

FIRE KILLS

CAMPAIGN TOOLKIT

Winter 2023/2024

30th October 2023 – 31th March 2024



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GUIDE FOR FIRE AND RESCUE SERVICES AND PARTNERS

The Home Office has developed the Fire Kills campaign in close partnership with the National Fire Chiefs Council (NFCC) and local fire and rescue services (FRSs) to ensure it actively supports FRSs in fulfilling their statutory duty to promote fire safety.

It launches on the 30th October and will feature a TV advert supported by radio, video and digital content which will highlight known fire risks including candles and leaving cooking unattended – demonstrating that it only takes one accident to start a fire. The campaign will run until the 31st of March 2024 with burst of activity during the below times:

- 30th October to the 12th of November
- 27th November to the 10th of December
- 1st to the 7th of January
- 5th to the 11th of February
- 4th to the 10th of March

If possible we would like your support during the launch of the campaign and during future phases.

The campaign was designed in collaboration with the National Fire Chiefs Council and fire and rescue services, based on audience research and partner feedback.

People are 10 times more likely to die from a fire if they don't have working smoke alarms on every floor of the home.* As a result, the new campaign features the existing Fire Kills campaign creative, optimised with the new combination message about having multiple smoke alarms, on every floor and testing them monthly.

In keeping with previous campaigns, we are keen to reach vulnerable individuals, such as older and disabled people, as well as young people (aged 16-24, including students), single middle-aged men who live alone and drink and smoke in the home (aged 40-59) and single parents, as research shows they are at greater risk from accidental fires.

We would like to thank you in advance for your support in helping reach as many people as possible.

The visuals are based on five themes:

- Candle
- Cooking
- Cigarette
- Plugs
- Heater

There are suggested messages in the toolkit but also feel free to create your own based on local need.

All new assets for 2023 include the HM Government logo - please ensure only these updated assets are used.

* Statistics Source [here](#)

CONTENT CATALOGUE

Films

Short videos were produced for this campaign which are available for use by fire and rescue services and partners.

Licensed videos are only to be used between 30th October – 31st March, please delete after this date.

All assets are available for download here:

[**Fire Kills National Advertising 2023-2024 NFCC**](#)

please scroll to the bottom of the webpage.

Non licenced videos

The two further videos produced can be used during the national advertising period and throughout the year.

They are available in 1x1 and 9x16 (with red banner message).

Non Licensed videos for use throughout the year.

All assets are available for download here:

[**Fire Kills National Advertising 2023-2024 NFCC**](#)

please scroll to the bottom of the webpage.



Still taken from TVC

SOCIAL MEDIA STATIC ASSETS

Static assets for social

For each of the five themes there are three static assets in three formats (landscape, portrait and square).

All assets use the headline 'It only takes one accident to start a fire', alongside the sub copy 'Check you have smoke alarms on every floor and test monthly'.

The static assets can be used as part of the national advertising and throughout the year.

All assets are available for download here:

[Fire Kills National Advertising 2023-2024 NFCC](#)

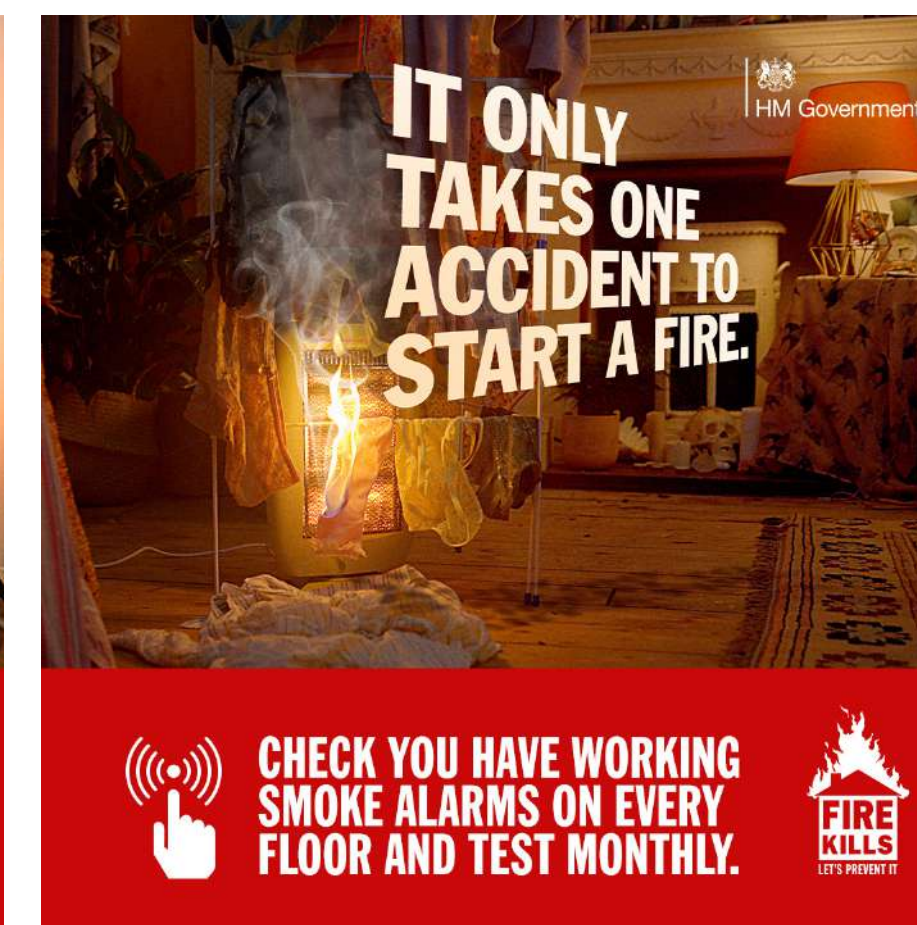
please scroll to the bottom of the webpage.



Example 1:1 format



Example 1:1 format



Example 1:1 format



Example 16:9 format



Example 16:9 format



Example 16:9 format

SUGGESTED MESSAGING

All adults

It only takes a small accident for a fire to start in your home. Test your smoke alarms monthly. Find out more fire safety tips at [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

You're more likely to die in a fire in your home if there are no working smoke alarms. Install at least one on every floor of your home and test them monthly. For more fire safety information, visit [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

A fire can start in any room. Install at least one smoke alarm on every floor of your home. Test them once a month to make sure they are working. [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Are you sure your smoke alarms are working? Test them monthly. #FireKills

Parents

Keep your family safe from fire. Look for things that can start a fire in your home and keep them away from children. For more fire safety information, [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Most fires start in the kitchen. Keep your family safe - never leave cooking unattended. Visit [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

You're around ten times more likely to die in a fire in your home if there are no working smoke alarms. Having at least one on every floor of your home could help save you and your family. Visit [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

SUGGESTED MESSAGING

Smokers

Do you smoke in your home? A cigarette can easily start a fire. Make sure you put it out - right out.

Find out more [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

It only takes one accident to start a fire in your home. Don't let it be your cigarette.

Put it out - right out #FireKills

People with disabilities

If you're not sure how fire-safe your home is, it's OK to ask for help. Find out about a home fire safety visit [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

If you're worried about a relative or neighbour who would struggle to escape a fire, you can arrange a home fire safety visit to help them.

Visit [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

SUGGESTED MESSAGING

Older people

Do your parents or grandparents have at least one smoke alarm on every floor of their home? Would they know how to react in a fire? You can help them by finding out about home fire safety visits [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Smoke alarms can save your life if a fire starts in your home. Ask a friend or relative to help test your smoke alarms once a month. #FireKills

If you're not sure how fire-safe your home is, it's OK to ask for help. Find out about a home fire safety visit [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Rented accommodation

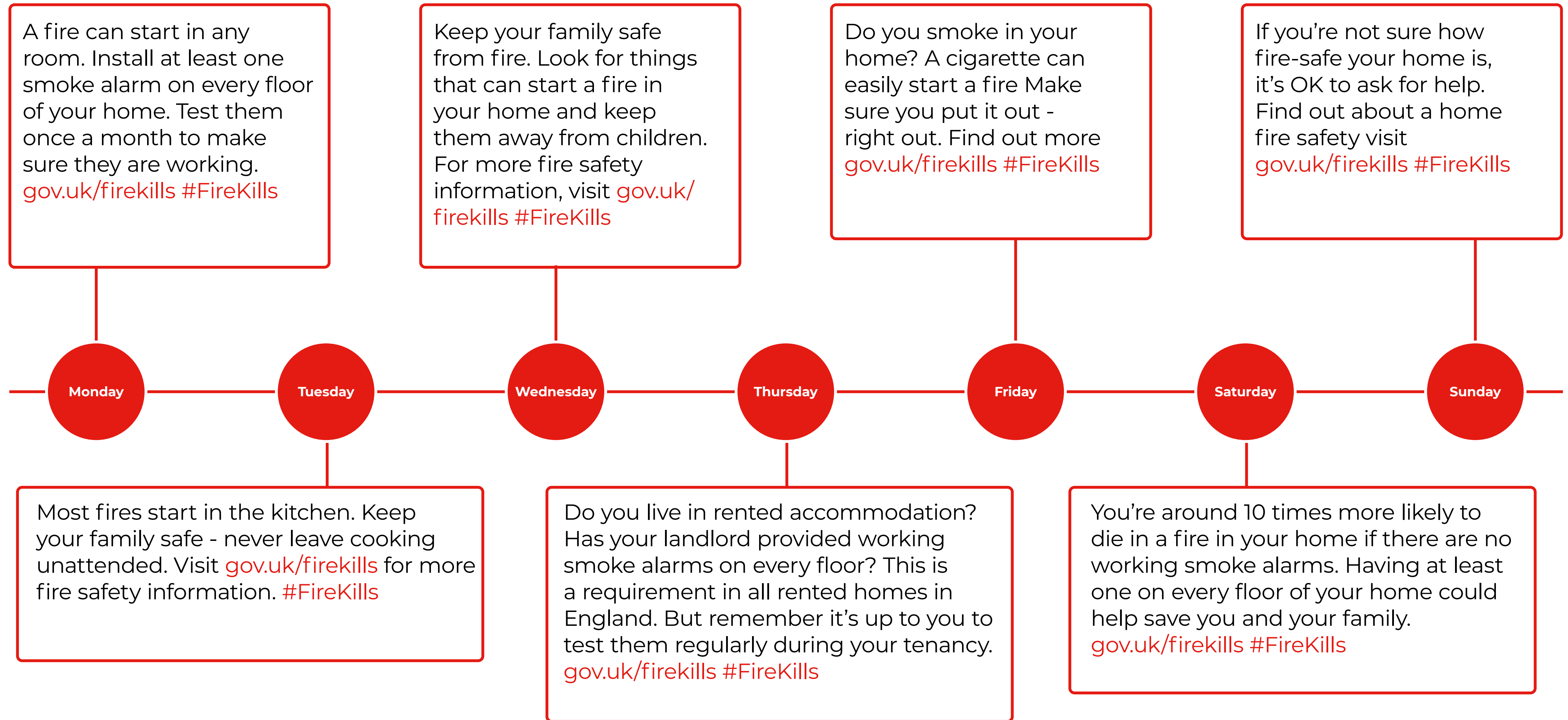
Do you live in rented accommodation? Has your landlord provided working smoke alarms on every floor? This is a requirement in all rented homes in England. But remember it's up to you to test them regularly during your tenancy. [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Has your landlord provided your home with working smoke alarms? Do you know your rights? Your landlord has a legal responsibility to keep you and your home safe. Find out more about your rights in rented accommodation [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Landlords - are you breaking the law? You have fire safety responsibilities, including providing smoke alarms. Find out more [gov.uk/firekills](https://www.gov.uk/firekills) #FireKills

Stay safe this term-time – don't overload plug sockets in your accommodation. They can easily start a fire. #FireKills

SUGGESTED SOCIAL MEDIA PLAN FOR A WEEK





HM Government

THANK YOU

Thank you for supporting this campaign.

We're really pleased to have you on board. We are committed to continuing to improve fire safety behaviours and reducing the number of people who are affected by fires in their home. By helping to share the campaign messages and using the assets downloadable from the partner asset library, you are helping keep your audiences safer from the risk of fire, by ensuring they have smoke alarms on every floor of their home and are testing them monthly, which ultimately could save their life.

We'd love to hear how you use the materials and the impact they have. This will ensure we can monitor, review and evaluate the campaign effectively, with learnings for future campaigns. If you would like to discuss additional ways in which you can support your audience, please get in touch with

James.Webb1@homeoffice.gov.uk or

Kenneth.Luther@homeoffice.gov.uk

