20 March 2011. Not only did this maintain a presence on air, it also encouraged listeners to test their smoke alarm(s) on a consistent day, in an effort to add the testing into a weekly household routine. The weekend was chosen as research indicated that this is when people are most likely to be at home and to be doing other household chores.

The radio campaign was augmented by print advertising, which featured largely in the weekend sections of TV listings magazines to reach people when they were in their homes.



Localising national advertising

In order to help give a local flavour to the radio and print advertising campaigns, community messaging (radio advertorials) and Featurelink (press advertorials) activity was developed. This offered local Fire and Rescue Services the opportunity to develop locally-specific content within media booked by the Department across the country.

Community messaging

Community messaging activity ran on radio stations owned by Global and Bauer media (including Heart, Kiss, Capital and Magic). Each radio network worked with local Fire and Rescue Services to develop messages that were broadcast throughout March.

Featurelink

Run by the Newspaper Society, Featurelink allowed the Department to book advertising in local newspapers and make the same amount of space available to local Fire and Rescue Services, while the newspaper publisher sold complementary advertising around the space to maximise revenue. Of the 46 Fire and Rescue Services in England, 44 provided copy for the newspapers within their area, giving the feature a really local context. The content of articles varied from tips about cooking fires or smoke alarms to information on local initiatives and events.

Wise Up – social housing newsletters

Because of the strong correlation with the Fire Kills target groups, newsletters for social housing tenants were again targeted with fire safety messages.

In 2010-11, 34 publications across England, with a combined circulation of 330,148, published the Department's Fire Kills article. This featured messages on smoke alarms, on careful disposal of smoking products and on escape plans, while also informing tenants of their landlord's responsibilities.

Impact of the Campaign

Quantitative exploration of the impact of the Fire Kills Campaign

An independent evaluation of the Fire Kills Campaign was published in July 2009¹. The report looked closely at the effectiveness and impact of the television advertising campaign to quantify its value for money.

The evaluation found that smoke alarm maintenance advertising can save up to 21 lives per year. This is due to a rise in the number of working smoke alarms and an increase in smoke alarm sales during the times of advertising. At the time of the evaluation, the HM Treasury Green Book placed a value of £1.3m on a life saved, and when adding this to the £2.8m net benefit following the reduction of non-fatal casualties, the campaign can deliver a net benefit to the economy of over £30m.

¹ www.communities.gov.uk/publications/fire/impactfirekills

DO YOU HAVE A WORKING SMOKE ALARM AT HOME?

IF NOT YOU ARE MORE THAN TWICE AS LIKELY TO DIE IN A FIRE



200 people die each year in accidental fires in their homes, caused by smoking materials, candles, and other factors such as cooking appliances.

You can reduce the risk of fire in your home by following some simple fire safety steps.

1



Fit smoke alarms on each level of your home.

2



Test your smoke alarms weekly. Never remove the batteries.

3



Put it out. Right out! Make sure you put cigarettes out properly and never smoke in bed.

4



Plan an escape route and make sure everyone knows it and where door and window keys are kept.

Social Housing landlords have a responsibility to you and your home and must ensure that gas and electrical appliances they supply are safe and in good working order. Your landlord may also fit smoke alarms in shared accommodation and communal areas. Speak to your landlord if you have any questions or concerns.



Your local fire and rescue service offers free Home Fire Risk Checks and may be able to fit free smoke alarms in your home. For more information visit our website below:

www.direct.gov.uk/firekills

Evaluation of radio advertising – Radio Gauge

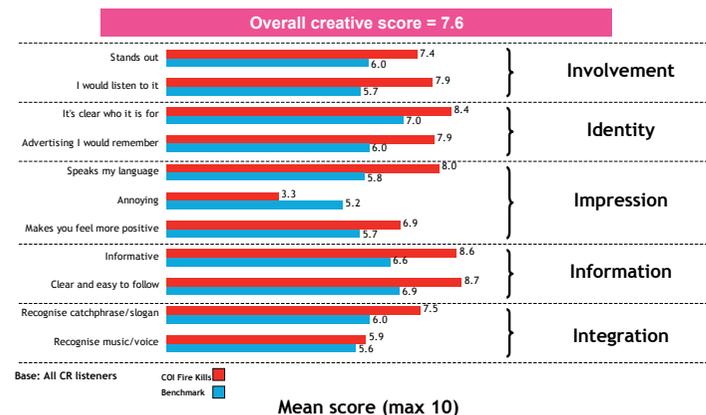
Mid and end campaign quantitative research was conducted using the Radio Advertising Bureau's (www.rab.co.uk) independent Radio Gauge research panel. The quantitative research reported that:

- 18.9 per cent of respondents were aware of the brand without prompting
- 70.5 per cent of respondents were aware of the brand once prompted
- 30.5 per cent of respondents were aware of the advert
- 40.6 per cent of respondents recognised the advert when played (as opposed to a Government campaign average of 35.5 per cent and industry average of 30.1 per cent)
- 41.1 per cent of respondents claim to have embedded testing into their daily routine (as opposed to only 29.8 per cent of non-radio listeners)
- 49 per cent of respondents think they should test their smoke alarm at least weekly (compared to 20.2 per cent for non-radio listeners)
- 84.9 per cent of respondents claim to understand the dangers of toxic smoke.

The Radio Gauge system also provides an assessment of creative effectiveness, against the five 'i's' involvement, identify, impression, information and integration:

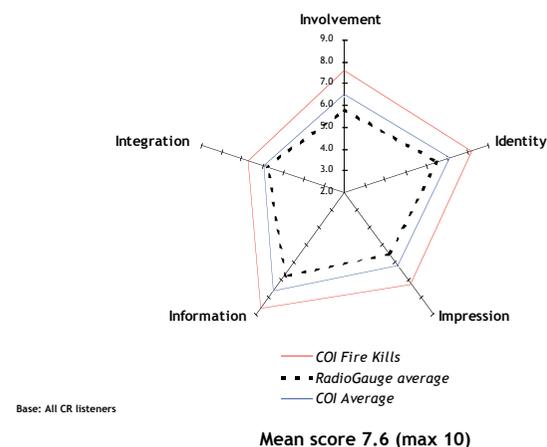
Creative diagnostics - Benchmarking

Which of these words and phrases do you feel could be applied to this radio advertising?



Source. Radio Advertising Bureau.

5i's scores vs. Radio Gauge average



Source. Radio Advertising Bureau.

The overall creative score of 7.6 was the highest in the history of the Radio Gauge panel, which has assessed over 400 campaigns.

4. Targeted interventions

To ensure resources are used effectively and targeted correctly, it is vital to establish which groups of people are the most vulnerable and at risk of fire. It is also important to identify groups that are harder to reach and influence through traditional media.

While strategic media buying can help target mainstream advertising to specific groups, a programme of targeted and tactical work is crucial to remind those who may be at higher risk of fire of the precautions they should take.

An independent research report published in 2006, entitled *Learning Lessons from Real Fires*², identified five key groups who are harder to reach and/or more vulnerable to fire. The research indicated that vulnerable groups tend towards lower income and/or 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).

² www.communities.gov.uk/publications/fire/researchbulletinno9

Analysis of our fire statistics also provides an insight into who should be targeted. For example, latest fire statistics show that 59 per cent of fatal casualties are aged over 65, demonstrating the need to better target that age group.

In 2008, further research entitled *Understanding People's Attitudes Towards Fire Risk*³ was published. The report was based on focus groups made up of our 'at risk' target audiences. The groups considered how they viewed their risk of fire and identified their media consumption. It's recommendations advised how to effectively engage with these groups and encourage them to reduce their likelihood of fire.

Working with local Fire and Rescue Services

A large proportion of the work undertaken in 2010-11 was designed to enable local Fire and Rescue Services to act as delivery agents and utilise the work done at the national level in reaching the vulnerable groups within their communities. This further extended the reach of the nationally coordinated campaign. For every individual activity, a Fire Kills briefing pack was issued to each Fire and Rescue Service informing them of the activity, encouraging them to get involved by providing ideas on what they might do at the local level and a template press notice for use with the local press.

³ www.communities.gov.uk/publications/fire/fireriskattitudessummary



Building on links – Fire Kills Practitioners’ Group

The Fire Kills Practitioners’ Group was created to ensure that the national campaign is effectively supporting work at the local level. Members include community fire safety and communications teams covering each of the nine Chief Fire Officers’ Association regions and representatives of FirePRO – the Fire and Rescue Service public relations officer group. The main roles of the Practitioners’ Group are to:

- Help realign the overall campaign to position local Fire and Rescue Services as the key campaign delivery point, focussing on effective local amplification of national messages
- Be a sounding board for national ideas and innovations as well as provide input, representing the wider Fire and Rescue Service community
- Offer suggestions for additional national campaign activities.

The first meeting took place on 13 January 2011.

PR activity

Activity commenced towards the end of September, linked to a number of themes:

- October – National Schools' Fire Safety Week
- October/November – SuperGran
- December – Christmas
- January – Electrical Fire Safety Week
- February – National Chip Week
- March – No Smoking Day.

National Schools' Fire Safety Week (4-8 October) – Children and Parents/Guardians

Over the past three years, the Fire Kills campaign has worked closely with The Fire Fighters Charity to coordinate activity around National Schools' Fire Safety Week. A briefing pack was issued to each Fire and Rescue Service when the Fire Kills campaign resumed in late September.

A specific theme was selected for the Week: *Matches and Lighters – Tools Not Toys*. Supported by the Department for Education, this 2010-11 campaign was specifically targeted at Year 2 (Key Stage 1) children. Year 2 teachers were sent details of the Week, inviting them to take part and request an event pack. The campaign was supported by a child friendly and informative website, led by fictional character 'Neenaw' the fire engine, which included individually designed zones for adults and children⁴.

⁴ www.nationalschoolsfiresafetyweek.com



The Fire Fighters Charity sent a pack to each Fire and Rescue Service. Teachers' resource packs were available to teachers and parents/carers/childminders via the website or direct from the Charity.

As well as teaching key fire safety messages in the classroom, the activity encouraged children to go home and tell their family about the messages. Although targeting a specific year group, resources on other fire safety topics were designed for a variety of age groups and made available on the National Schools' Fire Safety Week website.

To launch National Schools' Fire Safety Week, The Fire Fighters Charity worked in partnership with seven Fire and Rescue Services across England.



- Derbyshire Fire and Rescue Service
- Devon and Somerset Fire and Rescue Service
- Hampshire Fire and Rescue Service
- London Fire Brigade
- Merseyside Fire and Rescue Service
- Tyne and Wear Fire and Rescue Service
- West Yorkshire Fire and Rescue Service.

The launch activity focused on a 'life size sorting game'. Children were given sandwich boards with illustrations of either 'tools' or 'toys' and were challenged with sorting these items into the correct categories.

- ✓ Over 6,000 teachers' resource packs were sent out as hard copy, equating to 33 per cent of schools in England.
- ✓ The website had 691,427 hits with 15,594 unique visitors.
- ✓ A total of £29,101,655 equivalent advertising spend was achieved through various media, reaching a circulation of 2,446,693.



Super Gran (October/November) – older people

Following National Schools' Fire Safety Week, the campaign focused its activity on older people – the target group that fire statistics regularly indicate is at highest risk from fire. An independent survey undertaken by GfK NOP⁵, which helped inform the *Breathe* advertising campaign, indicated that older people are complacent about fire safety and underestimate how difficult it can be to escape.

To highlight the danger of this attitude and encourage older people and their relatives to stay fire safe, the 'Super Gran' story was created. The activity encouraged older people to install smoke alarms on every level of their home and to test them weekly. Other messages included encouraging people to plan escape routes – and practise using them where appropriate.

Endorsement from Age UK helped secure wide coverage among publications and websites aimed at the older generations, including a column in *Let's Talk!* magazine (readership 19,000), a comprehensive piece on the home page of *Able* magazine, and good coverage in *Silver Surfer Today*. *Best* magazine also ran a piece as a result of the brief based on more generic fire safety tips. Local activity by Fire and Rescue Services also achieved coverage in local newspapers.

The 'Super Gran' story featured as a news article on the DirectGov newsroom – "Fire Risk for over-65s Revealed" – and the click-through count on the Fire Kills Twitter channel was 74 times.

⁵ GfK NOP research, November 2008

Christmas (December) – general public

Seasonal risks during the Christmas period include decorations which may burn easily, Christmas tree lights, the likelihood of increased cooking and alcohol consumption. Cold weather may lead to an increase in alternative and riskier heating methods being adopted. National fire statistics indicate that Christmas is a particularly dangerous period, with more accidental dwelling fire fatalities occurring during this time than at any other in the year.

To encourage people to take extra care during the festive period, an online video was produced. The aim was to create a 'viral' trend – where viewers would forward the link to friends and colleagues through email and social networks. The video specifically highlighted the speed at which a fire can take hold and the additional flammable materials that may be in a house over the Christmas period. The shock value gave maximum impact.



The Christmas viral video⁶ was promoted across the Fire Kills and DirectGov digital channels. The viral video received over 36,000 views on the Fire Kills YouTube channel during the two weeks leading up to Christmas. On Facebook it was 'shared' 486 times, 'liked' 234 times and received 377 'comments'. It also featured heavily in the top ten of YouTube's chart for most viewed 'Non-profit and Activism' videos throughout December.

The Fire Kills Twitter channel continues to grow with over 350 followers. The viral video was retweeted 21 times. A good retweet rate is approximately five. The bitly link, which clicks through to the viral video, was used over 100 times. The viral was also promoted to local authority web teams via an e-newsletter by the local DirectGov team.

The news story and case study released to promote the video achieved widespread coverage in local newspapers, on local websites and was posted in a wide variety of forums. An interview with those in the case study and included in the press release – featured on local radio stations, Ram FM and BBC Radio Derby.

The Christmas viral video was awarded a Silver Arrow in the public service category at the British Television and Advertising Awards.

In addition to the viral video, the Fire Kills filler advert, *'Tis the Season to be Careful*, was promoted to television stations throughout the Christmas period. Since it was launched on 15 November 2006, the seasonal filler has accrued 9,567 network transmissions at an airtime value of £791,416.

⁶ www.youtube.com/watch?v=hMtjGfr0tYs



Electrical Fire Safety Week (24-30 January) – general public

One identified gap in Fire Kills activity undertaken and coordinated at a national level was raising awareness about electrical fire safety issues. According to the Electrical Safety Council, over 19 per cent of fires reported to the Fire and Rescue Service are caused by electrical faults, with a further 25 per cent caused by people not using electrical equipment and appliances properly.



Provisional fire statistics for 2009-10 show that there were 20,097 accidental electrical dwelling fires in England, resulting in 3,109 non-fatal casualties and 52 fatalities, i.e. 25 per cent of all accidental dwelling fire deaths in that year.

To fill this gap, the Fire Kills campaign created and ran the first ever Electrical Fire Safety Week. The Week was supported by the Electrical Safety Council, building on their longstanding and effective working partnership with the Fire Kills campaign. A briefing pack was issued to Fire and Rescue Services encouraging a nationally integrated delivery of electrical fire safety messages, including messages on residual current devices – or circuit breakers – and downlighters.

Electrical safety tips were promoted across the Fire Kills and DirectGov digital channels. There were daily safety tips on the Fire Kills Twitter channel which received regular retweets. We used selected hashtags (#EFSW) to support the messages to articles and followers. The bitly link that clicks through to the DirectGov electrical safety article was used 19 times. On Facebook it had 14 'shares' and 10 'likes'. It was also promoted through a posting on the DirectGov Facebook wall as well as the Fire Kills website.

Press activity for Electrical Fire Safety Week focused on specialist and local publications. Insurance specialists covered the event comprehensively, with electrical inspection service Allianz joining the campaign with their own statement. Fire and Rescue Services achieved excellent coverage in local publications, particularly in Yorkshire, Plymouth, Tewkesbury and Sussex.

National Chip Week (21–27 February) – general public

National Chip Week is a well-established promotional week designed to celebrate potatoes and chips as a national food. With fire statistics invariably demonstrating that most accidental dwelling fires start in the kitchen, added to the fact that over 40 per cent of chip pan fires in England in 2009-10 resulted in death or injury⁷, the Week provided an ideal opportunity to promote cooking fire safety messages at the local level.

A Fire Kills briefing pack was issued to all Fire and Rescue Services in England. Fire and Rescue Services across the country briefed the news story locally and hosted demonstration events, resulting in comprehensive coverage in regional news publications.

Kitchen safety tips were promoted across the Fire Kills and DirectGov digital channels. There were daily safety tips on the Fire Kills Twitter channel which received regular retweets. We had over 70 new followers during the week. Selected hashtags were used (#kitchensafety and #Nationalchipweek) to support the messages to articles and followers. The bitly link which clicked through to the DirectGov kitchen safety article was used 75 times. On Facebook it had seven 'shares', three 'likes' and eleven 'comments'. It was also posted on the DirectGov Facebook wall as well as the Fire Kills website.

⁷ Fire Statistics Monitor – April 2009-March 2010:
<http://www.communities.gov.uk/publications/corporate/statistics/monitorq1q420091>

No Smoking Day (9 March) – older people and single middle-aged men

A third of fatal fires in the home are started by cigarettes. No Smoking Day was therefore used as a hook to target media activity at the elderly and single middle-aged people who drink and smoke in the home, with the secondary audience of smokers in general. The Day provided an opportunity to demonstrate the lesser-known dangers of smoking – namely the fire risk – and to encourage smokers to make sure that they dispose of their cigarettes carefully.

National PR activity for No Smoking Day centred on case studies from Greater Manchester and from South Tyneside, provided by the local Fire and Rescue Services. The news agenda of the day on new health policy reduced the coverage in national publications. However, one of the case studies was a headline feature in *Mature Times* and some excellent local coverage was achieved by Fire and Rescue Services.

Smoking safety and fire escape tips were promoted across the Fire Kills and DirectGov digital channels. There were safety tips on the Fire Kills Twitter channel which received regular retweets. We used selected hashtags (#smokingsafety, #smokealarms and #Nosmokingday) to support the messages of articles to followers.

Television targeting

Where TV programme audiences matched the particular target groups of the Fire Kills campaign the team contacted the production companies. This included home improvement, cookery and fictional shows. Fire Kills posters and promotional materials were offered for use on the sets.

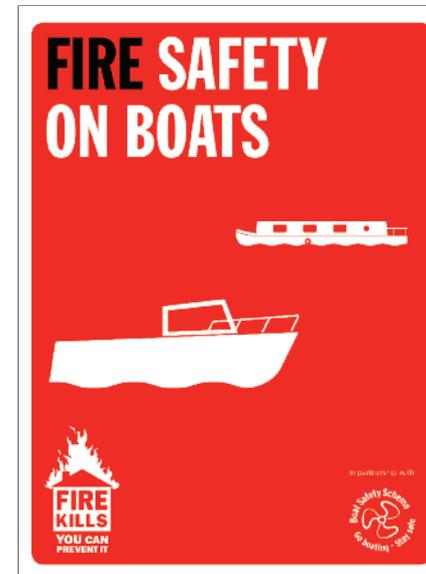
Following a fire storyline on *Emmerdale* in January 2011, the campaign secured a link to the Fire Kills website from the soap's web page. Fire Kills tweeted about the importance of having a working smoke alarm referring to the *Emmerdale* storyline.

Other PR activity

Towards the end of 2009-10, the Fire Kills campaign encouraged local Fire and Rescue Services to engage with other 'awareness weeks' that took place during the first few months of 2010-11. To coordinate national activity, Fire Kills briefing packs were sent to all Fire and Rescue Services in England. This includes a template press release for them to use as they saw appropriate.

These awareness weeks were:

- Boat Fire Safety Week – Boating community
- Deaf Awareness Week – Deaf and hard of hearing.



Partnership activity

Working closely with partners is crucial to the continuing success of the Fire Kills campaign. Relationships with partners in the commercial and voluntary sectors have further extended the reach of the campaign and have enabled relevant fire safety messages to be delivered to the harder to reach, apathetic and vulnerable audiences.

The voice of commercial and voluntary partners delivering the messages through their own communication channels can often help the audience better relate to and trust the call to action. Through careful partner choice and activity, this can be particularly effective within a specific environment and/or when the audience is most receptive.

Smoke alarm manufacturers

Long term relationships with the three leading smoke alarm manufacturers – Ei Electronics, Kidde Safety and Sprue Safety Products – continued in 2010-11. The strength of the partnerships in previous years meant that smoke alarm manufacturers continued to deliver the Fire Kills messages while the campaign was on hold in the first part of the year.

Ei Electronics

- The Fire Kills logo features on all smoke alarm packaging
- Smoke alarm dump bins with the Fire Kills logo featured in-store at Homebase and Wilkinsons
- Counter-top boxes and on-shelf barker cards featuring the Fire Kills logo and messages featured in Robert Dyas.



Kidde Safety

- The Fire Kills logo features on all smoke alarm packaging
- Dump bins and point of sale displays in B&Q and Homebase feature the Fire Kills logo
- An advert featuring the Fire Kills logo was placed in the Argos catalogue.

Sprue Safety products

- The Fire Kills logo features on all smoke alarm packaging across all brands – FireAngel, First Alert and BRK
- Point of sale displays and dump bins with the Fire Kills logo featured in B&Q.

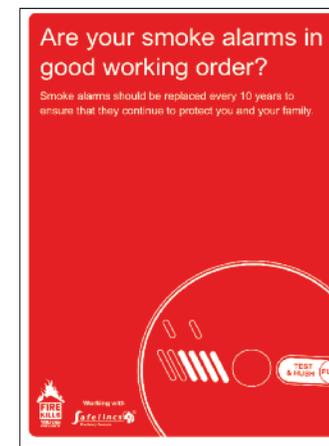


Other commercial partners

Safelincs

As an online fire safety products retailer, Safelincs provides an opportunity to encourage those who are safety conscious to consider the wellbeing of their friends and family.

They have created a 'reminders' website that allows people to sign up to receive free reminders about testing and replacing smoke alarms. This website (www.safelincs.co.uk/reminders) features the Fire Kills logo and supporting fire safety messages.



Safelincs were the exclusive retailer of the new Ei Electronics 'easichange' replacement alarms for mains-wired smoke alarms in 2010-11. They produced a leaflet in line with the Fire Kills identity guidelines featuring fire safety messages to ensure that customers' smoke alarms were in good working order.

Smoke Alarms - a quick guide to keeping your home safe

Smoke alarms are the most reason for loss of any fire protection, as they warn you of a fire at the earliest possible moment. It is therefore very important to ensure that they are maintained and in good working order.

Smoke Alarm Maintenance

Q. How often should I test my smoke alarm?

A. Smoke alarms should be tested at least once a week to ensure that the alarm sounds and clearly and in good working order.

If you would like us to remind you to test your smoke alarms or change your batteries, sign up to our free reminder service: www.safelincs.co.uk/reminders

Q. How often should smoke alarms be replaced?

A. Domestic smoke alarms have an average life expectancy of 10 years and should be replaced within this time to ensure that your house and family remain protected against the threat of fire.

Q. How do I replace my smoke alarm?

A. Battery operated smoke alarms (e.g. 10 year wireless) have no cables and can simply be taken down and then replaced with a new unit. Mains powered smoke alarms usually require either an electrician to replace the wires and, however, Ei Electronics' 'easichange' kit can be replaced by you using an easichange replacement kit.

"Just two to three breaths of toxic smoke in a house fire and you're unconscious"

Save money on replacement mains powered Ei smoke and heat alarms

easichange

easichange replacement alarms are available for the following Ei/Eva alarms

E100 Series E102 Series E104 Series

The new easichange replacement kit is only used for E11 installed on and contains all the necessary tools and materials required to allow a new mains powered alarm to be installed without an electrician.

Benefits of an easichange replacement kit

- ✓ Get the Ei/Eva replacement products
- ✓ No need for costly electricians
- ✓ Quick and easy self installation process

Cost Savings

This unique installation process of the easichange replacement kit requires no need of an electrician. The graph below demonstrates the potential cost savings that can be achieved based on 'upgrading' an E104 standard smoke alarm to using an easichange replacement kit.

Replacement Cost of an E104

■ Replacement with a qualified electrician
■ Replacement with an easichange replacement kit
Source: 'Homefire' purchase 2008

For more information visit - www.easichange.co.uk

Rockwool

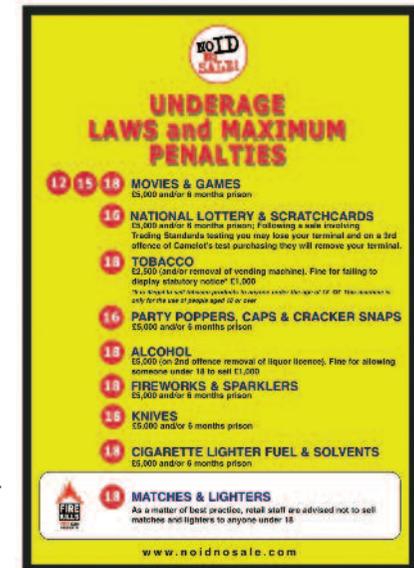
Rockwool produce insulation that has fire protection qualities and is seeking to reposition itself to target the domestic market. In 2010-11, the Fire Kills campaign began working with Rockwool to deliver fire safety messages and Fire Kills logos appeared on Rockwool packaging in DIY chains, such as B&Q. Firm partnership foundations have been laid and will be built on during 2011-12.

No ID, No Sale!

The 'No ID, No Sale!' campaign, operated by Citizencard, promotes acceptance by retailers of all PASS accredited (government approved) proof of age/ID schemes.

The campaign is active in more than 100,000 retailers nationwide and aims to create a culture in which young people expect to be asked to prove their age – and retailers accept only the correct forms of ID. The phrase 'No ID, No Sale!' is widely understood, with posters displayed on shop doors, aisle shelves and above tobacco gantries in supermarkets, convenience stores and newsagents.

Although there is no age restriction on the sale of matches and lighters, Fire Kills worked in partnership with Citizencard to revamp their minimum legal age poster and include a section on matches and lighters. The 'No ID, No Sale!' poster now encourages responsible shopkeepers to impose a voluntary age restriction of 18 on matches and lighters and features the Fire Kills logo. The new version was made available electronically to over 100,000 retailers.



Charities

The Fire Kills campaign has supported a wide range of charities through ensuring advice and tips relayed to their service users are correct and consistent with the national messages. In 2010-11, the Fire Kills campaign worked with the following charities to deliver and boost the impact of fire safety messages:

- Age UK
- Boat Safety Scheme
- Child Accident Prevention Trust
- Children's Burns Trust
- Electrical Safety Council
- Royal Society for the Prevention of Accidents
- The Fire Fighters Charity.

Partnership with oxygen suppliers

Work in 2010-11 built on the previous year's ground-breaking partnership between the Department for Communities and Local Government, the Department of Health, Fire and Rescue Services and the three oxygen providers (BOC, Air Products and Air Liquide).

An article in *Fire and Rescue Service Bulletin 1*, issued on 2 August 2010, highlighted opportunities for joint working between Fire and Rescue Services, oxygen suppliers and health care agencies to raise awareness of the dangers of smoking whilst using oxygen⁸.

The Home Oxygen Service, Fire Safety and Smoking Working Group helped Fire and Rescue Authorities to target home oxygen users with Home Fire Risk Checks.

They also collaborated to produce a DVD to teach people about the safe use of oxygen at home. The DVD is designed to educate the staff of organisations involved in the assessment, prescription and supply of oxygen services. This could include workers in health services, local authorities, home oxygen suppliers and Fire and Rescue Service staff providing safety advice. Funded by the three oxygen providers, the DVD was produced by West Yorkshire Fire and Rescue Service.



⁸ www.communities.gov.uk/documents/fire/pdf/1687535.pdf

5. National black and minority ethnic fire safety campaign

Several cultural and lifestyle factors such as more use of oil in cooking, limited fluency in English and low awareness of fire safety messages, result in some communities being at a potentially greater risk from fire. The *Survey of English Housing (2004-05)*⁹ reported that “smoke alarm ownership amongst Asian communities is ten per cent lower than the national average”.

Qualitative research completed in 2007 identified the Pakistani, Bangladeshi and Somali communities as in need of specific targeting as their media consumption habits mean that they are less likely to be reached through the mainstream campaign. The Fire Kills campaign therefore features a specific black and minority ethnic element.

The black and minority ethnic campaign began in 2005-06, targeting faith festivals with supporting press and radio advertising. Lessons have been learned following research and evaluation of previous activity, and this element of the campaign is now more informed and effective, taking appropriate fire safety messages to the communities through trusted and well-used communication channels.

⁹ <http://www.communities.gov.uk/publications/housing/housingengland2>

Radio advertising

As with the mainstream radio campaign, tailored radio advertising allowed a wide audience to be reached with culturally resonant fire safety messages. The Urdu and Sylheti adverts, encouraging cooking safely when using a karahi, were designed to target first generation Urdu and Hindi communities. The adverts highlighted how easy it is to be distracted – even for just a minute – at family gatherings, emphasising the importance of a working smoke alarm.

Female voiceover

... it was our first event in the new house... and everyone had come to celebrate with us... I don't know how it happened... one minute everything was fine, I'd just left the karahi to heat up, and I popped to the other room... and the next thing I remember is the piercing noise of the smoke alarm... I only left the karahi for a minute... but when the alarm went off the kitchen was full of smoke...

Male voiceover

Thank goodness we had a smoke alarm... I'd checked it the day before...

Female voiceover

If the smoke alarm hadn't gone off, the karahi and the kitchen would have caught fire... and we probably wouldn't be here today...

Generic male voiceover

Don't leave cooking unattended... Don't let fire destroy your festivities – **Fire kills... you can prevent it.**

6. Public information filler films

When television and radio stations have time to fill during their schedules, they often broadcast public information 'fillers' – effectively free advertising. To utilise this opportunity, the Fire Kills campaign has developed a suite of fillers covering the main fire safety messages.

Television fillers

The television fillers are made available to the main terrestrial television stations (BBC, ITV, Channels 4 and Five) and also feature on digital channels. The available slots are often during daytime television or later at night, which provides an opportunity to reach our identified vulnerable groups. They are also shown periodically at cinemas around the country.

Between 1 April and 23 February, fillers were broadcast 104,675 times on television and on 'out of home' screens (hospitals, shopping centres, etc). This had an airtime value of £1,145,000 and the out-of-home footfall for the sites screened totalled 9,576,000. Figures for March had not been received at time of print, but additional airtime value for March is estimated to be in the region of £25,000.

Radio fillers

With the national paid-for advertising enabling smoke alarm maintenance messages to reach a wide audience, radio fillers allow other fire safety messages to be broadcast at lower cost. In 2010-11, a new suite of radio fillers was produced, following consultation with the Fire Kills Practitioners' Group, covering a range of fire safety issues, including:

- Escape plans
- Candles
- Cooking
- Christmas messages.

Six of the new radio fillers were released on 15 March and up to 31 March were transmitted 3,446 times at an estimated airtime value of between £80,000 and £90,000. The old radio fillers were promoted in the campaign year up to 15 March and these were transmitted a total of 34,797 times at an airtime value of £479,583.

7. Forward look and conclusions

The support of the local Fire and Rescue Services is paramount to the success of the campaign and the long-term downward trend in accidental dwelling fire deaths. The importance of local delivery recognises and underpins the change of strategy for 2010-11.

In previous years, media advertising has been the focus of the national campaign, with other targeted and tactical activities supporting this. But with the long-term downward trend in accidental dwelling fire deaths beginning to plateau, it is imperative that innovative and sustained efforts are made to take messages to the vulnerable and harder to reach groups. We know that this is often best done through interventions by local agencies, including the local Fire and Rescue Service.

The emphasis in 2010-11, therefore, was on providing opportunities, resources and news hooks to boost the already effective local engagement activity undertaken by local Fire and Rescue Services.

In 2011-12, the campaign will provide new opportunities for local engagement and build on the partnerships formed with national organisations. The national campaign will continue to be closely linked with the work of the local Fire and Rescue Services to ensure that Fire Kills activity is tailored to their needs and is effective in facilitating local activity. To augment this, national radio and press advertising will continue to deliver the campaign's main messages to the widest possible audience.

Additionally, campaign partners in the commercial and voluntary sector with an interest in fire safety and related areas will be encouraged to take on responsibility for the campaign in line with the Government's Big Society agenda.

The Fire Kills team at the Department for Communities and Local Government will work to coordinate the local delivery of a nationally consistent and integrated campaign by its partners.



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