

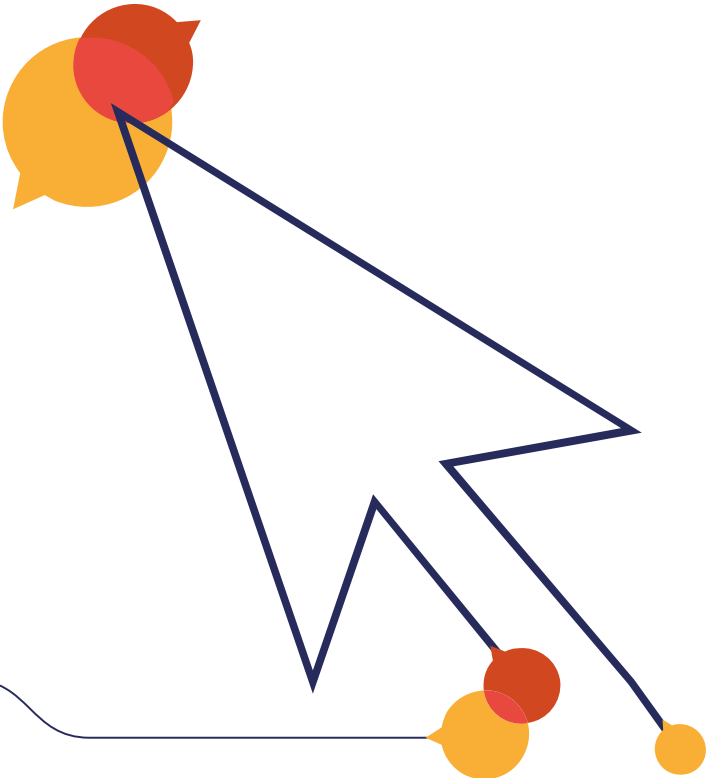


accidents don't have to happen

Consumer Safety Product Awareness Programme



Report on the Halloween and Fireworks campaigns delivered by RoSPA to support the Office for Product Safety & Standards (BEIS) in consumer awareness raising and education in high priority areas



[Name redacted]

[Name redacted]

Date: November 2018



Document Title here

Contents

Organisation name	3
Primary contact, phone and email	3
RoSPA/Office for Product Safety & Standards projects	3
Goal	3
Plan for the two campaigns	3
Individual objectives	3
Fancy dress	3
Fireworks	3
Target audience	4
Timeframe	4
RoSPA proposal	4
Reporting and evaluation	4
Campaign delivery - Halloween	5
Campaign delivery - Fireworks	8
Highlights of online survey	11
Firework Safety Campaign – radio day	12
Costs	13
Members of the Team	16

Document Title here

Organisation name

The Royal Society for the Prevention of Accidents (RoSPA)

Primary contact, phone and email

[Name redacted]

[Contact details
redacted]

RoSPA/Office for Product Safety & Standards projects

RoSPA welcomed the opportunity to work with the Office for Product Safety and Standards on the proposed projects.

Goal

To raise consumer awareness in order to reduce the number of incidents associated with:

- Fancy dress (Halloween)
- Fireworks

Plan for the two campaigns

Conduct a social and traditional media campaign to raise awareness covering the above topics including the promotion of available educational material. Print and delivery of hard copy materials if feasible within the timeframe.

Individual objectives

Fancy dress

- To raise the public's awareness of the need to buy fancy dress from legitimate sources and check labelling
- To raise the public's awareness of the dangers of allowing children to wear fancy dress near open flames.

Fireworks

- To raise the public's awareness of the need to enjoy fireworks safely and responsibly
- To ensure the public is aware of the restrictions on the use of fireworks, including the times of year they are allowed, and the related curfews
- To warn the public of the dangers of buying fireworks from non-legitimate sources.

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Target audience

All the campaigns will be aimed at local delivery providers and the general public, paying particular attention to reaching parents and caregivers of children.

Timeframe

October – November 2018

RoSPA proposal

To lead the delivery of the campaigns across the United Kingdom in line with the attached Office for Product Safety and Standards (OPSS) campaign plans:

- Delivering the programme throughout the UK, utilising networks established by our operations in England, Scotland, Wales and Northern Ireland
- Working with key partners in each participating area to distribute web-based programme resources and where feasible hard copy resources
- Utilising traditional and social media channels to deliver key campaign messages to target audiences
- Providing a full report of the activities and outcomes across the UK.

Reporting and evaluation

The table below and the attached appendix provide:

- A report of the activities and outcomes across the UK, including Facebook reach, tweets, blogs etc, with full response data including qualitative data such as comments. Number of visits to the website, number of downloads of resources. Where hard copies have been delivered – the number of resources distributed
- The reach of each aspect as outlined above is also given.

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Campaign delivery - Halloween

RoSPA delivered the following in relation to the Halloween campaign:

ACTION	TARGET	OUTCOME
<p>Issue press releases to officially launch the campaigns</p> <p><u>Halloween</u> - released 26/10/18</p>	<p>Local and national press uptake leading to articles to raise the awareness with local delivery providers, and families.</p>	<p>Copy attached - Appendix 1 Separate press releases sent out for Northern Ireland and Scotland</p> <p>Traditional media totals: 34 pieces of coverage. Newspaper circulation 174,898; listenership 371,000.</p> <p>Three broadcast interviews held.</p>
<p>Deliver a full social media campaign to promote safety messages to a wider audience</p>	<p>Proactive blogs, tweets and Facebook posts and responses to any emerging incidents. Case study, blog and web information. Development of infographics.</p>	<p>Facebook 3 organic posts on Facebook linking to RoSPA Halloween safety advice page achieved a reach of 14,811 and 19 click-throughs to RoSPA website.</p> <p>Boosted Facebook post on RoSPA main page achieved a reach of 31,231, 103 click-throughs to RoSPA website.</p> <p>Total reach RoSPA posts = 46,042 with 122 click throughs.</p> <p>Twitter RoSPA put out a total of 4 organic posts on Twitter linking to RoSPA Halloween safety advice page.</p>

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		<p>These achieved a reach of 16,073 and 18 click throughs to the RoSPA website.</p> <p>1 organic Instagram post achieved a total Reach of 181.</p> <p>Total reach 16,254 with 18 click-throughs.</p> <p>Social media influencers</p> <p>Social media sharing of Halloween safety web content through [name redacted] social channels achieved 11,740 collective reach through Facebook, Twitter and Instagram.</p> <p>Social media sharing of RoSPA Halloween safety content through [name redacted] social media channels 2,325 reach through Twitter. A breakdown of the statistics relating to the posts can be seen in appendix: 2.</p>
<p>Updated the web pages to include materials jointly developed with and supplied by OPSS, and to improve content and SEO.</p>	<p>Revise and update web pages with additional downloadable family-oriented resources</p>	<p>https://www.rospa.com/home-safety/advice/product/halloween-costumes/</p> <p>Redesign of Halloween and fancy dress costumes RoSPA webpage, including improving keyword and URL searchability, and creation of separate pages for the public and professionals.</p> <p>Over the Halloween period the web page received: Unique page views: 564 (Halloween advice page), 78 (advice for businesses page).</p>

Document Title here

		This was an increase from 214 (total) for same period in 2017 – a rise in the number of unique visits by 163.5 per cent.
Development of articles and blogs, including details of the campaign in newsletters, RoSPA journals etc.	Professionals and organisations working with families (for example, more than 1,200 currently receive our Home Safety Newsletter and this will be expanded during the campaigns). Articles will be aimed both at professionals and families	RoSPA Halloween Guest Post achieved 312 visits Newsletter was sent out to all RoSPA contacts across the UK with details of the campaign and links to the webpages.
Inclusion of appropriate safety messages in all safety training.	Revise and update current training as necessary. Distribute printed materials to those attending training for use with their client groups.	No training was delivered during the timeframe
Build on our strong links with key agencies in local communities including schools, hospitals, health visitors, register offices, playgroups, children's centres and ante-natal classes. In addition to encouraging partners to include awareness raising-information and materials on their websites, individual communications and regional meetings, these contacts provide vital sources of evidence of product-related safety incidents in the field that help to develop a picture of current and emerging issues	Attendance at meetings as required, providing advice on consumer awareness-raising in all four areas. Distribute printed materials through local authority public health departments and non-government agencies, events and community groups. Distribute and share materials through our national committees	Details given of campaign given out at all appropriate meetings. Key agencies also informed via the newsletter. As the campaign was extremely short on delivery time printed materials were not delivered. However everyone had the opportunity to download the material from the website.

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Campaign delivery - Fireworks

RoSPA delivered the following in relation to the Halloween campaign:

ACTION	TARGET	OUTCOME
<p>Issue press releases to officially launch the campaign Fireworks – released 02/11/18</p>	<p>Local and national press uptake leading to articles to raise the awareness with local delivery providers, and families.</p>	<p>Copy attached - Appendix 3 Separate press releases sent out for Northern Ireland, Scotland and Wales.</p> <p>Traditional media totals: 134 pieces of coverage, including BBC Online, CBBC website and Huffington Post parent page. Newspaper circulation 480,930; listenership 6,592,000 (may include some of those undertaken as part of the radio day).</p> <p>In total 17 radio interviews were held, 2 directly arranged by RoSPA and 15 via the radio day.</p>
<p>Research</p>	<p>Commission research to gather up-to-date information for media use.</p>	<p>An online survey was conducted by Atomik Research among 2,003 UK adults aged 18+. The research fieldwork took place between October 26-28 2018. Atomik Research is an independent creative market research agency that employs MRS-certified researchers and abides to MRS code.</p> <p>Highlights from the research are given below and a full copy is attached at appendix 4.</p>

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<p>Radio Day</p>	<p>Set up a radio day in order to get the best press coverage possible.</p>	<p>Using the research above to gather media interest a total of 15 press interviews were completed on the 1/11/18. The campaign had a total of 105 minutes air time across the UK with a possible audience reach of 36.2million and an average reach of 116k. Full details are given below</p>
<p>Deliver a full social media campaign to promote safety messages to a wider audience</p>	<p>Proactive blogs, tweets and Facebook posts and responses to any emerging incidents. Case study, blog and web information. Development of infographics.</p>	<p>Facebook 8 organic posts on Facebook linking to RoSPA Halloween safety advice page achieved a reach of 21,274 and 272 click-throughs to RoSPA website. Boosted Facebook post on RoSPA main page achieved a reach of 30,947, 395 click-throughs to RoSPA website. Total reach 51,001 with 667 click-throughs. Twitter RoSPA put out a total of 8 organic posts on Twitter linking to RoSPA Halloween safety advice page. These achieved a reach of 21,274 and 33 click-throughs to the RoSPA website.. A breakdown of the statistics relating to the posts can be seen in appendix 5</p>
<p>Updated the web pages to include materials jointly developed with and supplied by OPSS.</p>	<p>Revised and update web pages with additional downloadable family-oriented resources.</p>	<p>https://www.rospa.com/home-safety/advice/fireworks-safety/ Redesign of Fireworks RoSPA webpage, including improving keyword and URL searchability. Over the firework period the web page received:</p>

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		<p>Unique page views: 16,145. Downloads: 148 of 3 OPSS posters, 17 of RoSPA information for display organisers, 5 of information on planning a private display.</p> <p>Due to a technical error with redirection of visitors to the old saferfireworks.com webpage, a comparison of unique visitors from the previous year is not possible.</p>
<p>Development of articles and blogs, including details of the campaign in newsletters, RoSPA journals etc. Work with families for case studies.</p>	<p>Professionals and organisations working with families (for example, more than 1,200 currently receive our Home Safety Newsletter and this will expand during the campaigns). Articles will be aimed both at professionals and families.</p>	<p>[Name redacted] story on the website received 185 unique page views. The case study also helped to gain media interest.</p> <p>Newsletter was sent out to all RoSPA contacts across the UK with details of the campaign and links to the webpages.</p>
<p>Inclusion of appropriate safety messages in all safety training.</p>	<p>Revise and update current training as necessary. Distribute printed materials to those attending training for use with their client groups.</p>	<p>No training was delivered during the timeframe.</p>
<p>Build on our strong links with key agencies in local communities including schools, hospitals, health visitors, register offices, playgroups, children's centres and ante-natal classes. In addition to encouraging partners to include awareness raising-information and materials on their websites, individual communications and regional meetings, these contacts provide vital sources of evidence of product-related safety incidents in the field that help to develop a picture of current and emerging issues.</p>	<p>Attendance at meetings as required, providing advice on consumer awareness-raising in all four areas.</p> <p>Distribute printed materials through local authority public health departments and non-government agencies, events and community groups.</p> <p>Distribute and share materials through our national committees.</p>	<p>Details given of campaign given out at all appropriate meetings. Key agencies also informed via the newsletter.</p> <p>The campaign was extremely short on delivery time, printed materials were not delivered. However everyone had the opportunity to download the material from the website.</p>

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Highlights of online survey

Highlights of online survey was conducted by Atomik Research among 2,003 UK adults aged 18+. The research fieldwork took place between October 26-28 2018.

The survey revealed that:

- A third (32 per cent) will be attending a firework display this year.
- 61 per cent of parents with children aged 0-5 will be attending a firework display this year.
- Nearly two thirds (64 per cent) of adults aged 25-34 will be attending a firework display this year.
- A quarter (23 per cent) of adults attending a fireworks display will be attending a private display.
- Two thirds (67 per cent) of adults have bought sparklers for use by children
- Over half (59 per cent) are planning to purchase fireworks or sparklers this year
- Two thirds (66 per cent) of adults will be purchasing fireworks/sparklers from a supermarket, with a third (32 per cent) purchasing them from a specialist firework shop
- Over half (54 per cent) of adults think it is appropriate to start giving children sparklers between ages 5-9
- Nearly a third (28 per cent) of parents allowed their child, while they were under the age of 5, to hold a sparkler on their own
- A third (31 per cent) of adults have given a young child, under the age of 5, a sparkler to hold on their own, with 11 per cent saying yes, as long as they can see them
- Half (49 per cent) of parents say their child isn't always supervised by an adult when holding a sparkler, with 15 per cent saying this is because they have explained how to hold it safely
- Over a third (36 per cent) of adults are not aware of the Firework Code
- 3 in 5 (62 per cent) do not think there is enough firework safety information available publicly
- Over half (53 per cent) of adults do not recognise the CE safety marking issued on all fireworks, to show they have been tested to the highest safety standard.

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Firework Safety Campaign – radio day

Pieces of Coverage	15			
Audience Reach	32562000			
Air Time (minutes)	105			
AVE	116158			
Radio Station	Date Published	Audience Reach	Air Time (minutes)	
BBC Radio Norfolk		188000	7	
97.5 Kemet FM	01-Nov-18	52000	8	
Radio Saltire	01-Nov-18	20000	10	
Siren FM	01-Nov-18	50000	6	
Big City Radio		90000	6	
Central FM		42000	6	
Swindon 105.5		50000	6	
Panda Radio		14000	6	
Sky News Radio	01-Nov-18	31000000	6	
BBC Radio Suffolk	05-Nov-18	110000	4	
BBC Radio West Midlands	05-Nov-18	216000	6	
The Source FM	01-Nov-18	52000	8	
Wycombe Sound	01-Nov-18	90000	10	
TalkRADIO	04-Nov-18	294000	8	

1. Media monitoring

Campaign activity: to monitor consumer product safety issues (Halloween costumes, fireworks, lasers, toys and other Christmas-related product safety issues) in the media.

The RoSPA PR and media team already monitors media coverage (print, online, broadcast and social media) in relation to RoSPA's own activities. It can also use its media monitoring services to track coverage related to certain types of accident and particularly those linked to consumer products.

Media monitoring would benefit this year's campaigns, enabling reactive activities in support of pre-planned activities, and would also provide useful intelligence that could be incorporated when planning campaigns for 2019.

RoSPA is able to add an unlimited number of product-safety-related "keywords" to its media monitoring system (print, online and broadcast) for no additional cost. There would, however, be associated fees to add an additional user to the system to access this new content (£500 for one additional user for 12 months).

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The monitoring and collation of product safety mentions on Twitter and other social media platforms would be a function performed by RoSPA's PR and media team, using their existing social media software.

2. Insights from health professionals

Campaign activity: to seek qualitative insights from healthcare professionals into injuries they have treated involving Halloween costumes, fireworks, lasers, toys and other Christmas-related consumer product issues.

RoSPA's PR and media and policy teams have established relationships with healthcare professionals from a wide range of organisations including, for example, the Royal College of Emergency Medicine, Birmingham Women's and Children's Hospital and the North West Children's Major Trauma Network.

Information-sharing between partners is encouraged in order to spot emerging trends and to aid understanding of the severity of injuries. In some cases, information that is shared between agencies is not able to be released publicly, but in other cases summaries of anecdotal insights could be put together. Case studies willing to tell their stories may also be identified.

RoSPA contacted all its relevant partners ahead of the key periods of Halloween and Bonfire Night in order to inform them of the request for relevant insights but unfortunately we received no responses due to the short lead-in time.

Costs

Costing notes

The costs below are set on the delivery of campaigns with the hosting of materials on the website and distribution via links to the downloadable resources.

The costs below include:

- Research
- Formulation of key messages for resources
- Six press releases – three on each campaign to cover the whole of the UK
- Development of advertorials, blogs and true life stories
- Boosting social media posts
- Development of short videos for at least two of the campaigns.

Inclusion of content on RoSPA website:

- Blog posts by RoSPA on safety content
- One RoSPA e-newsletter inclusions on topics, featuring digital safety leaflets to local delivery providers/peer-to-peer groups
- Spokesperson time for media interviews
- 39 social media posts – x20 posts on Twitter, x19 posts on Facebook on the two campaigns, including inclusion in other media outlets.

Members of the Team

[Name redacted] – Public Health Adviser – Full time

As the contract manager and primary contact with BEIS, [name redacted] will manage the day-to-day work, lead on the development of materials and resources, develop the relationships with key partners, be responsible for all policy aspects and decisions relating to product safety and manage the reporting process.

[Name redacted] – Public Health Support Officer – Full time

[Name redacted] will be responsible for dealing with consumer enquiries, distributing of resources, setting up focus groups as necessary, supporting development of web material, maintaining all databases, gathering information for the reports and provide general administrative support to the team and the National Home Safety Committee.

[Name redacted] – Consumer Safety/Home Safety Officer – Part time

As a Trading Standards Officer [name redacted] will provide professional support and advice on all product safety related matters, standards, regulations etc. He will deal with enquiries and represent RoSPA on agreed product safety bodies.

[Name redacted] – Project Accountant – Part time

The project accountant is responsible for managing the accounts relating to all expenditure of the BEIS grant.

Press Office/Communications Team – Full time

Providing support in maintaining the social media profile and media communications.

Web Team – Full time

RoSPA's web team will be highly active in providing support to the programme as they develop new web pages and add updated information to existing product safety related web pages.



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