



**NFCC**  
National Fire  
Chiefs Council

# Fire Kills Campaign Monthly Briefing Pack April 2024 – Smoking



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## **1. Introduction**

Welcome to the monthly briefing pack for April, covering smoking. This information pack provides details of national activity that may support local fire and rescue services in their local delivery.

### ***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. Smoking**

### ***Careful disposal of smoking products***

As with previous years, the theme for April is smoking, with messages encouraging people to dispose of their smoking products carefully:

**Put it out. Right out.**

### ***Seven steps to reduce smoking related fires - NFCC toolkit***

NFCC has made available a toolkit - 'Seven steps to prevent smoking-related fires' – to support fire and rescue services and contribute to reducing casualties, fatalities and material losses arising from fires.

The toolkit contains a suite of 'tools' to help enable the steps and is aligned to the Smoking-Related Fires and Tobacco Control component of the NFCC Person-centred Framework for the Home Fire Safety Visit. [The toolkit can be found on the NFCC website.](#)

### ***Statistics***

More people die in fires in the home caused by cigarettes and smoking products than any other cause. In England in 2022/23, accidental fires in the home resulting from smoking materials made up 35 per cent of all fatalities in accidental fires the home (65 out of 185).



**THE ASH FROM ONE CIGARETTE**

### **Smoking fire safety messages**

The best way to prevent a smoker suffering a smoking-related fire is to have them quit smoking. However, some people have no desire to give up smoking so messages may need to take this into account to prevent them from switching off.

- The best way to reduce the risk is to make an attempt to quit, using NHS support if you need it. If you do not want to quit, consider vaping.
- Stub cigarettes out properly and dispose of them carefully. **Put them out. Right out.**
- Smoke outdoors and put cigarettes right out – this is safer than smoking indoors.
- Use a proper ashtray – never a wastepaper basket.
- Make sure your ashtray can't tip over and is made of a material that won't burn.
- Don't leave a lit cigarette, cigar or pipe lying around. They can easily fall over and start a fire.
- Take extra care if you smoke when you're tired, taking prescription drugs, or if you've been drinking. You might fall asleep and set your bed or sofa on fire.
- Never smoke in bed
- Keep matches and lighters out of children's reach.
- Consider buying child resistant lighters and match boxes.



**Put them out.  
Right out!**



**Key statistic:**  
**Smoking related fires are the biggest killers in accidental fires in the home.**

Cigarettes and other smoking products cause a quarter of all accidental fire fatalities in the home.

### **Local partnerships**

The NHS runs Local NHS Stop Smoking Services that you may wish to work with or direct people to. You can find your local Service by putting in your postcode here:

<http://www.nhs.uk/smokefree/help-and-advice/local-support-services-helplines>.

### **3. Key Dates**

#### ***Be Water Aware***

NFCC's annual drowning prevention and water safety campaign will run from 22 - 28 April. The campaign raises awareness of the risk of accidental drowning during everyday activities in and around the water with advice on what to do in an emergency.



# **BE WATER AWARE**

**22 - 28 April 2024**

**#BeWaterAware**

The campaign works closely with other members of the National Water Safety Forum, so messages are aligned to support the aim to reduce the risk of accidental drowning in the UK.

The campaign will use the #BeWaterAware and resources will be available on the [NFCC website](#).

## 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.



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 on [FireEngland.uk](http://FireEngland.uk).

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 NFCC (National Fire Chiefs Council), Fire Kills (with the slogan 'LET'S PREVENT IT'), and Safelincs (Fire &amp; Safety Solutions). The main heading reads 'Welcome to the online home fire safety check', with 'home fire safety check' in red. Below this, two paragraphs of text describe the tool's purpose and benefits. At the bottom, there are three blue boxes, each with a 'Top tip' header and an icon: a house with smoke alarms for 'Fit smoke alarms', a person and a child by a doorway for 'Plan your escape route', and a mobile phone with '999' on the screen for 'Get out, stay out and call 999'.



## **5. Draft social media posts**

### ***Smoking***

- *Need help giving up? Check out the NHS stop smoking services to help you quit. <https://www.nhs.uk/live-well/quit-smoking/nhs-stop-smoking-services-help-you-quit/> #SmokeFree*
- *Cigarettes cause more fatal fires than anything else. Make sure you Put It Out. Right out. #FireKills*
- *Smoking in bed can give you nightmares – don't risk falling asleep with a cigarette - <http://bit.ly/1g8mdoV>. #FireKills*
- *A lit cigarette can easily start a fire if not put out properly. Put it out. Right Out. #FireKills*

## 6. Template press release

### *Smoking fire safety*

#### HELP IS HERE TO REDUCE SMOKING FIRE RISK

If you are a smoker, or know someone who is, you will have heard many reasons why you should consider quitting. But have you ever considered the fire risk associated with smoking? And what are you doing to reduce that risk?



Without a doubt, quitting is the best way to remove the fire risk. There is plenty of help available to you should you want to make an attempt at putting down your cigarettes and lighters for good. The NHS has many stop smoking services, which are free, friendly and can massively boost your chances. More information can be found here: <https://www.nhs.uk/live-well/quit-smoking/nhs-stop-smoking-services-help-you-quit/>

If you are not interested in giving up, or while you are giving up, you should bear in mind the fire risk associated with smoking and take note of the simple steps you can take to reduce the chances of your smoking materials leading to a fire – fires caused by smoking products kills more people than fires caused by any other item.

Not smoking while tired, using a proper and secure ashtray and stubbing them out properly can greatly reduce the risk of an accidental fire breaking out.

To help you keep safe, **[Local Fire and Rescue Service]** is reminding smokers to 'Put it Out, Right Out' whenever they light up; to install smoke alarms on every level of the home; and, to test them regularly. Without a working smoke alarm, you are at least eight times more likely to die in an accidental fire in the home.

These simple steps can help prevent a cigarette fire in the home:

- **Never smoke in bed.** Take care when you're tired – it's very easy to fall asleep while your cigarette is still burning and set furniture alight
- **Never smoke when under the influence** of drugs or alcohol. If your lit cigarette starts a fire you could be less able to escape.
- **Put it out, right out!** Make sure your cigarette is fully extinguished
- **Fit a smoke alarm and test it at least monthly.** A working smoke alarm can buy you valuable time to get out, stay out and call 999.
- **Never leave lit cigarettes, cigars or pipes unattended** – they can easily overbalance as they burn down.
- **Use a proper, heavy ashtray** that can't tip over easily and is made of a material that won't burn.
- **Make an attempt to quit** using NHS support if you need it. If you do not want to quit, consider vaping.

**[Local Fire and Rescue Service spokesperson]** said:

“Fires ignited by cigarettes or smoking materials result in more fatalities than any other fire. Despite a fall in the overall number of fires caused by these products, it’s still the biggest cause of accidental fires in the home across the country.

“Every smoker should be aware of the risks they take every time they light up and drop the habit of smoking indoors, especially in bed, or under the influence of alcohol. The risk of falling asleep before you ‘put it out, right out’ is just too great.

“Make sure you have working smoke alarms on every level of your home and test them at least monthly. Working smoke alarms can give you the extra time you need to escape if the worst should happen.”

**- ENDS -**