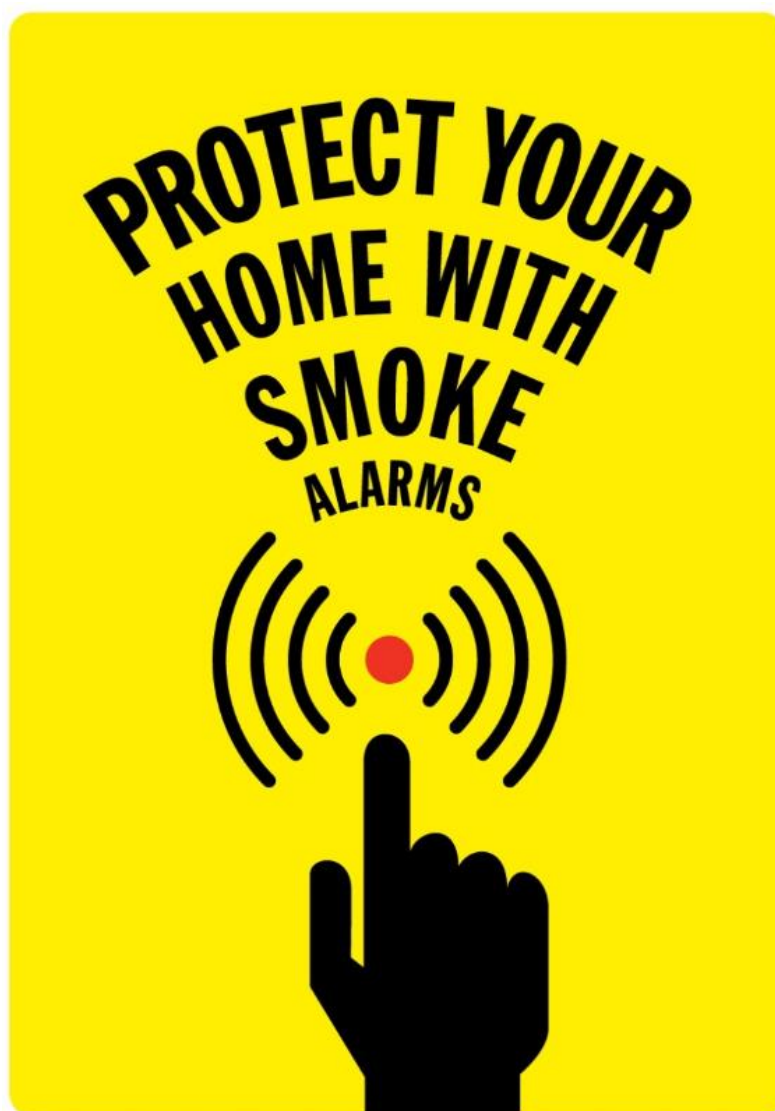




Fire Kills Campaign

Monthly Briefing Pack

January 2024 – Smoke alarm purchasing



Supported by



NFCC
National Fire
Chiefs Council

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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 (NFCC).

Fire and Rescue Campaign Calendar 2024

The Fire Kills campaign calendar, supported by the NFCC, 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.



www.fireengland.uk/fire-safety
www.ohfsc.co.uk

FIRE AND RESCUE CAMPAIGN CALENDAR 2024

Key	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Monthly Themes	Smoke Alarm Purchasing	Cooking	Smoke Alarm Testing	Smoking	Escape Routes	Outdoor Fire Safety	Cooking	Smoke Alarm Purchasing	Home Fire Safety	Smoke Alarm Testing	Electrical	Christmas
SATURDAY	1					1						
SUNDAY						2						1
MONDAY	3			1		3						2
TUESDAY	4			2		4						3
WEDNESDAY	5			3		5						4
THURSDAY	6	1		4		6		1				5
FRIDAY	7	2		5		7		2				6
SATURDAY	8	3		6		8		3				7
SUNDAY	9	4		7		9		4				8
MONDAY	10	5		8		10		5				9
TUESDAY	11	6		9		11		6				10
WEDNESDAY	12	7		10		12		7				11
THURSDAY	13	8		11		13		8				12
FRIDAY	14	9		12		14		9				13
SATURDAY	15	10		13		15		10				14
SUNDAY	16	11		14		16		11				15
MONDAY	17	12		15		17		12				16
TUESDAY	18	13		16		18		13				17
WEDNESDAY	19	14		17		19		14				18
THURSDAY	20	15		18		20		15				19
FRIDAY	21	16		19		21		16				20
SATURDAY	22	17		20		22		17				21
SUNDAY	23	18		21		23		18				22
MONDAY	24	19		22		24		19				23
TUESDAY	25	20		23		25		20				24
WEDNESDAY	26	21		24		26		21				25
THURSDAY	27	22		25		27		22				26
FRIDAY	28	23		26		28		23				27
SATURDAY	29	24		27		29		24				28
SUNDAY	30	25		28		30		25				29
MONDAY	31	26		29				26				30
TUESDAY		27		30				27				31
WEDNESDAY		28						28				
THURSDAY		29						29				
FRIDAY		30						30				
SATURDAY		31										
SUNDAY												



FIRE KILLS
LET'S PREVENT IT

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National Fire Chiefs Council

National advertising update

The Fire Kills national advertising launched on 30 October with a two-week burst of advertising on broadcast video on demand, radio, digital audio and social media. A further two-week burst began on **28 November**, with one-week bursts to run in the weeks commencing **1 January**, **5 February** and **4 March**. This strategy is designed to push home the regular testing message, with monthly reminders.

The advertising will be promoting smoke alarm testing, but the adverts themselves have been tweaked to better emphasize the importance of having multiple smoke alarms, rather than just relying on just one on each floor.

A toolkit has been produced for FRSs to enable them to use the assets to extend the reach and impact of the national advertising campaign within their areas. We hope this proves useful in your local engagement and prevention activity. The NFCC has kindly created a toolkit to support the Home Office's advertising and hosted it on the NFCC website, [here](#).



We are also exploring potential partnership opportunities and will share all this information and details on how to get involved when available.

Fire Kills portal

The Fire Kills Portal hosts all the Fire Kills artwork. There is one shared login for all fire and rescue services to access the [Fire Kills Portal](#). For anyone in a local fire and rescue service who wishes to access the Fire Kills material, please use the following login details.

Fire Kills distribution list

These briefing packs, as well as notifications of campaign opportunities, new materials and resources, are sent to over 200 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](#).

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](#).

2. Smoke alarm purchasing messages

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

Messages

- The easiest way to protect your home and family from fire is with working smoke alarms. Get them. Install them. Test them. They could save your life.

Choosing your smoke alarms

- Fit at least one smoke alarm on every level of your home.
- Please be aware that some children may not be woken by smoke alarms.
- Smoke alarms are cheap and easy to install.
- They are available from DIY stores, electrical shops and most high street supermarkets.
- Ten-year sealed battery smoke alarms are the best option. They are slightly more expensive, but you save on the cost of replacing batteries.
- There are a variety of different models to choose from. Your local fire and rescue service will be happy to give you advice on which best suit you.
- Look out for the British Standard Kitemark and Loss Prevention Certification Board (LPCB) symbols, which shows the alarm is approved and safe.
- Strobe light and vibrating pad alarms are available for those how are deaf or hard of hearing. Contact the Action on Hearing Loss Information Line on 0808 808 0123 or textphone 0808 808 9000.

How to make sure your smoke alarms work

- Test your smoke alarms at least monthly.
- If any of your smoke alarms have a one-year battery, make sure it is changed every year. Only take the battery out when you need to replace it.
- Never disconnect or take the batteries out of your alarm if it goes off by mistake.
- Standard battery-operated alarms are the cheapest option, but the batteries need to be replaced every year.
- A lot of people forget to test the batteries, so longer life batteries are better.
- Mains-powered alarms are powered by your home power supply and have a back-up battery in case of a power cut. They need to be installed by a qualified electrician and, like battery alarms, they do require testing.
- Testing smoke alarms tests the smoke sensor as well as the power supply and/or battery.
- You can even have linked alarms installed, so that when one alarm detects a fire they all go off together. This is useful if you live in a large house or over several levels.

Looking after your smoke alarms

- Make testing your smoke alarms part of your regular household routine.
- Test them by pressing the button until the alarm sounds. If it doesn't sound, you need to replace the battery.
- Vacuum your smoke alarms every six months to remove dust.

- If a smoke alarm starts to beep on a regular basis, you need to replace the battery immediately.
- If it is a ten-year alarm, you will need to replace the whole alarm every ten years.

Fire Kills videos

The most recent Fire Kills adverts (which can be found on the NFCC website, [here](#)) can be used until the end of the financial year 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 these regulations, including Q&A for landlords and tenants, 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@nfcc.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.



Fit smoke alarms

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

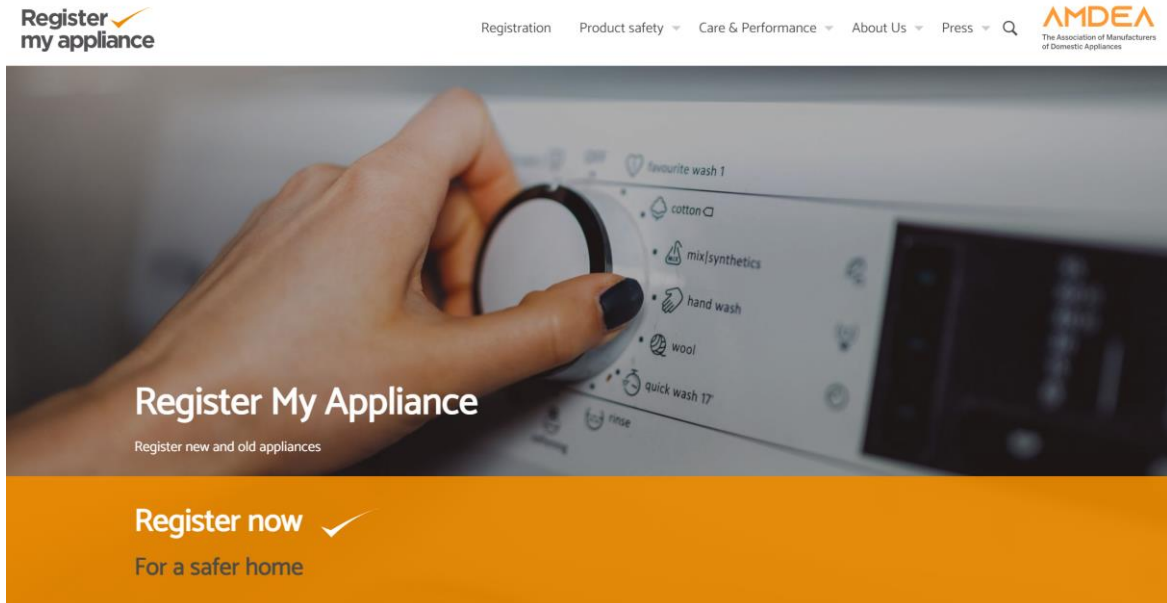
- Encouraging people who don't own a working smoke alarm to buy some and test them regularly.
- Reminding people who do to ensure they have enough around their home – at least one on every level and in or near rooms with particular risks – **one is not enough!**
- Reminding carers and those with less 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) will be running Register My Appliance Week from 22 – 26 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.



Register my appliance ✓

Registration Product safety Product Care & Performance About Us Press

AMDEA
The Association of Manufacturers of Domestic Appliances

Register My Appliance
Register new and old appliances

Register now ✓
For a safer home

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):

- Username: FireSafety45
- Password: FSPartner

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.



Archive



Awareness Days and Weeks



Brand



Cost of living fire safety campaign



Covid-19 Fire Prevention Resources



Fillers



Fireworks assets



Industrial Action



Kids



Leaflets



Monthly assets



Personal Light Electric Vehicles



Photos & Icons



Posters



Social



Translated resources

StayWise

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](#).

The screenshot shows the landing page for the online home fire safety check tool. At the top, there are logos for the National Fire Chiefs Council (NFCC), Fire Kills (with the slogan 'LET'S PREVENT IT'), and Safelincs (with the slogan 'Fire & Safety Solutions'). The main heading reads 'Welcome to the online home fire safety check', with 'home fire safety' in red. Below this, there is a paragraph explaining that the tool is a partnership between NFCC, Fire Kills, and Safelincs, designed to help users assess fire risks room by room. A second paragraph states that the tool provides tips and advice to reduce risks and offers a personalised fire safety action plan. At the bottom, there are three blue boxes, each labeled 'Top tip' and containing an icon and text: 1. A house icon with smoke detectors, labeled 'Fit smoke alarms'. 2. An icon of a person and a child standing by an open door, labeled 'Plan your escape route'. 3. A mobile phone icon with '999' on the screen, labeled '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. #OnesNotEnough*
- *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.

The national Fire Kills campaign is currently running adverts encouraging people to make sure they fit at least one smoke alarm on every floor of their home and to test them regularly. **[Local Fire and Rescue Service]** is supporting the smoke alarm campaign and asking everyone to get them, install them and test them.

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 (93%¹) having at least one working smoke alarm in their home, smoke alarms alerted householders to a fire in England in only 46% of cases². 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."*

¹ Fire statistics table FIRE0701, [Fire statistics data tables - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

² Fire statistics table FIRE0702, [Fire statistics data tables - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

“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 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 and 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 -