



**NFCC**  
National Fire  
Chiefs Council

# Fire Kills Campaign Monthly Briefing Pack February 2024 – Cooking



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## **1. Introduction**

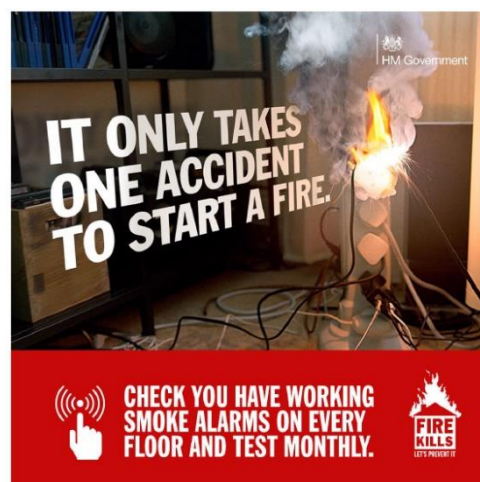
Welcome to the monthly briefing pack for February, covering cooking fire safety. Each year, cooking causes more accidental fires in the home than anything else. Cooking-related fires tend to result in the most non-fatal casualties and the second most fatalities (behind smoking products) so the importance of promoting cooking fire safety messages cannot be overestimated.

### ***National advertising update***

The Fire Kills national advertising continues in February, with a one-week burst on radio, digital audio and social media at the beginning of the month. The paid for media advertising will also run for one week in March 2024. This strategy is designed to push home the regular testing message, with monthly reminders. We urge FRSs to support the national advertising until the end of March. The partner toolkit contains kitchen safety messages which can be used to support this monthly toolkit.

The advertising will be promoting smoke alarm testing, but the adverts themselves have been tweaked to better emphasise the importance of having multiple smoke alarms, rather than just relying on one or even 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 toolkit can be found on the NFCC website, [here](#)



### ***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. Cooking fire safety messages

Cooking fire safety covers a range of issues, from leaving it unattended through to electrical issues. This presents a range of messaging and the need for tailoring of messaging and activity to the relevant audiences. Having sufficient detection equipment and escape plans remains of high importance.

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

### ***Cooking safely***

- Avoid leaving children in the kitchen alone when cooking on the hob. Keep matches and saucepan handles out of their reach to keep them safe.
- Take care if you're wearing loose clothing – this can easily catch fire.
- Keep tea towels and cloths away from the cooker and hob.
- Double check the cooker is off when you've finished cooking.
- Take care if you need to leave the kitchen whilst cooking, take pans off the heat or turn them down to avoid risk.
- Make sure saucepan handles don't stick out – so they don't get knocked off the stove.



### ***Take care with electrics***

- Keep electrics (leads and appliances) away from water.
- Check toasters are clean and placed away from curtains and kitchen rolls.
- Keep the oven, hob and grill clean and in good working order. A build-up of fat and grease can ignite a fire.

### ***Deep fat frying***

- Take care when cooking with hot oil – it sets alight easily.
- Make sure food is dry before putting it in hot oil so it doesn't splash.
- If the oil starts to smoke – it's too hot. Turn off the heat and leave it to cool.
- Use a thermostat controlled electric deep fat fryer. They can't overheat.



**GET OUT  
STAY OUT  
AND CALL  
999**



What to do if a pan catches fire:

- Don't take any risks. Turn off the heat if it is safe to do so. Never throw water over it.
- Don't tackle the fire yourself – Get Out, Stay Out, Call 999.



### **3. Key Dates**

#### ***Pancake Day / Shrove Tuesday – 13 February***

Pancake Day provides opportunity to get creative and use the Day to promote cooking safety tips and messaging.

#### ***Valentine's Day – 14 February***

Although Valentine's Day may provide only a tenuous link to cooking fire safety, it does provide the chance to be creative. In recent years, many fire and rescue services have used pun-filled headlines to promote fire safety tips, encouraging people to protect their loved ones with smoke alarms, or make sure that a romantic night for two doesn't end in disaster.

'*Flee – Hot Date*', the video produced by FireAngel in partnership with London Fire Brigade and which is available to all fire and rescue authorities, demonstrates the danger of not being careful when cooking and using candles on Valentine's Day. It's a video perfect for promoting on social media.



<http://www.youtube.com/watch?v=g07Lkbbe5rA>

## **4. Suggested local PR activity**

Local engagement activity and PR events can boost the delivery of messages in your area.

### ***Local press notice***

To support the campaign, we have provided template press notices – on pages 11-13 to assist with local PR and media opportunities. The press notices can, of course, be tailored as necessary to reflect local priorities, activities, spokespeople and messages.

### ***Celebrity endorsement***

You may wish to organise a campaign around staying safe in the kitchen, fronted by a local celebrity or spokesperson, possibly one who has young children, which may be particularly relevant during February half-term when children may be at home and provide a distraction in the kitchen. They could donate/create a recipe for cooking with children that could include fire safety tips.

### ***Competition***

There could be a linked competition for local people to create their own recipes, potentially with additional messages on healthy eating. The recipes could appear on your local website or could be used to place in the media alongside key statistics and tips on cooking safely in the kitchen. This could be promoted through community events...

### ***Community events***

You may also wish to organise events at local supermarkets as a good way to distribute leaflets and information/recipes on healthier cooking options, e.g. oven chips to local residents as an alternative to using chip pans.

### ***Partnership activity***

You may wish to consider working with health services and agencies to jointly promote the fire safety and general healthier eating message. You could consider other ways of promoting joint messages – for example with carers of older or disabled people or health visitors.

### ***Digital activity***

There are a range of videos available on [Fire Kills Campaign Portal](#) that you can download and use. Ones related to cooking safety, include 'Don't Try This At Home', 'Doorstep Distraction' and 'TV Distraction'.

## 5. 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 :

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](http://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 image is a screenshot of a website landing page for an 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 &amp; Safety Solutions'). The main heading reads 'Welcome to the online home fire safety check', with 'home fire safety' in red. Below the heading, there is a paragraph explaining that the tool is a partnership between NFCC, Fire Kills, and Safelincs, designed to help users identify 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 with a 'Top tip' header and an icon: 1. 'Fit smoke alarms' with an icon of a house with smoke detectors. 2. 'Plan your escape route' with an icon of a person and a child standing by an open doorway. 3. 'Get out, stay out and call 999' with an icon of a mobile phone displaying '999'.

## **6. Draft social media posts**

### **Cooking safely**

#CookSafe, #HotDate, #PancakeDay #FrySafe

- *Most fires start in the kitchen. Keep your family safe - never leave cooking unattended. Visit [gov.uk/firekills](http://gov.uk/firekills) for more fire safety information. #FireKills*
- *It only takes one accident for a fire to start. #CookSafe #FireKills*  
<https://www.youtube.com/watch?v=W13uGoe76S8>
- *Cooking fires make up half of all accidental fires in the home. #FireKills*
- *Fires from cooking appliances account for half of all fire injuries in the home. #FireKills*
- *Take care when cooking with oil – it sets alight easily #FrySafe #FireKills*
- *If a pan catches fire - don't take any risks. Turn the heat off if it's safe to do so. NEVER throw water over it #FrySafe #FireKills - [Don't Try This At Home - YouTube](#)*
- *Keep matches and saucepan handles out of the reach of children #FireKills*
- *Take care if you're cooking while wearing loose clothing – it can easily catch fire #FireKills*
- *Keep tea towels and cloths away from the cooker and hob #FireKills*
- *Double check the cooker is off when you've finished cooking #FireKills*
- *Check toasters are clean and placed away from curtains and kitchen rolls #FireKills*
- *Keep the oven, hob and grill clean and in good working order. A build-up of fat and grease can easily lead to a fire #FireKills*
- *Don't tackle the fire yourself – get out, stay out, call 999 #FireKills*

### **Valentine's Day**

- *It can take only seconds to cause a serious fire in the kitchen. #CookSafe*
- *Don't remember #ValentinesDay for the wrong reason! Don't drink and cook #FireKills*
- *Cooking for a #HotDate this Valentine? Take extra care to stop your date going up in flames like in this video - <http://bit.ly/1Xldmo>*
- *Don't risk #ValentinesDay going up in flames –use LED candles and concentrate on your date. #FireKills*

### **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*

## 7. Template press release

### *Cooking fire safety*

During the February half term, many children across **[the County/region]** will be spending more time in the kitchen.

But whether they're lending a hand or simply seeking a snack, it's important to make sure that they know the hazards of a hot hob.

As part of the Fire Kills campaign, **[FRS]** is encouraging parents and carers to make any kitchen activities a chance for kids to learn about cooking safety.

**[FRS spokesperson]** said: "There are lots of creative ways to teach kids about cooking fire safety. And, it's absolutely vital that they know what to do if the worst should happen.

"So, alongside the melting, mixing and making, why not take the chance to pass on your fire safety knowhow? Test your smoke alarms as part of the activity. And remember, never leave a child alone with a hot hob, and help keep them safe by moving matches and saucepan handles out of their reach."

And it's not just the kids being at home that can lead you to take your eye off the pots and pans – distraction while cooking is a main cause of fire call-outs right across the country.

**[FRS spokesperson]** continued: "Half of all accidental fires in the home start in the kitchen - often because of distractions like phone calls or family. So, whatever happens elsewhere in your home, always make sure you have one eye on the hob or oven."

Fire Kills' top tips for staying safe in the kitchen are:

- Take care if you need to leave the kitchen whilst cooking. Take pans off the heat or turn them down to avoid risk.
- If a pan catches fire, don't take any risks – Get Out, Stay Out, and Call 999.
- Double check the hob and oven is off when you've finished cooking.
- Keep tea towels and cloths away from the cooker and hob.
- Take care if you're wearing loose clothing – this can easily catch fire.
- Avoid leaving children in the kitchen alone when cooking. Keep matches and saucepan handles out of their reach to keep them safe.
- Take care with electrics - keep leads and appliances away from water and place grills and toasters away from curtains and kitchen rolls.
- Keep your equipment clean and in good working order. A build-up of fat and grease can ignite a fire.
- Don't cook after drinking alcohol.
- Hot oil can catch fire easily - be careful that it doesn't overheat.
- Never throw water on a chip pan fire.
- In the event of a fire, have an escape plan in place.
- Don't take risks by tackling a fire. **Get out, stay out and call 999.**

- Make sure you have at least one smoke alarm on every level of your home and test them monthly.

For advice specific to you and your home, [complete your own home fire safety check](#).

**- ENDS -**

## ***Pancake Day***

Shrove Tuesday will see hundreds of people up and down the country taking out their frying pan, mixing up some batter and making pancakes. When you are looking forward to a delicious, warm pancake, sprinkled with lemon juice and sugar, fire safety may not be at the forefront of your mind! However, cooking with hot oil can lead to devastating fires, with a very high proportion of fires resulting in injuries.

**[FRS spokesperson]** of **[Local]** Fire and Rescue Service, said:

*“Making pancakes can be lots of fun for the whole family and they certainly can be delicious. However, over half of all accidental fires in the home start in the kitchen so please take care, especially when cooking with hot oil.”*

**[FRS spokesperson]** offers the following safety tips

When using a frying pan or cooking with hot oil, remember:

- Never leave the pan unattended when the heat is switched on
- Do NOT move the pan if it is on fire!

If the pan does catch fire:

- Don't take any risks. Turn off the heat if it is safe to do so. Never throw water over it.
- Don't tackle the fire yourself.
- GET OUT, STAY OUT, CALL 999.

*“And when you have finished cooking, make sure that all the appliances are turned off and the cooking area is clear,”* added **[FRS spokesperson]**.

Working smoke alarms will greatly increase your chances of escaping unharmed. Have an escape plan and follow it - know exactly which way you will leave your home and know where you will go.

Stay alive, stay safe, and make sure your smoke alarms work properly;

- Test your smoke alarms at least monthly
- Change the battery every year (unless it's a 10-year alarm)
- Clean it out properly at least twice every year, by vacuuming the inside.

For advice specific to you and your home, [complete your own home fire safety check](#) or contact your **[Local Fire and Rescue Service]** on **XXXXXX**.