

**National Fire Safety Campaign  
Monthly Briefing Pack  
April - Smoking**



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## **1. Summary**

### ***Statistics***

More people die in fires in the home caused by cigarettes and smoking products than any other. In England in 2015/16, accidental fires resulting from smokers' materials (59) and cigarette lighters (9) made up 41% of all fatalities in the home (68 out of 166). In addition, a further 2% (4) were from accidental fires started by matches.

### ***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.

**Put it out. Right out.**

### ***Water Safety Week 2018***

This April, the NFCC will be running their Prevention and Water Safety Week. More information on this can be found on page 5.

## 2. Smoking Fire Safety Messages

For those who are not interested in or struggle with quitting, or for those who are cutting down on their way to hopefully quitting, we can promote messages on smoking more safely, from a fire safety perspective.



Put them out.  
Right out!

- 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:**  
**Smoking related fires are the biggest killers in accidental fires in the home.**

Cigarettes and other smoking products cause a third of all accidental fire fatalities in the home.

### **3. NFCC Drowning Prevention and Water Safety Week 2018**



The campaign will run from 23<sup>rd</sup> April – 29<sup>th</sup> April. The accompanying toolkit and artwork will be available on the NFCC/CFOA website <http://www.cfoa.org.uk/22210>. The toolkit will be uploaded by end of March.

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 use #BeWaterAware.

The campaign will also ask fire and rescue services to look at their high risk areas and establish if throw lines may be of use.

Services will also be asked to review and update information on websites to reflect RNLI's 'Float to live' advice.

## **4. Draft Social Media Posts**

### **Smoking**

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

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

*Smoking in bed can give you nightmares – don't risk falling asleep with a cigarette - <http://bit.ly/1q8mdoV>. #FireSafety*

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

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

### **Water Safety Week 2018**

Social media messages will be included in the toolkit

We are taking part in @NFCC\_FireChiefs Drowning Prevention week 23 April - 29 April #BeWaterAware

Nearly 50% of people who drowned in 2016 had no intention of entering the water #BeWaterAware

## 6. Fire Safety 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.

There is a single login for you to access the Portal:

Please contact Laura Udeh – [laura.udeh@homeoffice.gsi.gov.uk](mailto: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 Breifing" area regularly for all the new stuff



2016 Partner Pack



Archive



Brand



Fillers



Kids



Leaflets



Monthly Campaigns



National advertising campaign



Photos & Icons



Posters



Social

## 7. Template Press Notice - Smoking

### **WAKE UP TO THE DEADLY RISK: SMOKING IS THE BIGGEST CAUSE OF FIRES 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]** highlight that a third of all deaths in fires in the home are caused by cigarettes.

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 monthly. If you don't have any working smoke alarms you are at least eight 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 indoors 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 smoke alarms and test them monthly.** Working smoke alarms 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 material that won't burn.

**[Local Fire and Rescue Service spokesperson]** said:

"Every six 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 monthly. Working smoke alarms can give you the extra time you need to escape if the worst should happen."