Fire Kills Campaign
Monthly Briefing Pack
January 2023 – Smoke Alarm Purchasing
# Contents

1. Introduction .................................................................................................................. 3
   National advertising ........................................................................................................ 3
   Fire Kills Review workshop ......................................................................................... 3
   Fire Kills distribution list ............................................................................................ 3
   Fire and Rescue Campaign Calendar 2023 ............................................................... 3
   Cost of living campaign .............................................................................................. 3
   Feedback ....................................................................................................................... 4
   Press templates and social media posts ...................................................................... 4

2. Smoke alarm purchasing messages ........................................................................... 5
   Fire Kills videos ........................................................................................................... 5
   Legislation .................................................................................................................... 5
   Cost of living campaign ............................................................................................. 5
   Do You Have Enough Smoke Alarms? .......................................................................... 5

3. Key Dates .................................................................................................................... 7
   3.1 Register My Appliance Week .................................................................................. 7

4. National Resources .................................................................................................... 8
   Fire Kills Portal ........................................................................................................... 8
   StayWise ....................................................................................................................... 8
   Online home fire safety check tool ............................................................................ 9

5. Draft social media posts ........................................................................................... 9
   Smoke alarms – at least one on every level .............................................................. 10
   Winter fire safety ........................................................................................................ 10
   Register My Appliance .............................................................................................. 10

6. Template press release ............................................................................................. 11
1. Introduction

Welcome to the monthly briefing pack for January, covering smoke alarm purchasing, encouraging people to ensure they have at least one smoke alarm on every floor of their home. This information pack provides details of national activity that may support local fire and rescue services in their local delivery and has been developed and collated by the Home Office Fire Kills team together with the National Fire Chiefs Council.

National advertising
The Fire Kills national advertising is likely to run in February and/or March 2023. Media plans are being drawn up and more information will be shared as soon as these are firmed up. As ever, the adverts themselves, which are the same as those used in 2021/22, will be made available to fire and rescue services through the Portal.

Fire Kills Review workshop
Thank you to all those who attended the Fire Kills Review workshop on Monday 17 October. We had some fantastic discussions on the Fire Kills campaign, its current offer and what support fire and rescue services would like to see from the campaign in the future. We are currently analysing and considering all the feedback and will circulate a summary in due course.

It was apparent in the discussions that many people were not aware of the monthly briefing packs, the Fire Kills Portal or how to access it and the materials available on there. Therefore, please will each fire and rescue service ensure they have the appropriate people on the Fire Kills distribution list.

Fire Kills distribution list
These briefing packs, as well as notifications of campaign opportunities, new materials and resources, are sent to over 300 recipients across all fire and rescue services in England. If you would like to review who in your FRS receives these updates and/or update the list to ensure it goes to all those who would like them, please email James Webb.

Fire and Rescue Campaign Calendar 2023
The Fire Kills and NFCC campaign calendar is circulated together with this pack. It is also available to all FRSs through the Fire Kills Portal and will soon be available on the NFCC website.

Cost of living campaign
The NFCC has developed a bespoke campaign ‘Stay Fire Safe’ with resources available to target potential fire safety risks associated with the rise in the cost of living. A toolkit and campaign resources were circulated to all fire and rescue services in September. If you have not received the Campaign Toolkit, please contact communications@nationalfirechiefs.org.uk. The material is also available on the Fire Kills Portal, here.
Feedback
We hope that these packs support local initiatives and would welcome any feedback on areas for improvement, where we could do more and anything else that you think will be beneficial to fire and rescue services. If you have any feedback or questions on the packs or the campaign more generally, please contact James Webb.

Press templates and social media posts
Draft templates are available within this pack to support local engagement with press and through social media.
2. Smoke alarm purchasing messages

To build on the messages of the national advertising, we are promoting smoke alarm purchasing throughout January.

**Fire Kills videos**
The most recent Fire Kills adverts ([clips available here](#)) can be used all year round on smoke alarm purchasing and testing promotion.

When promoting smoke alarm purchasing messages nationally, we encourage householders to ensure they have at least one working smoke alarm on every level of their home.

**Legislation**
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 as well as the NFCC Home Detection Position Statement.

You may also be aware of the introduction of the Smoke and Carbon Monoxide Alarm (Amendment) Regulations 2022 on 1 October 2022 that extended the requirements to landlords in the social housing sector, providing parity across the rental sector. More details on the new regulations can be found [here](#).

**Cost of living campaign**
The NFCC has developed a bespoke campaign ‘Stay Fire Safe’ with resources available to target potential fire safety risks associated with the rise in the cost of living. A toolkit and campaign resources were circulated to all fire and rescue services in September. If you have not received the Campaign Toolkit, please contact communications@nationalfirechiefs.org.uk.

The material is also available on the Fire Kills Portal, [here](#).

**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. The ‘every level’ message must therefore sit alongside the testing message.
This raises three potential avenues for encouraging people to buy a smoke alarm throughout January:

- Encouraging people who don’t own a working smoke alarm to buy some and test them 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.
3. Key Dates

3.1 Register My Appliance Week
The Association of Manufacturers of Domestic Electrical Appliances (AMDEA) has turned its usual Register My Appliance Day into a week for 2023, running from 23 – 27 January.

AMDEA are preparing the materials, and these will be finalised in the New Year. As soon as the information and resources are ready, the Fire Kills team will share them in the usual way.
4. National Resources

Fire Kills Portal

The Fire Kills Campaign Portal hosts all the artwork and Fire Kills material and is available to all fire and rescue practitioners.

There is a single login for you to access the Portal (not for public sharing):

Please contact James Webb if you have any queries.

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.
The online emergency services educational resources platform, StayWise, has a wide range of lesson plans, interactive games, activities and other resources to promote fire safety – and other safety messages – to children and young people. Many resources link to the other areas of the curriculum, allowing fire safety messages to be relayed as part of maths, English and science lessons, for example. Visit and promote the site – www.staywise.co.uk.

Online home fire safety check tool
The NFCC tool has been developed to complement the in-person home fire safety visits. It allows for a self-assessment of a household’s fire safety, taking into account the individual circumstances and providing person-centred, tailored advice. The tool has also proven very useful in identifying those people more vulnerable to fire and in securing referrals for in-person visits. The tool is now referred to on Fire Kills literature and the FireEngland.uk website.

For more information on how your fire and rescue service can get more from the tool, please get in touch with James Webb.

Welcome to the online home fire safety check
This easy-to-follow home fire safety check has been developed through a partnership between the National Fire Chiefs Council (NFCC), Fire Kills and Safelincs. It will take you through your home one room at a time and the simple questions will help you spot fire risks as you go around your home.

The tool will offer tips and advice on the steps you can take to reduce those risks. At the end, you will receive a personalised fire safety action plan to help keep you and your household safe from fire.

Top tip
Fit smoke alarms
Top tip
Plan your escape route
Top tip
Get out, stay out and call 999

5. Draft social media posts
Smoke alarms – 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! #FireKills
- The most common reason a smoke alarm failed to operate was because the fire was outside its range. Make sure you fit enough alarms for your home #FireKills
- Take responsibility for your household’s safety – fit working smoke alarms on every level of your home. http://bit.ly/1istP3H #FireKills
- Will you hear your smoke alarms beep if you’re asleep? Only if one’s nearby! Have at least 1 on every level of your home. #OneIsNotEnough
- Press to test your smoke alarms, it could just save you and your loved one’s lives. #PressToTest

Winter fire safety
- Even if you’ve been drenched by torrential rain, don’t use portable heaters to dry your clothes. #FireKills
- Freezing weather getting you down? If you’re using heaters to warm you up, make sure they’re safe and away from materials that might burn. #FireKills

Register My Appliance
- Indulging in the January sales? Buying any new electrical products? Don’t forget to register them - #RMA #RegisterMyAppliance #FireKills
6. Template press release

How many smoke alarms do you have?

With the New Year underway, make fire safety a priority.

[Local Fire and Rescue Service], as part of the Fire Kills campaign, is asking people to make sure they fit smoke alarms on every level of their home and to test them regularly.

Many people see January as an opportunity for a fresh start, and fire safety should be top of the list. So this month [local Fire and Rescue Service] is encouraging everyone to make sure they have enough smoke alarms in the home and that they work. It only takes a few seconds and saves lives.

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 (90%) having at least one working smoke alarm in their home, smoke alarms alerted householders to a fire in England in only 45% of cases1. The most common reason a smoke alarm failed to activate was because the fire was outside its range.

For this reason, the Fire Kills campaign and [local fire and rescue service] are encouraging people in [area] to have a think about the smoke alarms in their home.

[Suggested quote] “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

1 Ref: Fire statistics table FIRE0702, Fire statistics data tables - GOV.UK (www.gov.uk)
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 smoke alarm top tips:

- Install at least one smoke alarm on every level of your home.
- Fit your smoke alarms in the right place. 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.

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

Do not ignore a neighbour’s beeping smoke alarm.

“And finally,” added [spokesperson], “don’t forget to test your smoke alarms at least every month.”

For advice specific to you and your home, visit www.ohfsc.co.uk and complete your own home fire safety check. For further information, visit: fireengland.uk/fire-safety or [local contact details].

- ENDS -