

National Fire Safety Campaign

Monthly Briefing Pack

March – Smoke Alarm Purchasing



No Smoking Day – 14 March 2018



Home Office



NFCC
National Fire
Chiefs Council

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1. Summary

At least one on every level

The friendly smoke alarm images developed for recent national advertising can be used all year round on smoke alarm testing and purchasing promotion. When promoting smoke alarm purchasing messages nationally, we encourage householders to ensure they have at least one smoke alarm on every level of their home. You may wish to encourage householders to have more alarms, and at least one on every level should be seen as an absolute minimum.



This matches the standards required in privately rented homes under the Smoke and Carbon Monoxide Alarm (England) Regulations 2015 and in all new build homes under the Building Regulations.

No Smoking Day 2018

The Day focusses on helping people give up smoking, but also offers an opportunity to promote fire safety messages on careful disposal of smoking products. Fires from smokers' materials still result in the most fire-related fatalities – one third of all accidental dwelling fire deaths in 2016/17.

National advertising update

We are planning a national fire safety advertising campaign for the spring. Owing to potential sensitivities following the Grenfell Tower fire, this will not be running under the Fire Kills brand, but will be co-branded between NFCC and Home Office. This branding is reflected in the Fire and Rescue Campaign Calendar 2018, which has been circulated and is available on the Fire Safety Portal. In addition, we plan to continue the strategic review of the national fire safety campaign to inform planning for new national advertising in autumn 2018.

2. Do You Have Enough Smoke Alarms?

The key campaign messages remind people of the importance of smoke alarms – having them and testing them. We know that the national advertising encouraging people to test their smoke alarms also acts as a reminder for people to buy smoke alarms.

Fire statistics indicate that the biggest reason for both battery-operated and mains-wired smoke alarms failing to activate in a fire was that the fire did not reach the detector.

This raises three potential avenues for encouraging people to buy a smoke alarm throughout March:

- Encouraging people who don't own a working smoke alarm to buy one and test it regularly.
- Reminding people who do to ensure they have enough around their home – at least one on every level and in or near rooms with particular risks – **one is not enough!**
- Reminding carers and those with less able family members to check that these homes have enough working smoke alarms in the right places.

It is worth noting that where there is a dwelling fire involving a fatality or non-fatal casualty, it is more likely that a smoke alarm did not operate due to a flat or missing battery (22 per cent) rather than fire not reaching the detector (11 per cent). However, the most common reason is 'other' which includes 'Alerted by other means, System damaged by fire, Other and Don't Know' (32 per cent).



3. No Smoking Day

No Smoking Day on 14 March provides local fire and rescue services with an opportunity for local interventions around giving up smoking and/or safe disposal of smoking products.

British Heart Foundation withdrawal

The British Heart Foundation has chosen to discontinue the No Smoking Day campaign as they have realigned their focus onto research and they recognise the work of other organisations in this area, such as Public Health England's *Stoptober* campaign.

Although they will not be coordinating the campaign, the British Heart Foundation states that the Day will continue through the dedicated event organisers, stop smoking services and support groups around the UK and suggest that supporters on social media use #NoSmokingDay on 14 March, being the second Wednesday in March when the Day is traditionally held.

Messages

Quitting smoking altogether is obviously the best way to remove the risk of having a cigarette/smokers' material-related fire. However, many members of society are reluctant to quit and need to be reminded of the need to ensure they put their cigarettes out, right out.

Put it out. Right out.

- Always ensure that cigarettes are properly extinguished
- Smoking related fires are the biggest killers in accidental home fires.
- If you aren't ready to give up, take precautions to prevent a fire.
- Never smoke in bed
- 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.
- Keep matches and lighters out of children's reach.

4. Draft Social Media Posts

Smoke alarm – at least one on every level

Working smoke alarms save lives, but only if they're in the right place. One on every level is an absolute minimum! #FireSafety

Take responsibility for your household's safety – fit working smoke alarms on every level of your home. <http://bit.ly/1istP3H> #FireSafety

Will you hear your smoke alarm beep if you're asleep? Only if it's nearby! Have at least 1 on every level of your home. #OnesNotEnough

Press to test your smoke alarms, it could just save you and your loved one's lives. #PressToTest

No Smoking Day

Accidental fires started by cigarettes kill more people than any other fire. When smoking, make sure you Put It Out. Right Out. #NoSmokingDay

Just one last cigarette? Make sure you put it out, right out before you go to bed. Never smoke in bed. #FireSafety

5. National Fire Safety Campaign Portal

The National [Fire Safety Campaign Portal](#) hosts all of the national fire safety campaign artwork and material and is available to all fire and rescue practitioners. We have created a new single login for you to access the Portal: Please contact Laura Udeh – laura.udeh@homeoffice.gsi.gov.uk – if you have any queries.

National Fire Safety Campaign

Here you will find all the material for the national fire safety campaign. Check out the "National Advertising Showcase" to see our picks of the best. Don't forget to check the "Monthly Communications Briefing" area regularly for all the new stuff



2016 Partner Pack



Archive



Brand



Fillers



Kids



Leaflets



Monthly Campaigns



National advertising campaign



Photos & Icons



Posters



Social

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6. Template Press Release – Purchasing

How many smoke alarms do you have?

Latest fire statistics reveal that one smoke alarm may not be enough to provide you with the best chance of escaping a fire in the home.

It's clear that most people know a working smoke alarm can save lives by providing those vital few seconds needed to escape a fire in the home. But, despite the majority of homes (88 per cent) having at least one working smoke alarm in their home, smoke alarms alerted householders to a fire in England in only 40 per cent of cases¹. The most common reason a smoke alarm failed to activate was because the fire was outside its range.

As part of the national fire safety campaign, **[local fire and rescue service]** are encouraging people in **[area]** to have a think about the smoke alarms in their home.

*"We must all make sure that we have enough smoke alarms to cover our whole homes," said **[spokesperson]** from **[local fire and rescue service]**. "If you don't have enough, or they're not in the right place, you might not be alerted in time.*

"The vast majority of us now have at least one smoke alarm in our homes, but early detection and warning is vital to reduce the devastation a fire in the home can cause. That's why it's so important that you have enough smoke alarms and that they are in the right place to have the best chance of alerting you and your loved ones to a fire."

[Insert case study where applicable]

[Spokesperson] continued; *"You should make sure you have at least one smoke alarm on every level of your home, preferably in hallways and landings. And placing smoke detectors near to sleeping areas and in rooms where there are electrical appliances could give you the extra warning you need.*

"It's also important to remember that smoke alarms don't last forever. The power might work, but the detection mechanism deteriorates with time. So whether they are battery operated or wired to the mains, to work at their best they should be replaced every ten years."

[Local fire and rescue service] offered these five smoke alarm top tips:

- Install at least one smoke alarm on every level of your home.
- The ideal position is on the ceiling, in the middle of a room or on a hallway or landing.
- Consider fitting additional alarms in other rooms where there are electrical appliances and near sleeping areas
- Don't put alarms in or near kitchens and bathrooms where smoke or steam can set them off by accident.
- Replace your smoke alarms every ten years.

¹ Fire Statistics table 0702 - <https://www.gov.uk/government/statistical-data-sets/fire-statistics-data-tables#smoke-alarms>

[Local fire and rescue service] are also urging carers and people who keep a close eye on less able relatives to check that these homes have enough smoke alarms in the right places too.

“And finally,” added **[spokesperson]**, *“don’t forget to test your smoke alarms every month – Press to test, monthly is best”*

For more information **[local contact details]**.

- ENDS -