



**NFCC**  
National Fire  
Chiefs Council

# Campaign Toolkit



**Home Fire Safety Week 2023**

**#HFSW23**

**12-18 June**

# NFCC Home Fire Safety Week

The cost of living is still having an impact on lives and potentially fire safety. A cost of living toolkit with resources and a leaflet in English and Welsh for FRSs (Welsh versions have been distributed via SWFRS). Please do use this messaging to support the campaign week in addition to any messages you have produced based on local risk and need.

## [Cost of living resources](#)

Many of the messages and tools can be shared with partners to support messaging during the week. Feel free to share resources and suitable messages with them to support you based on local need and risk.

The campaign covers the areas which nationally present greatest fire risk. Based on your FRS data you may wish to focus on areas which are the greatest risk locally.

On 14<sup>th</sup> June NFCC will be remembering the Grenfell Tower fire



# Fire safety in the home - Animation for FRS

A short animation Fire Safety in the Home has been produced for FRS. The animation references the Online Home Fire Safety Check and can be used as one way to promote the tool.

It is available in English in the resources provided. A Welsh version will be made available via the NFCC website. The Welsh language version will reflect the Welsh language StayWise site which is due for launch so will follow from 30<sup>th</sup> May. Fire services can add their logo to the animation and any contact details if you wish. There is space at the start in the blue area.



The animation is short enough to use on social media but we encourage you to use it on websites, share with partners, GP surgeries and other public facing screens you may be able to get access to. Use is not restricted to the campaign week, please use on an ongoing basis.

### **Suggested social media messaging**

Follow these top tips to reduce the risk of fire in your home. For more advice for you and your loved ones complete a short online home fire safety check [www.ohfsc.co.uk](http://www.ohfsc.co.uk) #HFSW23

A few quick checks in the home will reduce the chances of a fire starting. See our top tips to reduce the risk in your home #HFSW23

Share our top tips for reducing fire risk with loved one and help to keep them safe. For advice for your home and needs, complete a home fire safety check online [www.ohfsc.co.uk](http://www.ohfsc.co.uk) #HFSW23

## **Template press release**

The National Fire Chiefs Council (NFCC) and **@name of FRS** are urging people to reduce their risk of house fires. The ask comes ahead of NFCC's Home Fire Safety Week which will run from the 12<sup>th</sup> -18<sup>th</sup> June.

As many households continue to struggle with the cost of living, people may have made changes or bought products which could mean they run the risk of a fire. A few simple checks and changes can help keep homes safer, save lives and reduce injuries.

The week of action is supported by fire and rescue services across the UK and covers a range of areas, such as electrical safety, smoking and the dangers of illegal cigarettes and the offer of home safety fire checks and fire safety advice from **@name of FRS**.

By using the online home safety tool, [www.ohfsc.co.uk](http://www.ohfsc.co.uk) people can explore whether they – along with loved ones or neighbours – could benefit from advice specific you their home of needs or even a visit from **@name of FRS**.

These visits can unlock vital safety help, advice and solutions, while offering help from a range of organisations.

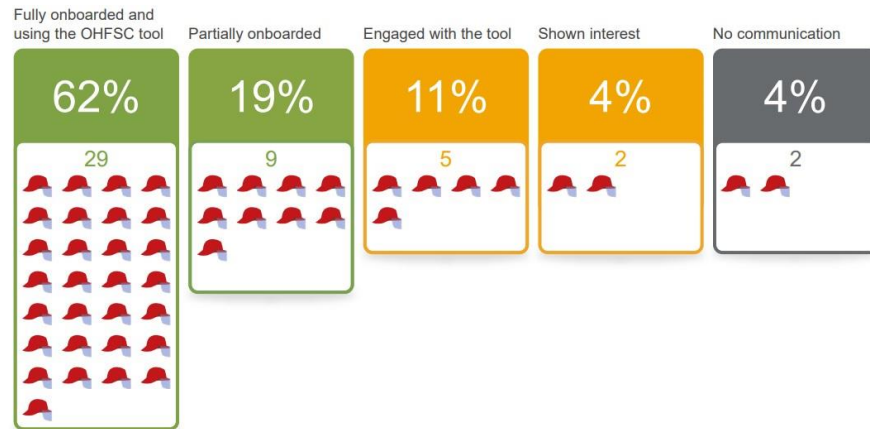
People should make sure they have at least one smoke alarm on every level of their home and carbon monoxide alarms if they have fuel burning appliances such as boilers, open fires and wood burners. They must be tested regularly to make sure they work.

**Suggested quote from FRS Prevention lead** “As part of Home Fire Safety Week we are offering help and advice to help people stay safer in their homes. This ranges from simple steps such as installing smoke detection and checking electrical items are safe to how fire services can assist people who are more vulnerable.

“While we understand the pressures people are currently facing and affordability is a major factor for many, I am hoping that by giving practical help and advice, we can raise awareness and offer useful assistance. Prevention work is at the heart of all fire and rescue service work and we are here to help.”

# Online Home Fire Safety Check

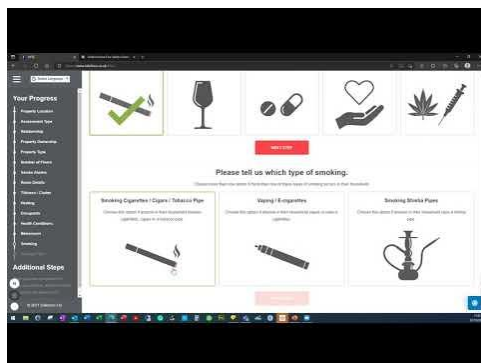
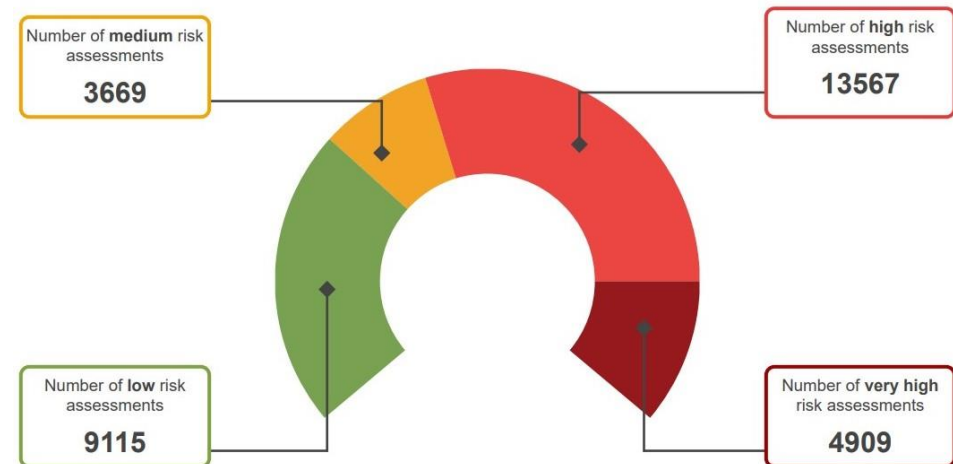
The Online Home Fire Safety Check ([OHFSC](#)) was launched last year. The tool has been given Ministerial approval and has been widely adopted across FRSs. Initially it was launched in England we are working with devolved administrations with a Welsh tool under development.



Even if you are currently not onboarded and a person in your area completes the assessment the information is passed to your FRS if they require a visit.

The OHFSC has been used 42,110 times (up to April 2023)

This chart is a breakdown of the risk identified by those that have completed the assessment. High risk is in part due to the promotion of the tool with FRS partners and encouraging them to complete the assessment and one way of referring to FRS.



[More information about the tool and a supporting video is available](#)

(embed code is available for the video which can be a useful resource for FRS staff in understanding the tool)



[Information and a video on the person-centred approach is also available](#) – again a useful learning aid for FRS staff



It is important to give this button a press at least once a month to ensure that the battery is still working.

Can you make sure it is working now?



Many of the messages and information in this toolkit can be linked to the [OHFSC tool](#).

NFCC will be working with Bounty – the pregnancy and parenthood advice organisation – on communications to provide fire safety advice to their audiences. This will include directing people to the OHFSC.

NFCC are also exploring further partnership opportunities to promote the tool for specific audiences. This requires no action on the part of FRS but will hopefully assist in driving users to the tool and compliment any promotion by FRSs.

Fire and rescue services are encouraged to promote the tool to partner agencies who are able to complete the check on behalf of a person or household.

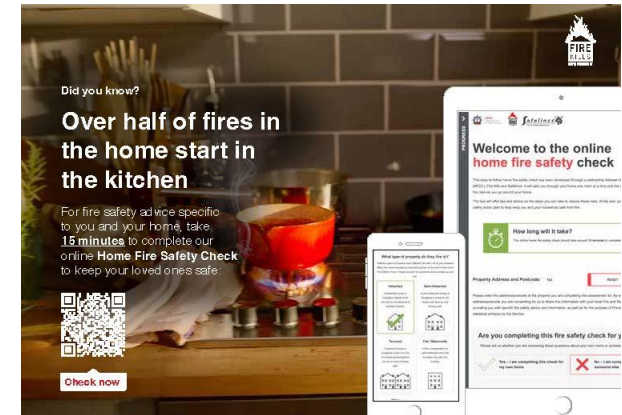
Please use our online home safety check tool to see if you, a loved one, neighbour or relative may be at a greater risk from fire. We can provide advice and your fire service will provide a Home Fire Safety visit if you are at risk [www.ohfsc.co.uk](http://www.ohfsc.co.uk) #HFWS23

## Avon Fire and Rescue Service – Promotion of the OHFSC – Molly Bentall PR and Engagement Business Partner

Fire and rescue services may have developed resources for the local promotion of the [Online Home Fire Safety Check](#). If this is something you haven't yet planned, AFRS, with approval from Fire Kills, have developed some material using the Fire Kills advertising to promote the tool.

Take a look for some inspiration and see if this might work for your FRS.

AFRS aimed to increase use of the OHFSC in their area. They decided to use the Fire Kills advertising materials and localised this with their own data and targeted media to support social media, print and digital advertising.



### Advertising:

AFRS advertising has been included in a range of local magazines, as well as local WI information guides, banners on local digital media sites and social media advertising.

This year we are also trialling Spotify advertising, which is due to go live later this month. I will share any learnings or insight on this as this is the first time we have used such advertising, the script we have used is \*based on our local data, and is below if you wish to do something similar:

**Did you know? 61%\* of fires start in the kitchen. For fire safety advice unique to you and your home, take 15 minutes to complete our free online Home Fire Safety Check. Visit [www.avonfire.gov.uk](http://www.avonfire.gov.uk) or click the link below to find out more.**

### Social media:

Alongside social media on our own channels, we shared a pack of pre-populated posts to local partner agencies to encourage them to share the same message with their followers, a suggested partner pack, to share alongside images:

## Communication to partner agencies:

You'll find below some suggested social media posts that can be used to promote the Home Fire Safety Check, which we are encouraging all people living within our service area to use.

For all social media related queries, please contact your local fire and rescue service Corporate Communications team via email: [\[Insert local contact details\]](#)

## Suggested posts for partners:

Did you know? Over half of fires start in the kitchen – reduce your risk today. [@\[Insert local details\]](#) have a free, online tool that will give you personalised home fire safety advice in as little as fifteen minutes. Take the check: [www.ohfsc.co.uk](http://www.ohfsc.co.uk)

Are you concerned about someone else's fire safety at home? [@\[Insert local details\]](#) have a free, online tool that can deliver personalised home fire safety advice in as little as fifteen minutes. Find out how to keep your home safe: [www.ohfsc.co.uk](http://www.ohfsc.co.uk)

What's the best way to stay safe from fire at home? [@\[Insert local details\]](#) have a free, online tool that can deliver personalised home fire safety advice in as little as fifteen minutes. [www.ohfsc.co.uk](http://www.ohfsc.co.uk)

[@\[Insert local details\]](#) recommend you test your smoke alarm at least once per month. For more safety advice use the free, online tool that can deliver personalised home fire safety advice in as little as fifteen minutes. [www.ohfsc.co.uk](http://www.ohfsc.co.uk)

Did you know? You should always keep fire doors and exit routes clear. For more safety advice use the free, online tool that can deliver personalised home fire safety advice in as little as fifteen minutes. Complete the check: [www.ohfsc.co.uk](http://www.ohfsc.co.uk)

[@\[Insert local details\]](#) tip of the day: Never leave cooking unattended. For more safety advice use the free, online tool that can deliver personalised home fire safety advice in as little as fifteen minutes. Try the tool today: [www.ohfsc.co.uk](http://www.ohfsc.co.uk)

If these resources will be of useful to your FRS, unbranded versions of the resources will be made available to FRS via Workplace NFCC comms group.

# Smoking and fire risk in the home

**Fires caused by smoking materials result in more deaths than any other type of fire in the UK.** This is despite the overall number of cigarette smokers falling. Most people are well informed of the health risks but may remain unaware of the fire risk.

Smoking materials are one of the highest categories for fire fatalities in accidental dwelling fires in the UK.

**A new toolkit has been produced by NFCC – 7 Steps to Preventing Smoking-Related Fires.**

**The toolkit is being released as part of Home Fire Safety Week but is designed as a resource to support prevention work on an ongoing basis.**

[The most effective way of preventing these fires and fatalities is smoking cessation.](#) Many people may not wish to quit, and vaping is supported as a safer option – particularly for those at highest risk from fire such as people with mobility issues. As part of the week, we encourage fire services to include smoking safer messages in line with agreed national messaging. There is a concern that people may be tempted to smoke illegal tobacco products as cost-of-living increases with little awareness of the increased fire risk.

## Social media messaging

Smoking is the biggest cause of fire fatalities in the home. Those at greatest risk are older, vulnerable or have mobility problems. Help reduce these preventable deaths by quitting smoking. If you or a loved one smokes complete a safety check [www.ohfsc.co.uk](http://www.ohfsc.co.uk) #HFSW23

It's safer to smoke outside. If you or a loved one finds it hard to get outside to smoke complete get some fire safety advice to help reduce the chances of a fire in the home [www.ohfsc.co.uk](http://www.ohfsc.co.uk) #HFSW23

## Illegal tobacco products – what does this mean?

Illegal products cover anything from fake and counterfeit cigarettes to products with no legal market in the UK. We know that all smoking means increased fire risk, but illegal products can present a greater fire risk. Legally produced and sold cigarettes must conform to standards of reduced ignition propensity.

NFCC, fire services and Health and Tobacco Control groups had called for the introduction of a fire safer standard for cigarettes in Europe to reduce the risk of fires. These standards were introduced in November 2011 which mean a reduced risk of a lit cigarette causing a fire when left unattended, as they self-extinguish if not smoked, this should reduce the fire risk, this does not completely remove the fire risk but does reduce it.





NFCC encourage fire services to include information about the fire risks of illegal smoking products in information to communities including adding the advice to fire safety tips to smokers to – **Buy and smoke legal cigarettes which conform to safety standards. This reduces the risk of a lit cigarette causing a fire if left unattended. This does not completely remove the fire risk but does reduce it.**

Speak to Trading Standards (TS) in your area and see if there is potential joint working. Many TS will be working to stop illegal tobacco. Can fire risk be factored into this work and messaging in your area? (See Example below – Operation June as a good example)

### Case study – June Buffham

**In 2012 71 year old June Buffham died in a house fire caused by an illegal cigarette. She fell asleep and dropped the lit cigarette into the chair she was sitting in. Due to mobility issues, she was unable to escape the fire.**

Like many people the family didn't realise these cigarettes were illegal. They thought they were just a cheaper brand which a family friend supplied. But illegal and fake cigarettes continue to burn when left - unlike legal cigarettes which after being lit, self-extinguish if not actively smoked. Although this doesn't remove the fire risk it does reduce it. Julie Grant, June's daughter said: "My late father and I could not go to identify mum, identification had to be done through dental records. We had no visual proof that she had died, we had to believe what we were being told. That takes a lot to 'get your head around. I don't want any other family to go through what we did, it doesn't go away, the images of the remains of her chair are the harsh reality. To consumers I want them to remember that no amount of money saved is worth losing a life for."



[Link to video](#) – also in resources (English and Welsh)

### **Operation June Lincolnshire Trading Standards – contact [emma.milligan@lincolnshire.gov.uk](mailto:emma.milligan@lincolnshire.gov.uk)**

'Operation June', provided us an opportunity to both remember June Buffham, who sadly lost her life in a house fire which was linked to illegal cigarettes in Spalding, Lincolnshire, in April 2012, and remind the public of the dangers of buying cheap, unregulated tobacco.

The Operation, is led by Lincolnshire County Council Trading Standards in partnership with June's daughter Julie Grant and the Lincolnshire Tobacco Control Board, whose partners include Public Health, Lincolnshire Fire and Rescue, 0 – 19 service and Lincolnshire's Integrated Lifestyle Service, One You Lincolnshire.

Following the tragic death of June in 2012, we were moved to question the increased dangers to households of illegal cigarettes and in particular their fire safety. Lincolnshire Trading Standards were able to use General Product Safety legislation to establish the first of its kind landmark case, where a local trader was prosecuted for selling unsafe cigarettes. This method of prosecution is now regularly undertaken and mirrored across the country. In addition to not complying with Reduced Ignition Propensity (RIP) legislation, illegal cigarettes do not have the important health warnings and are very often sold to children under the age of 18, the legal age to purchase.

'Operation June' marks 10 year since June tragically died in the house fire. Working with her daughter Julie, we wanted to take the opportunity to remind the public of the fire safety dangers of all cigarettes and associated tobacco related paraphernalia and to the added dangers of illegal cigarettes; and further to protect legitimate businesses who sell legal safe products.

## Suggested social media messaging

Any cigarette could cause a house fire. But genuine cigarettes are designed to go out if not actively smoked. Fake or illegal cigarettes are not and increase fire risk #HFSW23 #OperationJune

Smoking is the number cause of accidental fire deaths in the UK. Fake and illegal cigarettes increase fire risk. Ensure you only buy legal cigarettes if you're not ready to quit #HFSW23 #OperationJune

Illegal and fake tobacco is not a victimless crime and increase your risk of fire. Don't be tempted to save money by buying these products. Please report this trade safely and anonymously to Crimestoppers 0800 555 111 #HFSW23

## Electrical safety

### Suggested social media messaging

To help make sure the electrical products in your home are safe by buying from reputable retailers and known brands. You can check for and sign up for product safety alerts and recalls here <https://www.gov.uk/product-safety-alerts-reports-recalls> #HFSW23

Don't be tempted to save money by buying cheaper electrical products online or from social media sites. They may not meet safety standards and can be a fire risk. Check for recalls <https://www.gov.uk/product-safety-alerts-reports-recalls> #HFSW23

**You may wish to pick out some products and highlight they have been recalled and tie in with cost of living. The list is always being updated [but this link provides an example of the type of product FRS could highlight](#)**

Register My Appliance has useful resources in English (Fire Kills Portal) and Welsh (Resources were provided directly via AMDEA) which you can use to support messages. One of the key messages being you can register second-hand appliances.

### Suggested social media message

Register all appliances – new, old, second-hand – so you never miss out on a safety notice & recall. It's totally free & easy way to increase the safety of your home #RegisterMyAppliance #HFSW23 <https://www.registermyappliance.org.uk/registration/>

**Electricity costs the same no matter what time of day or night you use it - unless you have opted for a time of use tariff.** These tariffs may encourage people to run appliances such as washing machines at night. The latest time of use tariffs take the information from smart meters and charge at different rates. These tariffs will particularly appeal to those who need to charge electric cars and home battery storage systems – these are usually combined with solar panels.

[Ofgem has useful information for people who may be struggling with energy bills](#) which you may wish to include on websites.

Help keep your home safe.

Register appliances and check for product recalls and safety alerts.



#HFSW23



NFCC appreciate the difficulty many people are facing due to increased energy pricing and the decisions people will need to make if they are on a time of use tariff. Communities should be encouraged 'where possible' not to charge and run appliances at night but appreciate it may not be possible for some people. We can help people by ensuring the national prevention messaging is highlighted around working smoke detection, escape planning and product registration.

### Suggested social media messaging

**Electricity costs the same no matter what time of day or night you use it - unless you have a time of use tariff.** If possible don't run white goods and charge items while you sleep. You might not be saving money, but you will increase the risk of fire #HFSW23



If your home is on a 'time of use tariff', if possible, avoid running white goods and charging devices when you are out of the house or asleep. If a fire happens you will have less time to react and escape safely #HFSW23

## Fire Kills – The Fire Safety Campaign for England

In February 2023 the Fire Kills national advertising was run by NFCC once again. A number of resources are available and can be used throughout the year and to support [relevant messaging in the monthly toolkits](#) produced by the Home Office for England. These include static posts and videos.



[Earlier in the toolkit Avon Fire and Rescue Service provided an example of how they have made use of these resources to promote the OHFSC](#)

The resources can be used to support messaging as part of Home Fire Safety week and the Fire Kills monthly toolkits. Resources can be downloaded from the NFCC website

[Social media statics](#)

[Video resources](#)

## Carbon Monoxide

During the week you may wish to share CO messaging. No all FRS install CO detection but if your FRS does you can highlight this in messaging.

People may not have had the funds to have invested in annual gas safety checks for appliances. The Gas Safe Register research in 2022 highlighted 31% of people surveyed will skip booking their annual gas safety check this year due to cost of living.

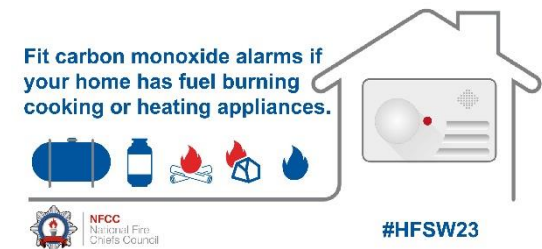
**NFCC has worked with the Gas Safe Charity and will be releasing a CO training package for FRS staff. This will be particularly useful for staff providing community safety advice.**

### Suggested social media messaging

You may have put off your annual gas service to save money. Servicing can prevent gas leaks, explosions and carbon monoxide poisoning. It can also prevent costly repair bills and help appliances run efficiently. If you can, book your service now <https://www.gassaferegister.co.uk/> #HFSW23

If you have any heating or cooking appliances which do not use electricity it means you have fuel burning appliances. Fit carbon monoxide alarms to prevent potentially fatal poisoning #HFSW23

Barbecues and camping stoves must only to be used outdoors. Never risk bringing them indoors to cook or for warmth. If used indoors they can lead to carbon monoxide poisoning #HFSW23



# Emollient products

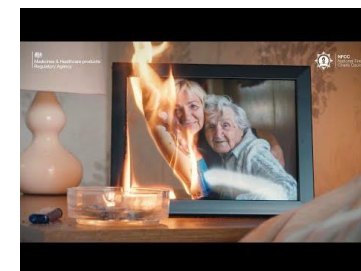
The current cost of living crisis is giving NFCC concern that we may see a marked increase in incidents due to changes to the way, older or vulnerable people heat and provide lighting in their home. The potential risk is around an increase in people with impregnated fabrics with sitting closer to sources of heat or using a different type of heating to keep warm and smoking. They may be more likely to be keeping themselves warm rather than the home warm. Drying fabrics with residue close to heat sources rather than using tumble dryers could also present an increased risk.

[The Yellow Card reporting scheme can be used to report incidents in which emollients are suspected or confirmed as being a factor.](#)

Please note we are **not** asking people to stop using these products, for many they are important to treat skin conditions. Emollients on the skin and in the packaging are not flammable. It is only when they are dried onto fabric. Washing fabric can reduce this risk, it does not remove it. This applies to all emollients – including those which contain low or no paraffin. When fabric with dried-on emollient comes into contact with an ignition source, the resulting fire burns more quickly and intensely (hotter) and is harder to extinguish than a clean fabric fire.

## Behaviour change advice

[Not to smoke, cook or get too close to open fires or other heat sources \(e.g. gas, halogen, or electric bar heater\) if there is any chance that clothing, dressings or bedding have emollient residue on them.](#)



NFCC/MHRA Video

## Suggested social media messaging

If you use emollient skin creams avoid smoking, using gas/electric hobs or sitting too close to fires or heaters if there is any risk that your clothing has any dried cream/product on it. #KnowTheFireRisk #HFSW23

Emollient skin creams are safe to use but you must stay away from any ignition sources if there is any chance the cream has dried onto your clothing #KnowTheFireRisk #HFSW23

If you regularly use emollients, it's important not to sit or dry fabrics too close to heaters and fireplaces if they have emollient residue on them. Fabrics even if washed will have flammable residue on them #KnowTheFireRisk #HFSW23

If you smoke and use emollients you must ensure you #KnowTheFireRisk. Your fire service can provide advice to reduce your risk of fire [www.ohfsc.co.uk](http://www.ohfsc.co.uk) #HFSW23



# StayWise

There's lots of exciting developments in StayWise. Remember to give them a follow on Twitter @StayWiseUK

A number of resources to support [Home Fire Safety Week](#) are available and can be found on the [English language website](#)

## StayWise Cymru

The Welsh language site is scheduled to launch 30<sup>th</sup> May which supports the Welsh language requirement and national curriculum.

The website is <https://staywise.cymru/>

Welsh teams will have been provided information and some social media messaging about this. Resources to support Home fire Safety Week will be available on the Welsh StayWise site in both languages.



During Home Fire Safety Week an interactive game and lesson plan is being launched for teachers and fire service colleagues the theme is fire escape planning primarily aimed at key stage 2.

Here's a snapshot of the game



Look out for messages from StayWise during the week supporting the campaign, and the announcement of the new game during the week. Information will be available via Workplace too.