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1. Summary

Statistics
More people die in fires in the home caused by cigarettes or smoking products than any other. For accidental fires in the home in England from 2010/11 to 2017/18, smoker’s materials or cigarette lighters accounted for the most fatalities (37 per cent or 565 out of 1,539). In addition, a further 3 per cent (42) were from accidental fires started by matches.

The month of April features the theme ‘smoking’, with messages encouraging people to dispose of their smoking products carefully:

Put it out. Right out.

Smoking Fire Safety
Smoking cessation would obviously be the best way to reduce smoking related fire casualties. However, messages around carefully disposing of smoking products need to be promoted to those vulnerable groups who either don’t want to – or struggle to – quit and who may switch off when they see quitting messages.

Water Safety Week 2019
The NFCC will be running their Drowning Prevention and Water Safety Week. More information on this can be found on page 5.
2. Smoking Fire Safety Messages

The best way to prevent a smoker suffering a smoking related fire is to have them stop smoking. However, it is important to note that some people have no desire to give up smoking so messages may need to take this into account to prevent them from switching off.

- Stub cigarettes out properly and dispose of them carefully. **Put them out. Right out.**
- Use a proper ashtray – never a wastepaper basket.
- Make sure your ashtray can’t tip over and is made of a material that won’t burn.
  - Don’t leave a lit cigarette, cigar or pipe lying around. They can easily fall over and start a fire.
  - Take extra care if you smoke when you’re tired, taking prescription drugs, or if you’ve been drinking. You might fall asleep and set your bed or sofa on fire.
- **Never smoke in bed**
  - Keep matches and lighters out of children’s reach.
  - Consider buying child resistant lighters and match boxes.

You may also want to encourage people to smoke outside in the first instance to reduce the risk of smoking when tired or leaving cigarettes unattended. Of course, this should be followed by the ‘Put it out, right out’ message as this is very relevant outside when considering moorland and grass fires.

**Key statistic:**
*Cigarettes and other smoking products cause a third of all accidental fire fatalities in the home.*
3. NFCC Drowning Prevention and Water Safety Week 2019

The NFCC’s drowning prevention campaign 'Be Water Aware' will this year run from 29 April - 5 May.

The accompanying toolkit and artwork will be available on the Firepro and Water Safety workplace communities and in the campaign section of the NFCC website.

The focus of the campaign will be safety messages for runners and walkers, young adult drinkers and people away from home.

The campaign will ask people to Be Water Aware and to follow #BeWaterAware on social media for safety advice and to support the campaign.
4. PR Activity

Some draft tweets promoting careful disposal of smoking products:

**Cigarettes cause more fatal fires than anything else.**
Make sure you Put It Out. Right out. #FireKills

One last cigarette before bed? Make sure you extinguish it properly and never smoke in bed. **Put it out. Right out.** #FireSafety #FireKills

Cigarettes cause more fatal fires than anything else. Make sure you Put It Out. Right out. #FireSafety #FireKills

Smoking in bed can give you nightmares – don’t risk falling asleep with a cigarette - [http://bit.ly/1q8mdoV](http://bit.ly/1q8mdoV). #FireSafety #FireKills

Every week someone dies from a fire caused by a cigarette. **Put it out. Right out.** #FireSafety #FireKills

A lit cigarette can easily start a fire if not extinguished properly. **Put it out. Right Out.** #FireSafety #FireKills

**Local press notice**
To support the campaign, we have provided a template press notice – on page 8 – to assist with local PR and media opportunities. The press notice can, of course, be tailored as necessary to reflect local priorities, activities, spokespeople and messages.

**Local partnerships**
The best way to reduce smoking related fire deaths is to stop people smoking in the first place. The NHS runs Local NHS Stop Smoking Services that you may wish to work with or direct people to. You can find your local Service by putting in your postcode here – [http://www.nhs.uk/smokefree/help-and-advice/local-support-services-helplines](http://www.nhs.uk/smokefree/help-and-advice/local-support-services-helplines).

**Websites**
Information and key messages could be included on your website. You could also encourage your local authority and other local partners to include a link to the information on their website.
6. Fire Kills Campaign Portal

Fire Kills Campaign

Here you will find all the material for Fire Kills campaign. Check out the "Fire Kills Showcase" to see our pick of the best. Don't forget to check the "Monthly Communications Briefing" area regularly for all the new stuff.
WAKE UP TO THE DEADLY RISK: SMOKING IS THE BIGGEST CAUSE OF FIRE IN THE HOME

Smokers are being warned that they must wake up to the deadly dangers of smoking - especially when tired - as [Local Fire and Rescue Service], part of the Fire Kills campaign, highlights that cigarettes and other smoking products cause just over a third of all accidental fire fatalities in the home.

Smoking is the single biggest cause of accidental fires in the home, often because of careless behaviour such as smoking in bed or not taking care after drinking alcohol.

And when smokers fall asleep with a lit cigarette in hand, their proximity to the resulting fire seriously lowers their chance of making an escape.

[Local Fire and Rescue Service] is reminding smokers to ‘Put it Out, Right Out’ whenever they light up; to install smoke alarms on every level of the home; and, to test them regularly. Without a working smoke alarm you are at least seven times more likely to die in an accidental fire in the home.

These simple steps can help prevent a cigarette fire in the home:

- **Never smoke in bed.** Take care when you’re tired – it’s very easy to fall asleep while your cigarette is still burning and set furniture alight
- **Never smoke when under the influence** of drugs or alcohol. If your lit cigarette starts a fire you could be less able to escape.
- **Put it out, right out!** Make sure your cigarette is fully extinguished
- **Fit a smoke alarm and test it weekly.** A working smoke alarm can buy you valuable time to get out, stay out and call 999
- **Never leave lit cigarettes, cigars or pipes unattended** – they can easily overbalance as they burn down
- **Use a proper, heavy ashtray** that can’t tip over easily and is made of a material that won’t burn.

[Local Fire and Rescue Service spokesperson] said:

“Every five days, someone dies from a fire caused by cigarettes or smoking materials. Despite a fall in the overall number of fires caused by these products, it’s still the biggest cause of accidental fires in the home across the country.

“Every smoker should wake up to the risks they take every time they light up, and drop the habit of smoking whilst in bed or under the influence of alcohol. The risk of falling asleep before you ‘put it out, right out’ is just too great."
“Make sure you have at least one working smoke alarm on every level of your home and test them regularly. A working smoke alarm can give you the extra time you need to escape if the worst should happen.”