



Department for
Communities and
Local Government

Fire Kills Campaign

Annual Report 2011-12



**FIRE
KILLS**

**YOU CAN
PREVENT IT**

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September, 2012

ISBN: 978-1-4098-3603-2

Contents

1. Foreword	2
2. Smoke alarm national advertising campaign	3
<i>Background</i>	3
<i>Clock change</i>	3
<i>Localising national advertising</i>	7
<i>Impact of the campaign</i>	9
3. New delivery strategy	10
<i>Themed months</i>	10
<i>Other activity</i>	17
<i>Partnership activity</i>	19
4. National black and minority ethnic fire safety campaign	24
<i>Radio advertising</i>	24
<i>Print advertising</i>	25
5. Public information fillers	26
<i>Television fillers</i>	26
<i>Radio fillers</i>	26
6. Forward look and conclusions	27

Foreword



In 2011-12, the Department for Communities and Local Government Fire Kills campaign continued its excellent work of raising awareness of potentially life-saving fire safety messages and driving behaviour change.

The well-established and effective partnership with local fire and rescue authorities across the country has enabled the campaign to build upon previous successes and ensure its aims remain aligned with local needs. Empowering the committed local fire and rescue authorities as campaign co-owners and local deliverers is pivotal in reaching our shared objectives.

Partnership activity with organisations from the commercial and voluntary sectors increased in 2011-12, which many new and productive national partnerships formed. By working with these organisations we have been able to deliver some excellent work and impact upon the lives of many people not easily reached without them.

In 2011-12, national advertising again proved the best way to deliver the primary message of smoke alarm maintenance to a wide audience. The 'themed months' programme, incorporating the national advertising, helped coordinate a nationally integrated and locally delivered campaign, tailored to the needs of individual areas.

It is the support of all our partners that make the Fire Kills campaign the success it is. Latest fire statistics report that accidental fire deaths in the home fell dramatically in the last year to 187 – a reduction of 12% on the 2010-11 figure of 213. We look forward to building on this achievement with our partners and our colleagues in fire and rescue authorities to ensure that we continue to make a difference in 2012-13.

A handwritten signature in blue ink that reads "Ken Knight". The signature is written in a cursive style and is positioned above a horizontal blue line.

Sir Ken Knight
Chief Fire and Rescue Adviser

2. Smoke alarm national advertising campaign

Background

Statistics show that you are four times more likely to die in a fire in the home if you do not have a working smoke alarm. Encouraging people to test their smoke alarms has therefore been the simple primary message of the Fire Kills campaign since 2003.

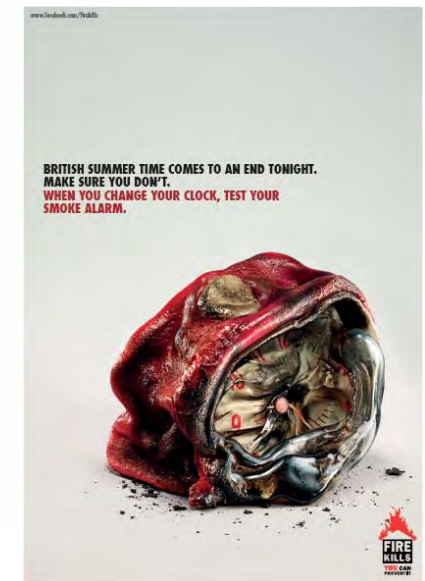
The English Housing Survey reports that 86% of homes now have smoke alarms. With a record high level of ownership, more and more fires in the home are occurring where a battery or mains-powered smoke alarm is present but fails to operate. Evidence suggests this is largely due to flat or missing batteries. Our objective therefore has to be to make sure householders maintain their alarms in working order – regular testing supports this. The challenge for us is to ensure the regular testing message remains front of mind and encourages a long-term behaviour change of testing tied to a regular and routine household task.



Clock change

The new advertising campaign established in 2011-12 seeks to tackle this problem by linking the task of changing your clocks at the start and end of British Summer Time and testing your smoke alarms. The 'Clock Change' advertising campaign ran in October 2011 and March 2012 in the build up to, and during, the weekend of the two annual clock changes. Commercial radio and national press advertising was supported by a comprehensive programme of online activity.

As well as providing a biannual focus for smoke alarm testing, it also combats the further problem highlighted through previous evaluations. The effort of testing smoke alarms, which are sometimes difficult to reach, puts some people off. However, as they are already going around their home to change their clocks, the additional task of smoke alarm testing may not seem as burdensome.



Sound effect:

Clock Ticking

Female voiceover:

Don't forget the clocks go forward/backward this weekend. We'll all be going round our homes changing them by an hour. All except for 246 people. They won't be doing it this year. It's not because they can't be bothered, it's because time has stopped for them.

Sound effect:

Ticking stops

Female voiceover:

They've died in house fires since this time last year. So there's one extra thing we'd like you to do this weekend, it won't take much time. When you change your clock, test your smoke alarm.

Fire Kills. You can prevent it.

The press adverts featured a variety of burnt clock images, using the same tag line as the radio adverts – “When you change your clocks, test your smoke alarm”. All the creative work was available for local fire and rescue authorities to use in their local engagement and promotional activity, thereby further extending the campaign's reach and value for money.

Two online videos, one for each clock change weekend, were created to complement the advertising. The videos depicted a mantle clock melting from the heat of a fire. The video – designed to be shared with colleagues, friends and family through social networking channels – picked up the burnt clock concept and used the same tagline to ensure consistency, recognition and reinforcement.

Media schedule

The national radio campaign launched two Mondays prior to each clock change weekend (17 October 2011 and 12 March 2012). It built up in frequency from relatively lightweight to a heavyweight campaign during the clock change weekends themselves. The radio adverts featured on the following networks:

- Capital
- Heart
- Gold
- Kiss
- First Radio
- Real Radio
- Bauer Place Portfolio England
- Classic FM

Press advertising featured in national newspapers on Saturday 29 October and Sunday 30 October, with additional advertising in TV listing, women's weekly and older readership magazines. For the March advertising, the newspaper adverts appeared on Friday 23 March as well as on Saturday 24 March and Sunday 25 March. This followed an evaluation of the October advertising, which suggested a slightly longer newspaper campaign would be more effective and reach more readers.

The advertisements appeared in:

Newspapers

- The Sun
- Daily Star
- Daily Express
- Daily Mirror
- Independent
- Guardian
- People
- Mail on Sunday

Women's weeklies

- Pick Me Up
- Now
- Closer
- Heat
- More
- OK
- People's Friend
- My Weekly
- Yours

TV listings

- What's on TV
- TV Times
- TV Easy
- Radio Times



The clock change advertising won a 2011 Award for National Newspaper Advertising (ANNA) award for topicality.

The autumn version of the online video went live on 14 October 2011 and the second version on 5 March 2012. The videos were promoted through both the Department's and the Fire Kills' social media channels. In order to boost the spread of the video further, the March version was additionally promoted through the Viral Ad Network.



A number of our partners were actively involved in promoting both our clock change and Christmas online videos. This was achieved in a number of ways:

- Features in e-newsletters (Child Accident Prevention Trust, Carers UK)
- Internal promotions to staff/association members (National Association of Chimney Sweeps, East End Foods, Rockwool, Electrical Safety Council)
- Promotion on social media (Sprue Safety, Post Office, Royal Society for the Prevention of Accidents)

Encouraging campaign partners to promote the video even resulted in Ei Electronics securing interest from Wilkinson, a UK retail outlet with over 335 stores, who promoted the video and displayed campaign posters. The market research reported that 5% of those asked saw the October version and 9% (after additional seeding) saw the March one.



Localising national advertising

Our research regularly highlights a drop off in smoke alarm testing when national advertising is not running. To remedy this, the campaign ran two additional activities to ensure continuity of messaging, but with a unique local perspective. The use of Community Messaging (radio advertorials) and Featurelink (press advertorials) provided a platform for close collaboration between local fire and rescue authorities and local communities to produce localised content supported by nationally consistent advertising.

Community Messaging

The Community Messaging ran from 6 February 2012 for a period of two weeks on the Bauer and Orion radio networks. They worked with local fire and rescue authorities to develop messages and content for shows, often creating bespoke web pages and PR hooks to support the activity. Links formed between local radio stations and fire and rescue authorities allowed some to extend the activity and build beneficial relationships for the future.

Local delivery – Nottinghamshire Fire and Rescue Service

“The ‘community messaging’ initiative had a significantly improved impact this time in Nottinghamshire and hopefully it is something for us to build on for the future when working on publicising local and national initiatives. In this instance, I was interviewed by Gem 106 Radio at a local fire station and asked questions on a variety of fire safety issues (smoke alarm ownership and testing, common causes of fire in the home, fire safety in the home etc).

They also took the opportunity to record common station sounds for added background effect. This was then edited and used by them across their programme range and presenters at varied times throughout the day, which, I know from anecdotal feedback I received, reached a significant audience. Hopefully from this we will be able to build on our link with this particular radio station and perhaps use it as an example to encourage other radio stations to work with us.”

Featurelink

The Featurelink advertorials were published in local newspapers across the country during the week commencing 13 February 2012. The editorial part was mostly written by the relevant local fire and rescue authority – some were illustrated with local images. This increased empathy with the audience and helped ensure local issues and priorities were highlighted.

The articles appeared alongside one of the clock images that featured in the October and March advertising with a strapline that emphasised the importance of working smoke alarms. In this way, the national advertising helped reinforce local messages.



Wise Up - social housing newsletters

There is a strong correlation between the demographic of those living in social housing and those identified through research as potentially more vulnerable to the risks of fire. Targeting social housing tenants through social housing newsletters has therefore become an established element of the Fire Kills campaign.

In 2011-12, a total of 19 publications across England, with a combined circulation of 314,485, published the bespoke Fire Kills article. This featured messages on smoke alarms, careful disposal of smoking products and planning and practising escape plans, while informing tenants of their landlord's responsibilities.

DO YOU HAVE A WORKING SMOKE ALARM AT HOME?

IF NOT YOU ARE FOUR TIMES AS LIKELY TO DIE IN A FIRE IN THE HOME



246 people die each year in 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 Top Tip



Fit smoke alarms on each level of your home.

2 Top Tip



Test your smoke alarms weekly. Never remove the batteries.

3 Top Tip



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

4 Top Tip



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.

In the event of a fire
Get out, stay out and call 999
Don't attempt to tackle a fire yourself

www.facebook.com/firekills



Impact of the campaign

Tracking research

Ipsos MORI were commissioned to undertake tracking research to monitor the impact and effectiveness of the Fire Kills 'Clock Change' advertising campaign. A significantly large number of interviews took place before and after each round of advertising in October and March.

October

The research indicated that the advertising helped improve claimed frequency of smoke alarm testing, particularly over the October clock change weekend. One in seven adults (14%) claimed to have tested their smoke alarm that weekend.

The research concluded that the radio element was particularly successful with 22% of people recalling the adverts and other metrics well out-performing normal levels.



Recall of the press advertising was lower, probably due to the advertising being limited to a single weekend, while the radio benefited from a longer run (from two weeks before). In response to this finding, additional press adverts appeared in national newspapers on the Friday for the March burst.

March

The research into the March advertising demonstrated that the impact of the campaign is building as it reached 30% of the population. Not only did the campaign reach more people, take out of the messages was also stronger. Additional research by RadioGauge confirmed the outstanding success of the radio element. Once again, one in seven people claimed to have tested their smoke alarm over the clock change weekend.

Evaluation revealed some areas for development in reaching some target groups. While the campaign overall did have an impact on the number of people testing their smoke alarms over the clock change weekend, it was largely those already claimed to regularly test their smoke alarms. This highlights the importance of campaign support at the local level to target vulnerable groups, particularly older people, and will be a key area for consideration when planning the media schedule for 2012-13.

3. New delivery strategy

The focus of the current campaign is on empowering local fire and rescue authorities as delivery agents and to facilitate their local amplification of the national messages, tailored to their local priorities. Close liaison with fire and rescue authorities is therefore crucial. Regular engagement with the Fire Kills Practitioners' Group and FirePRO (the network of communications officers from fire and rescue authorities) ensures that the campaign is fully discussed and aligned to the requirements of practitioners who deliver the campaign at the local level.

In 2011-12, a new strategy was developed in partnership with the Fire Kills Practitioners' Group. The Group assigned key fire safety themes to months of the year, establishing a themed month calendar. The new strategy provided a framework for national and local PR and engagement activity, ensuring a collaborative approach to delivering relevant – and often seasonal – fire safety messages to the general public.

Themed months

The themed month cycle began with the launch of the national advertising in October. The advertising provided a clear hook on which fire and rescue authorities can hang local activity on. In turn, the national campaign remains dependent upon local delivery to extend the reach of the campaign and enhance its impact. The six fire safety issues assigned to months in 2011-12 were:

October – smoke alarm testing ('Clock Change' advertising)

November – candles

December – Christmas

January – electrical fire safety

February – cooking fire safety

March – smoke alarm testing ('Clock Change' advertising)

For each month, the Department issued a briefing pack providing details of the activity and key messages being promoted nationally, additional information and links, as well as suggestions on how local fire and rescue authorities could support this locally. Many made use of the suggestions and the template press release provided, while others developed their own innovative ideas to help raise awareness around the particular theme.

October and March – smoke alarm testing

The press, radio and online advertising were supported by a new Fire Kills Facebook site, press releases and social networking activity. Notable activity included: the campaign featuring on BBC's The One Show, a series of tweets retweeted by partners and across government, and the online video achieving some free broadcasting slots on commercial TV channels.

Details of the advertising strategy, including when and where the adverts would appear, were shared with local fire and rescue authorities through the briefing pack. The online video proved a great way for local fire and rescue authorities to promote the messages, often through their social media channels.



Local delivery – East Sussex Fire and Rescue Service

"In support of the National Fire Kills advertising campaign, East Sussex Fire and Rescue Service ran a 'Promovan' initiative. Unlike a lot of advisement boards or banners, this was completely mobile giving us a chance to promote the campaign in high profile locations around East Sussex and Brighton & Hove – main routes into towns, busy carriageways, high streets, retail parks and shopping centres – reaching a large audience along the way. The vans followed a prearranged route around the county to ensure maximum coverage but could be relocated wherever and whenever we wanted.

We designed a poster using the national 'Clock Change' images, adapting them to suit their needs. The advert was on both sides of the vans scaling a huge 20ft x 10ft.

The campaign ran in both October and March and was advertised on our website, in local papers and local radio, which asked people to look out for our promotional vans.

The twice-yearly clock change is a task that everybody takes for granted along with the testing of smoke alarms but we believe our support in this campaign would have guaranteed that the people who saw and read the adverts would have done both."

In March, the advertising coincided with National Schools' Fire Safety Week. In 2010-11, The Fire Fighters Charity increased their focus on their core function of caring for firefighters and their families. As a result, they stepped back from the Week leading to much reduced activity in 2012. Despite this, relevant material from previous years was reused and the Week provided an opportunity for reinforcement of the clock change message to teachers, children and their parents.

A template press release was adopted by a number of fire and rescue authorities to promote the Week and its messages. The Salvation Army also got involved and featured a page on the Week, the Fire Kills campaign and its messages in their *'Kids! Alive'* magazine at no cost.

November – candles

Following the clock change, nights begin to get darker and with days like the first Sunday of Advent and Eid al-Adha, candle usage is likely to increase in November. The Department worked with the British Candlemakers' Federation and the UK Cleaning Products Industry Association to create and promote Candle Fire Safety Week.

Throughout the month, candle fire safety messages and candle related videos were promoted across the Fire Kills social media platforms. This was supported at the local level

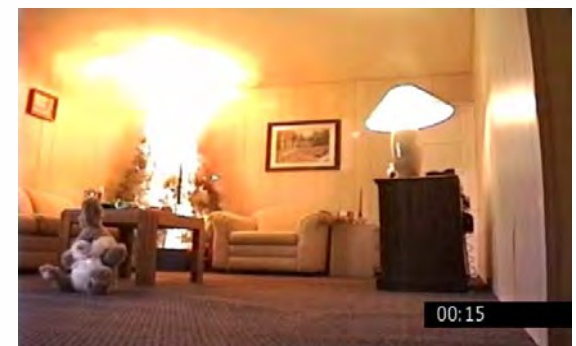
with several fire and rescue authorities securing coverage in local newspapers.

December – Christmas

Seasonal risks during the Christmas period include decorations which may burn easily, Christmas tree lights, increased levels of cooking and alcohol consumption. An increase in alternative heating methods may pose additional risks. National fire statistics indicate that Christmas is a particularly dangerous period, with more accidental fire fatalities in the home occurring during this time than at any other in the year.

To encourage people to take more care over the Christmas period, the online video created in 2010-11, showing how quickly a fire started by faulty Christmas tree lights can spread, was again promoted through social media channels. It was also made available as a standalone video for use by fire and rescue authorities.

Building on the previous year's success, and with the support of local fire and rescue authority promotional activity, the video has been viewed over 80,000 times and used on local ITV news.



Local Delivery – South Yorkshire Fire and Rescue Service

“We took our campaign to reduce house fires at Christmas online in 2011, launching a winter fire safety campaign with an interactive Facebook app.

The festive-themed application launched on December 5, offering seasonal fire safety advice in a visual and easy to share format. Web users were encouraged to share the app with their own friends and contacts, which was lightly branded, for the benefit of other UK fire and rescue authorities.

In December, the ‘12 Tips of Christmas’ app generated 120 ‘Likes’ and had a viral reach of more than 1,800 people. The app grew our Facebook fanbase by 31% in the month of December, compared to an average monthly increase of just 8% both before and after the app launched.

As part of a wider campaign to reduce house fires in South Yorkshire in the winter months, the app contributed to a reduction of 22 incidents (16%) in December and January compared to the same months in each of the last two years.”



January – electrical fire safety

As January is traditionally the coldest month in the year, with increased use of electric heaters and blankets, the agreed theme was electrical fire safety. The focus of the month's activity was Electrical Fire Safety Week, which was created in 2010-11 by the Department in partnership with the Electrical Safety Council.



We consulted widely with fire and rescue authorities to share ideas and to determine any specific needs and requirements. Feedback forms were completed and an electrical safety workshop – arranged by the Electrical Safety Council and supported by the Department – was held in London, with representatives from 25 of the 46 fire and rescue authorities in attendance.



In response, the Electrical Safety Council provided 160,000 electrical intake warning labels to 33 of the 46 fire and rescue authorities in England, free of charge, to be used to warn householders of the dangers of storing combustible materials near to their electrical intake equipment. This was supplemented by free provision of their range of electrical safety leaflets and also their “Fire Factsheet” which was created in collaboration with the Department’s Fire Kills team.



Local delivery ranged from production of innovative fire safety material and the bolstering of electrical safety advice in home fire risk checks, to replacing faulty electric fires and running electrical fire safety surgeries and electric blanket testing events for vulnerable groups.



Local delivery – Dorset Fire and Rescue Service

“On 26 January 2012, in the middle of Electrical Safety week, Dorset Fire and Rescue Service launched its brand new Safety and Fire Education Unit - ‘SaFE U’.

This display unit is a converted fire engine, that used to be operational and has attended incidents across Dorset. It is divided into two sections which display a bedroom and kitchen scenario. During a display the audience can see how easily a cooking or electrical fire can start and then how a sprinkler system can limit the damage these fires can do.

Electrical Fire Safety Week gave us the perfect opportunity to engage with the local and specialist press to launch this new education tool. We supported this, extending the reach of the campaign, with videos on our YouTube channel, social media updates and re-aligned our website and other public facing messaging for the entire month of January.

The Fire Kills campaign themed months has allowed Dorset Fire and Rescue to focus its community safety PR activity both proactively and reactively. We are able to plan ahead, month by month, where we will focus our messages. The timing between the change of message also means our key public don’t become disengaged. Our crews and officers are also briefed so that when they attend an incident with a really strong safety message we are able to utilise the materials DCLG provide, effectively.”



In addition, to keep the electrical fire safety momentum going across the rest of the month, the campaign created a news story about the science of a smoke alarm that was promoted through social media.

February – cooking fire safety

With National Chip Week, Valentine's Day and Shrove Tuesday all falling within February, there are plenty of opportunities to promote cooking fire safety messages.



Local delivery – Greater Manchester Fire and Rescue Service

Greater Manchester took their kitchen fire safety unit – a mobile unit that allows staff to demonstrate a real chip pan fire in controlled conditions - to Ashton Market, one of the liveliest places in their borough, for two days.

On both days, chip pan demonstrations were carried out at 20 minute intervals and more than 150 members of the public were given advice and many of those signed up for a Home Safety Check. The message reached an even wider audience through the local media.

Tameside Radio ran a live feed from the event on the first day and BBC Manchester went live from our stall on the second day. The Tameside Reporter newspaper gave the team a page-lead story in the edition following their two days on the market.

Head of Prevention Services at Greater Manchester said: *"It makes perfect sense for us to support the national campaign activity because all fire and rescue services face the same issues. The Tameside Prevention team used this opportunity in the most brilliant way by thinking carefully about where they could target a lot of people in the community they serve, and they did something to make people stop in their tracks and it really had a huge effect on them."*

Other activity

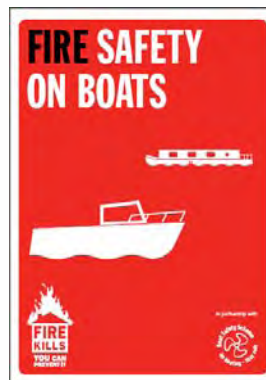
Prior to the launch of the themed month programme, we issued briefing packs for a variety of events and awareness weeks covering the period April to September 2011.

Deaf Awareness Week

The UK Council on Deafness ran Deaf Awareness Week from 2 – 8 May 2011. The briefing pack issued had information about the Week and specialist deaf smoke alarms. To support engagement with those who suffer from hearing loss, the Fire Kills campaign made available the British Sign Language DVD and encouraged fire and rescue authorities to liaise with local deaf clubs, audiology units and other local groups.

Boat Fire Safety Week

Fire Kills worked again with the Boat Safety Scheme to run Boat Fire Safety Week from 30 May to 5 June. The Week aimed to raise awareness of fire safety on boats and in the boating community. The Week stimulated local activity and the briefing pack included technical advice from the Boat Safety Scheme about the unique fire hazards on boats.



Campaign partners Safelincs also supported the event, offering a 10% discount on their fire safety products designed specifically for use on boats.

National Family Week

To celebrate family life across the UK, National Family Week, sponsored by a variety of family-friendly brands, took place from 30 May to 5 June 2011. The Week was supported by over 180 national organisations and thousands of not-for-profit partners, charities, community groups, education and youth bodies, faith groups, sporting associations and local authorities.



A Family Safety Toolkit was created for use by not-for-profit partners to use when planning their involvement, which encouraged them to consider a fire safety angle. A Fire Kills Partner Profile page was created on the National Family Week website with fire safety messages and details about the campaign. Space was secured for local fire and rescue authorities at the largest National Family Week events in London and Liverpool as well as secondary events across the country.

A children's activity page, featuring Fire Kills character Frances the Firefly and fire safety messages, was secured in the associated Family Time magazine at no cost reaching a projected readership of 1.5 million.

Carers Week

Carers provide a key route to many of those more vulnerable to the risks of fire and offer a trusted voice that can promote general fire safety messages. The Fire Kills campaign worked with Carers UK to direct fire and rescue authorities to Carers Week activities and also to local Carers Centres should they wish to be involved. As with all briefing packs, a template press release was provided and Carers UK provided a quote to bolster the brand association.



Child Safety Week

This awareness week provides a good opportunity to target vulnerable single parents and grandparents and encourage them to think of fire safety with relation to their children and grandchildren. Once again, the pack sent to local fire and rescue authorities signposted them to the free resources that were made available by the Child Accident Prevention Trust to support the Week. A template press release in the pack was adapted and used by many fire and rescue authorities.

Chimney Fire Safety Week

Previously held in September, Chimney Fire Safety Week took place in July 2011 following advice from campaign partners the National Association of Chimney Sweeps. Guidance on chimneys and flues was provided to fire and rescue authorities and the National Association of Chimney Sweeps offered free 'Heat Your Home Safely' leaflets. Fire Kills articles were placed in both 2011 editions of their 'Chimney Journal' magazine. These articles encouraged their members to engage with the Week and promote fire safety messages and literature when visiting homes. Additionally, during the period of national advertising, their members were encouraged to promote the clock change message.



Summer fire safety

In response to the warmer weather in April 2011, a briefing pack was circulated highlighting fire safety issues specific to summer. The pack included tips and suggestions for promoting fire safety in the countryside, camping fire safety, barbecue safety and fire safety on inland waterway and coastal boats and crafts as well as when encountering wildfires.

Partnership activity

As well as working with partners to bring together the themed month programme and the other events and awareness weeks, Fire Kills worked in partnership with several organisations from the commercial and voluntary sectors. This allowed relevant fire safety messages to be delivered to the harder to reach, apathetic and vulnerable audiences. Through careful partner choice and activity, partnership working can help deliver the messages within a specific environment and/or when the audience is most receptive.

Smoke alarm manufacturers

Statistics indicate that you are four times more likely to die in a fire in the home if you do not have a working smoke alarm. Partnership activity with the three leading smoke alarm manufacturers – Kidde Safety, Sprue Safety Products and Ei Electronics – has therefore long been a staple of the Fire Kills campaign. Last year a fruitful working relationship with AICO Ltd, the rented sector arm of Ei Electronics, was developed to support engagement with the private rented sector.

By working with the manufacturers to align our messaging and timing of activity, we promoted smoke alarm installation and testing in a more coordinated and effective manner.

Ei Electronics

- The Fire Kills logo featured on all smoke alarm packaging.
- Packaging also featured details of their www.reminders4.me website which features the Fire Kills logo and messaging. The website allows people to sign up for a free smoke alarm testing reminder service.
- Smoke alarm dump bins with the Fire Kills logo and messaging featured in store at Homebase along with detailed promotional boards about correct positioning of different types of alarms.
- They provided a number of free smoke alarms to support promotion of radio ‘fillers’.



Kidde Safety and Sprue Safety Products

- The Fire Kills logo featured on all smoke alarm packaging.

Other commercial partners

Safelincs

As an online fire safety products retailer, Safelincs provide an opportunity to encourage those who are safety conscious to spread the messages to their friends and family.

They have produced a leaflet in the Fire Kills style, with Fire Kills branding, entitled 'Are Your Smoke Alarms in Good Working Order?' which promotes the importance of testing smoke alarms and replacing them every ten years. Additionally, they designed and printed a flyer – in the Fire Kills style – which they send to each domestic customer encouraging them to consider family and friends who may not have smoke alarms. A poster with the same messages is now sent to each commercial customer to display in areas where staff congregate to encourage them to think of their fire safety and that of their friends and family. These leaflets and posters were made available, free of charge, to all fire and rescue authorities in England.

Safelincs supported the themed month strategy, producing several newsletters throughout the year promoting fire safety messages aligned to the current theme. For example, they secured coverage on the *Primary Times* magazine website with messages supporting the clock change campaign in

March to reinforce our National Schools' Fire Safety Week activity.



They have made the Fire Kills range of literature available on their website and have a comprehensive 'frequently asked questions' section with live online chat support. Safelincs created and now operate the reminder website that is promoted by Ei Electronics and encourage fire and rescue authorities to link to the site.

Auriga Services

A non-profit making company, Auriga Services offer debt management and finance support to those on low incomes. West Midlands Fire Service identified a correlation between the service users and those at risk from fire so developed a Fire Kills branded scheme to target vulnerable people with fire safety messages and encourage them to sign up for home fire safety checks. Links with Auriga Services were rolled out nationally to other fire and rescue authorities and by March 2012, a further 11 fire and rescue authorities had formed partnerships with Auriga.

East End Foods

West Midlands Fire Service also developed links with East End Foods, one of the largest Asian food companies in the UK, to promote cooking fire safety messages. West Midlands Fire Service recognised that, as East End Foods is a national brand, it would be more effective and appropriate for Fire Kills to take this forward nationally. The Fire Kills logo and a key cooking fire safety message, “Watch what you heat”, is now included on the packaging across their range of products. We are currently exploring other ways to work together in promoting cooking fire safety messages.



East End Foods

supporting the National Fire Safety Campaign
www.direct.gov.uk/firekills

Energizer

With the majority of smoke alarms that do not work in a fire being battery operated, there are clear benefits for partnering with battery manufacturers to encourage people to ensure their alarms have working batteries. We worked with Energizer, who created a Fire Kills campaign page on their website ahead of the national advertising launch in October 2011. This was supported online through social network channels, with both the Energizer Facebook and Twitter pages promoting Fire Kills messaging.

Poundland

To support the national advertising, Poundland ran in-store activity in October 2011 to encourage shoppers to ensure they have a working smoke alarm when they change their clocks. Posters in the Poundland style, featuring Fire Kills clock change messages, promoted a general battery offer. Shoppers were alerted to this by messages on the in-store radio.



Rockwool

Rockwool – the UK’s leading manufacturer of mineral wool insulation for thermal, fire and acoustic protection – undertake general fire safety PR activity in association with the campaign and also carry out a general Fire Safety Census – a survey of householders. The results provided the basis for media stories, articles and some interesting points for discussion. Rockwool products aimed at the domestic market, on sale in DIY stores, now carry the Fire Kills logo.

Targeting partners’ staff

To increase the reach of the campaign, in 2011-12 an increased effort was made to reach the employees of Fire Kills campaign partners so they were made aware of key domestic fire safety issues. In some cases, this approach has opened doors to explore how we can also target their customers.

The Royal Mail Group

Made up of the Post Office, Parcelforce and Royal Mail Letters, the Royal Mail Group has a vast number of employees. A programme of activity with the Post Office and Parcelforce made good progress during the year and a similar programme was under development with Royal Mail Letters.

The Post Office regularly promoted Fire Kills messages to their staff throughout 2011-12 using a range of media. An article appeared on their staff intranet in June 2011 highlighting the new partnership while promoting key fire safety messages. This was then supplemented in November 2011 with an article in their internal newsletter *Post Office News* that is circulated throughout Post Office owned branches.

The Post Office promoted the clock change message through their *Crown Focus and Sales Centre* magazine, which went to 5,500 staff in March 2012. Campaign posters were displayed in staff areas of all the Post Office owned branches. This led to customer focussed activity in March 2012 when they promoted the clock change online video through their social media channels.

Parcelforce included an article in their staff newsletter *Parcelforce News* among other activity.

E.ON Energy

E.ON Energy has over 12,000 staff in the UK. As with the Post Office, Fire Kills posters were displayed in staff-facing locations across offices and depots and were additionally taken and displayed on staff road shows. Activity is currently being developed with E.ON to deliver messages through to their customers.

Rented sector advocate

Evidence suggests that those renting properties without an alarm are often among those most vulnerable to the risk of fire such as older people and single parent families.



Councillor Mark Healey, Chair of Devon and Somerset Fire and Rescue Authority and a private landlord, joined the Fire Kills campaign during 2011-12 as a champion for fire safety in rented homes. As campaign advocate, Councillor Healey encouraged private landlords to install and maintain hard-wired smoke alarms in the properties they are letting.

Working closely with partners is crucial. Councillor Healey has developed a fruitful partnership with AICO Ltd to help support his engagement with the private rented landlord sector. Work has included an AICO press notice encouraging private rented landlords to install and maintain hard-wired smoke alarms, which secured good coverage in a range of trade titles. AICO funded a YouTube clip, fronted by Councillor Healey, to promote fire safety to the private rented landlord sector. http://www.youtube.com/watch?v=oCEpUTTAVu0&list=UUSvINco6jE_divkeHZFgDCA&index=7&feature=plcp

4. National black and minority ethnic fire safety campaign

Several cultural and lifestyle factors – including higher levels of cooking with oil, limited fluency in English, lower smoke alarm ownership levels and low awareness of fire safety messages – result in some communities being at a potentially greater risk from fire.

Due to their known media consumption, Somali, Pakistani and Bangladeshi communities have been identified as less likely to see or hear the national mainstream campaign. The Fire Kills campaign has, therefore, a well-established black and minority ethnic element to target these communities specifically.

Radio advertising

In 2011-12, existing adverts were aired during key festival periods. The tailored, language specific radio advertising campaign allowed audiences 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 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.

The adverts were aired on the following networks throughout the day, including weekends, from 24 October to 27 November 2011 to coincide with Diwali (26 October), Eid (7 November) and Islamic New Year (27 November):

- Sunrise (London and Bradford)
- Sabras
- Kismat
- Asian Star



کاش کہ
 میرا نام ساڑھ ہے اور میری عمر 22 سال ہے۔
 میری کہانی بڑی سیدھی ساہی ہے۔۔۔ کہانی اتنی ہے کہ میں اس حالت کو کیسے پہچانی۔
 امی اور میں لڑکھانا بناتے ہیں۔ اس میں ہمیں بڑا جوا آتا ہے۔ اور ہمارے پاس
 کھانے پر گھروالوں کے علاوہ مہمان آئے رہتے ہیں۔ لیکن ہوتا یہ تھا کہ ہم جب بھی
 کھانا بناتے، سوک الارم بج جاتا۔
 کالوں کو بچر دینے والی آواز۔۔۔ مجھے اس سے بڑی کولت ہوتی۔۔۔
 سو، ایک دن جب سوک الارم ایک بار بھر بجا تو میرے کہنے پر اوتارے اس کی بیڑیاں
 ہی نکالیں۔
 اب ایسے لاکر گھر میں سکون آ گیا ہے۔
 لیکن، اصل میں ہوا کچھ اور۔
 جب ایک دن واقعی آگ لگ گئی، تو۔۔۔ سوک الارم ہی نہ تھا جو ہمیں خبردار کرتا۔۔۔
 کاش کہ ہم نے سکون کی خاطر بیڑیاں نہ نکالی ہوتیں۔

سوک الارم کام کر رہے ہوں تو جانیں بچ سکتی ہیں

آگ لگے گی تو شعلوں کے لپکنے سے پہلے ہی دھواں آپ کی جان لے لے گا۔
 سوک الارم ڈٹ کر اپنے اور اسے ٹھیک حالت میں رکھئے۔ اپنی جان بچائیں اور اپنے ارد گرد کے
 لوگوں کی بھی۔
 الارم حاصل کیجئے، اسے لگائے، اس کی جانچ کیجئے۔۔۔ اس سے آپ کی جان بچ سکتی ہے

مذمت سوک الارم حاصل کرنے کے
 لئے، اپنی مقامی فائر ایڈ رسنگ
 سروس سے رابطہ کیجئے۔
 فون نمبر ملے گا تو فوراً ایک منٹ میں ہے (چونکہ 999 نمبر)
 پھر رابطہ کیجئے
 direct.gov.uk/firekills

مذمت سوک الارم حاصل کرنے کے لئے
 فون نمبر ملے گا تو فوراً ایک منٹ میں ہے (چونکہ 999 نمبر)
 پھر رابطہ کیجئے
 direct.gov.uk/firekills

FIRE KILLS YOU CAN PREVENT

Print advertising

A print advertising campaign ran alongside the radio adverts, targeting the Urdu-speaking, Bangladeshi and Somali communities. The updated versions of previously used adverts featured in the following titles:

Pakistani:

- The Nation
- Daily Jang
- Daily Ausaf
- UK Times
- Emel Magazine

Bengali:

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

Somali:

- Kasmoo

5. Public information fillers

When television and radio stations have capacity within their schedules, they broadcast 'fillers', often referred to as public information broadcasts. These are unique to the Government and there is no charge for the airtime but the type of content is restricted – public safety is a prime subject for broadcast. The Fire Kills campaign has developed a suite of fillers covering the main fire safety messages. These video and audio clips are made available to campaign partners and fire and rescue authorities to support their engagement activity.

Television fillers

Transmission slots are entirely at the discretion of the broadcaster. As a result, fillers are often shown during daytime television or late at night. For Fire Kills, this is the ideal time to target our identified vulnerable groups – older people, single parents, students and men living alone who drink and smoke.

Between 1 April 2011 and 31 March 2012 Fire Kills TV fillers were broadcast 26,015 times on television and on 'out of home' screens (hospitals, shopping centres, etc). This had an airtime value of £134,809 of which the out-of-home airtime value was £14,248.

In 2011-12, a new TV filler 'Post Mortem' was produced. This featured 'home footage' of a young, playful family spending time together, with cuts to a pathologist carrying out a post mortem. As the filler progresses, it becomes clear that the post mortem is of the youngest girl who has died in a house fire. The film, released in late March 2012, encourages the viewer to make sure their smoke alarm is working.



Radio fillers

With national advertising promoting the regular testing of smoke alarms, radio fillers enable other fire safety messages to be pushed through free radio air time at minimal marketing costs. The suite of radio fillers produced in 2010-11, following consultation with the Fire Kills Practitioners' Group, continued to be successful in promoting messages around careful disposal of smoking products, escape plans, cooking fire safety, candle fire safety and taking care at Christmas. Total transmissions for the period of 1 April 2011 to 31 March 2012 totalled 82,564, generating an impressive airtime value of £1,317,498.

6. Forward look and conclusions

The tracking research for the national advertising reported that one in seven people tested their smoke alarm(s) over the clock change weekends. This was an encouraging start to our strategy of linking the clock change and smoke alarm testing in people's minds.

The campaign team met with the Cabinet Office Behavioural Insights Team to discuss the strategy and new ways of influencing behaviour so people stay safe from domestic fires. The overall strategy will continue in 2012-13, taking on board the findings of the evaluation research and feedback from the Fire Kills Practitioners' Group.

The main campaign will again use the Award-winning images developed for 2011-12, adding new clocks that convey a message in themselves. Innovative ways of targeting older people and their carers will also be developed – a new radio filler will support this. A refreshed campaign aimed at black and minority ethnic groups will update the safety messages to the most vulnerable communities.

Building on our success will also be a key theme in the developing partnership element of the campaign. The focus

here will be on consolidating existing partnerships and ensuring partners are empowered as campaign deliverers. The Department's Fire Kills team will facilitate and coordinate partner activity to extend the campaign's reach even further. Some exciting partnerships are only in their early stages so there will be real emphasis on turning potential activities into reality. This part of the campaign will be closely evaluated during 2012-13 to assess the added value commercial and voluntary sector partners bring to the campaign.

To ensure that the campaign continues to target the appropriate groups, data available from the Incident Recording System will be analysed to provide an updated insight into which groups are more vulnerable to the risk of fire. Alongside this, research into certain cultural groups who may be more vulnerable will be revisited.

A strong foundation has been established in 2011-12, particularly with our highly valued partners. There work has enhanced the impact of the work undertaken by local fire and rescue authorities in significantly reducing the number of fire deaths in the home.

The campaign will continue to strive to innovate and develop interventions to educate those most vulnerable to the risks of fire in 2012-13.

