



NFCC
National Fire
Chiefs Council

Fire Kills Campaign Monthly Briefing Pack May 2024 – Escape Routes



Contents

1. Introduction	3
Key dates	3
Fire Kills distribution list	3
Feedback	3
Press templates and social media posts.....	3
2. Escape routes	4
Get out, stay out, call 999	4
Escape route messages	4
Local examples	6
Escape filler film.....	6
3. Key Dates	7
3.1 Deaf Awareness Week	7
British Sign Language materials	7
3.2 Mental Health Awareness Week.....	7
3.3 Dementia Action Week	7
3.4 Boat Fire Safety Week.....	8
4. National Resources.....	9
Fire Kills Portal.....	9
StayWise.....	9
Online home fire safety check tool.....	10
5. Draft social media posts.....	11
Escape routes	11
Deaf Awareness Week	11
6. Template press release.....	12
Escape routes.....	12

1. Introduction

Welcome to the monthly briefing pack for May, which focuses on escape routes. This information pack provides details of national activity that may support local fire and rescue services in their local delivery.

Key dates

There are plenty of awareness events taking place in May, with opportunities to promote escape routes, and other fire safety, messaging. Details of the following are included in this pack:

- Deaf Awareness Week (6-12 May)
- Mental Health Awareness Week (13-19 May)
- Dementia Action Week (20-26 May)
- Boat Fire Safety Week (27 May – 2 June)

Please note that Motorcycle Safety Week has been moved to June this year, so is not as published on the 2024 Fire and Rescue Campaign Calendar.

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](#).

Press templates and social media posts

Draft templates are available within this pack to support local engagement with press and through social media.

2. Escape routes

Get out, stay out, call 999

The primary fire safety messages focus on smoke alarms:

- Make sure you have enough in your home (at least one on every level); and
- Test them at least monthly to ensure they are working.

Smoke alarm messages need to be supported by escape route messages and ensuring people know what to do if there is a fire. Having an escape plan can also make the difference between escape and tragedy.

The fire safety campaign has therefore promoted the **Get Out, Stay Out, Call 999** message for several years across several platforms.

Escape route messages

Fitting smoke alarms is the first crucial step to protecting yourself and those you love from a fire. But what would you do if one went off?

➤ *Plan a safe escape*

- Plan an escape route and make sure everyone knows how to get out.
- Make sure exits are kept clear.
- The best route is the normal way in and out of your home.
- Plan a second route in case the first one is blocked.
- Take a few minutes to practise your escape plan.
- Review your plan if the layout of your home changes.
- Keep door and window keys where everyone can find them.



➤ *What to do if there is a fire*

- Don't tackle fires yourself. Leave it to the professionals.
- Keep calm and act quickly. Get everyone out as soon as possible.
- Don't waste time investigating what's happened or rescuing valuables.
- If there's smoke, keep low where the air is clearer.
- Before you open a door, check if it's warm. If it is, don't open it – fire is on the other side.
- Call 999 as soon as you're clear of the building. 999 calls are free.



Get out, stay out and call 999

➤ *What to do if your escape is blocked*

- If you can't get out, get everyone into one room, ideally with a window and a phone.
- Put bedding around the bottom of the door to block out the smoke, then open the window and call "HELP FIRE".
- If you're on the ground or first floor, you may be able to escape through a window.
- Use bedding to cushion your fall and lower yourself down carefully. Don't jump.



- If you can't open the window, break the glass in the bottom corner. Make jagged edges safe with a towel or blanket.

➤ *How to escape from a high-rise building*

- Blocks of flats are normally built in a way to prevent fires spreading from one flat to another, or to the communal areas. Therefore, if there is a fire in another part of your block it is usually best to stay in your flat. This is known as 'stay put'.
- Ask your landlord what evacuation strategy applies to your block so you know what to do should a fire occur in someone else's flat – it may be that you should stay put, or that you should evacuate the building.
- Leaving the flat when you're not affected by smoke or the fire can place you in greater danger and can hamper the fire and rescue service response.
- The fire and rescue service may trigger a full evacuation, in which case you'll need to get out and stay out.
- If you feel unsafe or your flat is affected by heat or smoke, then get out, stay out and call 999.
- If your escape route is blocked or full of smoke or fire, return to your flat and call 999 so firefighters know where you are and can give you help over the phone.

Additional messages include:

- Make sure you know the escape plan for your building.
- Avoid using lifts if there is a fire.
- It is easy to get confused in smoke, so count how many doors you need to go through to reach the stairs.
- Check there is nothing in the corridors or stairways that could catch fire – like boxes or rubbish.
- Make sure doors to stairways are not locked.
- Make sure everyone knows where the fire alarms are.
- You should still get smoke alarms for your own flat even if there is a warning system in the block.



➤ *Children*

- It is important that children are never left home alone.
- Research has indicated that some children may not always wake to the sound of a smoke alarm. It is important that escape plans include waking and helping children and vulnerable persons to evacuate
- Families should have a fire escape plan that is rehearsed, so that everyone knows how to escape when fire occurs.

- The fire and rescue service should always be called without delay, no matter how small the fire.

Local examples

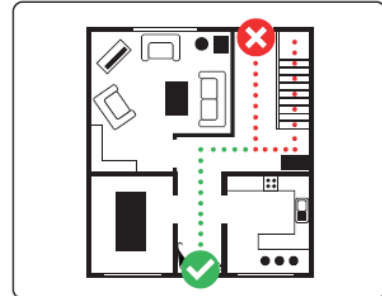
If you undertake a successful local initiative, we would love to hear about it and share good examples. Please do get [in touch](#) with details.

Escape filler film

In the style of the Fire Kills literature, the 'Escape – Animation' video goes through an array of escape messages. As with all fillers, this can be screened in local shopping centres, in schools and universities, doctors' surgeries and any other out-of-home screen.

You can find the filler video on the Fire Kills Portal in the Fillers section: 'Escape – Animation'

<https://homeoffice.brandworkz.com/bms/damui/?category=1106>.



3. Key Dates

3.1 Deaf Awareness Week

Deaf Awareness Week provides a unique opportunity to celebrate diversity, promote understanding, and champion inclusivity for people who are deaf or have hearing loss.

The UK Council on Deafness sets the date and theme. This year's theme is "Access to Communication". From their website, the aim of this year's Deaf Awareness Week is to promote greater awareness and understanding of the challenges faced by the deaf community in accessing communication. The theme highlights the need for breaking down the communication barriers that prevent deaf people from fully participating in society.

To address these issues, this year's Deaf Awareness Week will focus on raising awareness of the communication needs of the deaf community and advocating for greater access to communication tools and services. It will encourage stakeholders to work together to create a more inclusive society where deaf individuals have the same access to communication as their hearing counterparts.

The Royal National Institute for Deaf People (RNID) is offering a free resource pack to support engagement with the Week. The pack will contain:

- Content suggestions to engage colleagues and communities
- Fun activities for teams to get involved with
- Resources to support inclusivity across your organisations

[You can register for a Deaf Awareness Week pack, here.](#)

British Sign Language materials

The BSL version of the Fire Kills Fire Safety in the Home leaflet, of which DVD hard copies were circulated to fire and rescue services a few years ago, has now been placed on the [Fire Kills YouTube channel](#). For ease of sharing on social media, we have created a shortened link – <http://bit.ly/1YZoCpH>.

3.2 Mental Health Awareness Week

The Mental Health Foundation will be running Mental Health Awareness Week from 13 to 19 May 2024. This year, the theme is: Movement: Moving more for our mental health.

More information on the Week, and the location for resources and how to get involved, can be found on the [Mental Health Foundation's website](#).

3.3 Dementia Action Week

Dementia Action Week is the Alzheimer's Society's main awareness campaign and will run from 13-19 May 2024. Please note the change in date from the Campaign Calendar.

More information on the Week, and the location for resources and how to get involved, will be published when ready on the [Alzheimer's Society website](#).

3.4 Boat Fire Safety Week

Once again, we will be working with the Boat Safety Scheme to promote boat fire safety messages across the May Half Term week – 27 May – 2 June

A bespoke briefing pack for all things Boat Fire Safety Week will be provided separately.

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.



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.

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 top section of 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 & Safety Solutions). Below the logos is the heading 'Welcome to the online home fire safety check', where 'home fire safety check' is in red. The main text explains that the tool is a partnership between NFCC, Fire Kills, and Safelincs, designed to help users identify fire risks room by room and provide a personalised action plan. At the bottom, there are three blue boxes, each with a 'Top tip' header and an icon: 1) 'Fit smoke alarms' with a house icon showing smoke detectors; 2) 'Plan your escape route' with an icon of a person and a child walking through a doorway; 3) 'Get out, stay out and call 999' with an icon of a mobile phone displaying '999'.

5. Draft social media posts

Escape routes

- *Final chance to declutter this spring? Anything in your home that you could trip over? Keep fire escape routes clear in case of an emergency. #EscapePlan*
- *Do you know what to do if the smoke alarms go off? Plan and practise an escape route! #PlanAnEscape #FireKills*
- *Do you have an #EscapePlan? If you have a fire, get everyone out and call 999. Remember, don't go back in! #GetOutStayOut #FireKills*
- *Would you be able to get out of your home with your eyes shut? Smoke from a fire can be very thick and black – plan and practise an escape route!*
- *Anything in your home that you could trip over? Keep escape routes clear in case of an emergency. #EscapePlan*
- *If a fire started in your home, what would you do? Get Out, Stay Out, Call 999. #FireKills*
- *Does your #EscapePlan include a plan B? What if your normal exit was blocked? #GetOutStayOut*

Deaf Awareness Week

- *Did you know there are specialist smoke alarms for those hard of hearing? They're not all bleeping smoke alarms! #DeafAwarenessWeek #FireKills*
- *Any signers out there? Check out our #BSL fire safety video to stay fire safe! #DeafAwarenessWeek #FireKills <http://bit.ly/1YZoCpH>*
- *Did you know there are specialist smoke alarms for those hard of hearing? They're not all bleeping smoke alarms! #DeafAwarenessWeek #FireKills*
- *Did you know there are smoke alarms for the hard of hearing? Give yourself the best chance of fire survival. #DeafAwarenessWeek #FireKills*

6. Template press release

Escape routes

HOW A SPRING CLEAN COULD SAVE YOUR LIFE!

Spring may be over, but there's still time to squeeze in a final spring clean. A part of the Fire Kills campaign, **[Local FRS]** is asking people to clear the clutter that may be blocking escape routes and to make sure their family, guests and loved ones know how to get out, stay out, and call 999 in the event of a fire.



Working smoke alarms are regularly the heroes in a fire, giving people the warning they need to get out of their home in a fire. But blocked exits, locked doors or unfamiliar surroundings can shave vital seconds from their escape time.

[Insert details of local activity...]

We all know we need to take time to test our smoke alarms, but this week make time for your home and take some simple steps to help keep your loved ones safe:

1. **Think about how you'd all get out in a fire**, Making and practising an escape plan will help ensure that everyone can get out, stay out and call 999.
2. **Fit at least one smoke alarm on every level of your home** so smoke can reach the alarms quicker giving you more warning time.
3. **Test your smoke alarms at least monthly**. Smoke alarms can save your life, but only if they work.
4. **Clear your escape routes**. Make sure you're able to escape without tripping over to ensure a speedy exit
5. **Keep your door and window keys in a known and accessible place**. Make sure everyone knows where the door and window keys are kept so they can reach them easily and get out quicker in case of a fire.

Many of us care for others, children and loved ones. If this is you, consider the following:

- How will they get out? Plan an escape route that works for them and think of any difficulties they may have or help they may need getting out. Would they benefit from a torch to light their way or a stair rail?
- Where is the best place to go if the worst happens and they can't escape? This is especially important if they have trouble moving around or can't get downstairs on their own.
- Who's your 'Escape champ'? Nominate someone in your home (perhaps a child) to be the 'Escape champ'. Role-playing escape routes regularly and giving children the responsibility to keep escape routes clear makes fire safety more fun and engaging.

{Local fire and rescue spokesperson} said:

“Just two to three breaths of toxic smoke could leave you unconscious, so every second counts when escaping a fire. Having working smoke alarms and knowing the escape plan in an emergency could make all the difference.

“If you have dependants or someone less able to care for, it could take more time to get out, stay out and call 999. Make sure you’re always prepared, your exits are clear and everyone knows what to do if the worst should happen.”

For advice specific to you and your home, complete your own home fire safety check at www.ohfsc.co.uk.

- ENDS -