



NFCC
National Fire
Chiefs Council

Fire Kills Campaign Monthly Briefing Pack June 2024 – Outdoor fire safety



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1. Introduction

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

Key dates

There are awareness events taking place in June, with opportunities to promote fire safety messaging. Details of the following are included in this pack:

- Boat Fire Safety Week (27 May – 2 June)
- Child Safety Week (3-9 June)
- Carers Week (10-16 June)

Fire Kills portal

We have received a few queries recently on login details for the Fire Kills Portal, which 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 and Rescue Campaign Calendar

The calendar, with many cultural and awareness dates was finalised late last year and is available on the [Fire Kills Portal](#). This provides an early indication of the themes and weeks that will be included within future monthly briefing packs.



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

At the end of this document, you will find template press releases and social media posts associated with the themes and key awareness dates included in this pack.

2. June – Outdoor fire safety

With the warmer weather on its way, people may start to move outside – either in the garden or in the countryside. The warmer weather does bring with it unique risks.

The summer months therefore provide a focus on seasonal risks such as fire safety in the countryside, camping fire safety, barbecues and fire safety on inland waterway and coastal boats and crafts.



Outdoor Fire Safety Messages

There are several relevant fire safety messages associated with the outdoors. Depending upon your engagement activities and your local priorities, you may wish to promote messages around some or all of the following issues.

Barbecues

Barbecues don't cause too many fires, but message promotion may still be worthwhile – particularly as it can offer a way in to talk about cooking fire safety more generally.

Barbecue messages include:

- Enjoy yourself, but don't drink too much alcohol if you are in charge of the barbecue or any cooking!
- Make sure your barbecue is well away from sheds, fences, trees, shrubs or garden waste.
- Never leave a barbecue or any cooking unattended.
- Never use a barbecue indoors.
- Keep a bucket of water, sand or a garden hose nearby for emergencies.
- Follow the safety instructions provided with disposable barbecues.
- Never use petrol or paraffin to start or revive your barbecue; use only recognised lighters or starter fuels on coal.
- Empty ashes onto bare garden soil, not into dustbins or wheelie bins. If they're hot, they can melt the plastic and start a fire.



Camping

When camping, follow these basic precautions to reduce the risk of fire starting and spreading:

Never use candles in or near a tent – torches are safer.

- Don't smoke inside a tent.
- Place your cooking area well away from the tent.
- Before you set off, get the contact details of the local fire and rescue service.



- Set up tents at least six metres apart and away from parked cars.
- Make sure you know what the fire arrangements on the camp site are and where the nearest telephone is.
- Keep your cooking area clear of items that catch fire easily ('flammable' items), including long, dry grass.
- Put cooking appliances in a place where they can't easily be knocked over.
- Keep matches, lighters, flammable liquids and gas cylinders out of the reach of children.
- Have an escape plan and be prepared to cut your way out of your tent if there is a fire.

Inland and coastal boats and pleasure crafts

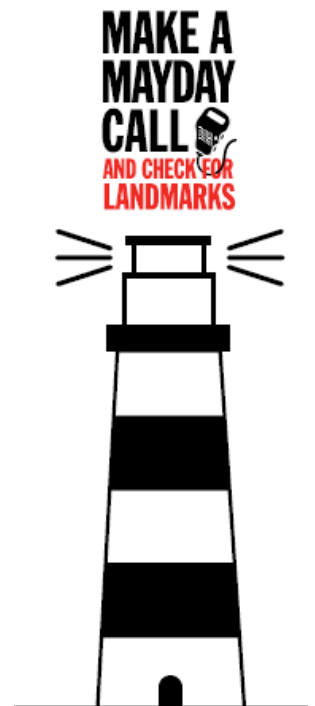
Fire safety on inland and coastal boats and pleasure crafts is also an issue fire and rescue services may wish to consider highlighting.

Most fire and rescue services in England will have some form of boating risk within their areas, e.g. marinas, canals, rivers, lakes, coastal inlets, harbours and quays and will wish to consider this additional risk within their risk reduction initiatives.

It should be noted that those who live aboard are the most vulnerable people to target. However, those that use their boat less frequently could also be considered to be at risk and may benefit from the provision of detection equipment.

Fires can spread quickly on a boat, even on water. Alarms and detectors can help keep you and your crew safe. Additional messages around when living onboard include:

- Make sure you check and maintain your boat's fuel, gas and electrical systems on a regular basis.
- Make an emergency plan with everyone on board before you set out.
- If in doubt, don't fight a fire yourself. Get out, stay out and wait for the fire and rescue service.



Don't be all at sea about fire safety.

FIRE KILLS YOU CAN PREVENT

Fit smoke alarms on your boat and test them when you go aboard. **#PressToTest**

Caravans

Having working smoke alarms when you're staying in a caravan is just as important as having them in your home. Additional messages for those living in caravans include:

- Ensure caravans and tents are at least 6 metres apart and away from parked cars.
- Make sure you know what the fire arrangements on the camp site are and where the nearest telephone is.

Inside the caravan:

- If you smoke, use metal ashtrays – and never smoke in bed.
- Don't leave children alone inside.
- Don't block air vents – if any leaking gas builds up you may fall unconscious and be unable to escape.
- Turn off all appliances before you leave the caravan or go to bed.
- Never use a cooker or heater whilst your caravan is moving.

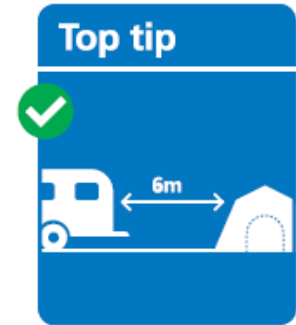
If there's a fire in your caravan:

- Get everyone out straight away.
- Call the fire and rescue service and give your location with a map reference, if possible, or provide a nearby landmark, like a farm.

How to reduce the risk of wildfires

Dry ground in the summer means there's an added risk of a fire starting, but you should take care at all times of the year. Follow these tips to reduce the chance of a wildfire in the countryside:

- Extinguish cigarettes properly and don't throw cigarette ends on the ground – take your litter home.
- Never throw cigarette ends out of car windows.
- Avoid using open fires in the countryside.
- Don't leave bottles or glass in woodland – sunlight shining through glass can start fires (take them home and recycle them).
- Only use barbecues in a suitable and safe area and never leave them unattended.
- If you see a fire in the countryside, report it to the fire and rescue service immediately.
- Don't attempt to tackle fires that can't be put out with a bucket of water – leave the area as quickly as possible.



Keep 6 metres apart



In the countryside

Every year, fire destroys thousands of acres of countryside and wildlife habitats. Some fires are started deliberately, but most are due to carelessness.

- Put out cigarettes and other smoking materials properly before you leave your vehicle.
- If you see a fire in the countryside, report it immediately.
- Avoid open fires in the countryside. Always have them in safe designated areas.
- If you can, prepare for the arrival of the fire and rescue service at the pre-arranged meeting point, by unlocking gates, etc.



The Countryside Code applies to all parts of the countryside. Most of it is just good common sense, designed to help us all to respect, protect and enjoy our countryside.

The Code makes it clear what the responsibilities are for both the public and the people who manage the land. It has information about rights, responsibilities and liabilities and how we all have a duty to protect the countryside. Together with common sense, it helps to make it easy for visitors to act responsibly and identify possible dangers.



For more information on The Countryside Code, please visit <https://www.gov.uk/government/publications/the-countryside-code>.

Sky lanterns

During celebrations in the summer months, some people may use sky lanterns.

A message you may wish to promote might be:

- We recommend that you do not use sky lanterns as you have no control over them once they've been set off.
- Unexpired sky lanterns pose a fire hazard and contribute to the defacement of the land. They also pose a risk to wildlife and livestock.

Carbon monoxide issues

With barbecue messaging no doubt already being promoted, June also offers a chance to catch people's attention with these messages. As very few accidental dwelling fires in England caused by barbecues, it may be beneficial to focus barbecue messages on carbon monoxide, with incidents being reported of barbecues being used in enclosed spaces resulting in carbon monoxide poisoning.

3. June – Key dates

There are a few awareness weeks taking place in June 2023, which you may wish to get involved in to promote relevant fire safety messages.

3.1 Boat Fire Safety Week

We are awaiting information from the Boat Safety Scheme (BSS) to support community fire safety during the Week. We will share this once received from the BSS.

3.2 Child Safety Week

The Child Accident Prevention Trust is again running Child Safety Week from 3 to 9 June.

More information about the Week can be found on the CAPT website: <https://capt.org.uk/pages/category/child-safety-week/>.



3.3 Carers Week

Carers Week is an annual campaign to raise awareness of caring, highlighting the challenges unpaid carers face and recognising the contribution they make to families and communities throughout the UK. It also helps people who don't think of themselves as having caring responsibilities to identify as carers and access much-needed support. It will take place between 10-16 June.



The campaign is brought to life by thousands of individuals and organisations who come together to provide support for carers, run activities and highlight the vital role carers play in our communities, drawing attention to just how important caring is.

More information on the Week and how to get involved is available here: <https://www.carersweek.org/>, with resources available here <https://www.carersweek.org/planning-your-carers-week/resources-and-downloads/>.

4. 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 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 image is a screenshot of a website landing page for an online home fire safety check tool. At the top, there are three logos: the NFCC (National Fire Chiefs Council) logo, the Fire Kills logo with the tagline 'LET'S PREVENT IT', and the Safelincs logo with the tagline 'Fire & Safety Solutions'. Below the logos, the main heading reads 'Welcome to the online home fire safety check', with 'home fire safety check' in red. The text below explains that the tool is a partnership between NFCC, Fire Kills, and Safelincs, and that it guides users through a room-by-room safety check. It also mentions that users will receive tips and a personalised action plan. At the bottom, there are three blue boxes, each with a 'Top tip' icon and a corresponding tip: 'Fit smoke alarms' (with a house icon), 'Plan your escape route' (with a person icon), and 'Get out, stay out and call 999' (with a mobile phone icon showing '999').

5. Draft social media posts

Outdoors

- Got a fave #BBQ dish? Burgers? Kebabs? Bananas?! If you're firing one up, keep it away from sheds, fences and trees! #BBQSafety #FireKills
- Lighting up the #BBQ this weekend? Keep a bucket of water, sand or garden hose nearby for emergencies. #FireKills #BBQSafety
- Enjoy yourself, but don't drink too much alcohol if you are in charge of the #BBQ #FireKills
- Caravan holiday with the family? #SmokeAlarms in caravans are just as important as the ones in the home! #FireKills
- Got any camping trips planned? Don't cook, smoke or use candles in or near a tent. Fire can destroy a tent in less than 60 seconds. #FireKills
- If you're out in the [#GreatOutdoors](#), only light open fires and BBQs in safe designated areas. [#wildfire](#) #FireKills
- If you spot a [#wildfire](#), don't try to tackle any that can't be put out with a bucket of water – leave the area ASAP and call 999 #FireKills
- Help us reduce the wildfires fires that occur every year. Avoid lighting open fires and put cigarettes right out to prevent [#wildfire](#) #FireKills

Child Safety Week

- *It's #ChildSafetyWeek! Working smoke alarms can help keep you and your family safe from fire. Fit them and test them regularly. #FireKills*
- *Keep your kids safe from fire. Fit smoke alarms on every level & test them regularly #ChildSafetyWeek #FireKills*
- *Half of fires start in the kitchen, so don't get distracted. #FireKills #ChildSafetyWeek*

Carers Week

- *This #CarersWeek is a chance to think about the safety of those who need help. Test their #SmokeAlarms and keep them safe. #FireKills*

6. Template Press Notices

Fire Safety Outdoors

SET UP CAMP SAFELY: THE HAZARDS OF THE GREAT OUTDOORS

As part of the Fire Kills campaign, **[local FRS]** is asking the people of **[area]** to stay safe this summer as they make the most of the weather and enjoy the great outdoors, whether camping, cooking or exploring.



“A long hot summer is what we hope for,” said **[FRS spokesperson]** of **[name of FRS]**. “However, like many changes in activity, it can bring risks. If you’re intending to take out your tent, ready your rucksack or get your caravan back on the road, you should go armed with some safety advice before heading for the great outdoors.”

By following the Fire Kills campaign’s top tips, you can ensure that your great adventure is a safe and enjoyable one.

Tents

- Allow at least 6m spacing between tents and caravans and ensure they are away from parked cars to reduce the risk of fire spreading
- Don’t smoke inside tents.
- Never use candles in or near a tent – torches are safer.
- Keep cooking appliances away from the tent walls and never cook inside a small tent or near flammable materials or long grass; they can all set alight easily.
- Make sure you know how to escape by cutting your way out of the tent if there’s a fire.
- Make sure everyone knows how to put out clothing that’s on fire – stop, drop and roll.

Caravans

- Fit and test a smoke alarm in your caravan.
- Take special care when cooking – don’t leave pans unattended.
- Turn off all appliances before you go out or to bed.
- Make sure ashtrays are made of a material that can’t burn or and position them securely so they can’t topple over – never smoke in bed.
- Don’t dry clothes over the stove.
- Remove any litter and rubbish near the caravan to reduce the risk of fire spreading.
- Make sure the caravan is ventilated, and never block air vents, to avoid a build-up of carbon monoxide.

Open Fires

If you must have an open fire:

- It should be downwind, at least 10m from the tent.

- Clear dry vegetation, such as leaves and twigs and form a circle of earth around the fire.
- Build a stack that will collapse inwards whilst burning.
- Do not leave fires unattended.
- Make sure that fires are fully extinguished after use.

If a fire should breakout:

- Call the local fire and rescue service and give the exact location.
- If necessary give a map reference.
- If this is not possible a landmark such as a farm or pub etc, will help them locate you.

Grass and forest fires spread rapidly:

Never throw cigarette ends out of a car window – they could start a fire and ruin surrounding countryside.

- Don't leave bottles or glass in woodlands. Sunlight shining through glass can start a fire. Take them home or put them in a waste or recycling bin.

If you discover a fire:

- Do not be tempted to investigate.
- Leave the area as quickly as possible and call 999 and ask for the fire and rescue service.
- Do not return unless the fire and rescue service tells you that it is safe to do so.

In closing **[FRS spokesperson]** said: "It may all sound a bit daunting, but it needn't be, most of this advice is common sense. From time to time we all need reminders; so, enjoy the countryside and your recreation and be safe."

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

– ENDS –

Barbecues

BARBECUE SAFE THIS SUMMER!

Now that the warm, light evenings are with us and the summer holidays are fast approaching, barbecues are beginning to sizzle across **[the County/region]**.



But behind the bangers and burgers, summer fun has a serious side. **[Local FRS]**, as part of the Fire Kills campaign, is asking everyone to take extra care when cooking al fresco, especially when lighting barbecues or dealing with bad weather.

[FRS spokesperson] said “It’s natural to want to go outdoors and enjoy the warmer weather with family and friends - many of us can’t wait to get the barbecue lit. We all know how tempting it can be to give stubborn coals a helping hand, but, please be patient and make sure you use the right tools for the job.

“And if you’ve planned a barbecue and the weather lets you down, don’t take the barbecue indoors or into a tent. In recent years, people have sadly succumbed to carbon monoxide poisoning as a result, so we are urging everyone to stay safe this summer.”

By following the Fire Kills campaign’s top tips, you can ensure your barbecue is a safe, enjoyable event.

- Never leave a lit barbecue unattended.
- Follow the safety instructions provided with disposable barbecues.
- Never use a barbecue indoors.
- Make sure your barbecue is well away from sheds, fences, trees, shrubs or garden waste.
- Keep children, pets and garden games away from the cooking area.
- After cooking, make sure the barbecue is cool before moving it.
- Use enough charcoal to cover the base of the barbecue, but not more.
- Empty ashes onto bare garden soil, not into dustbins or wheelie bins. If they’re hot, they can melt the plastic and cause a fire.
- Enjoy yourself, but don’t drink too much alcohol if in charge of the barbecue.
- Always keep a bucket of water, sand or a garden hose nearby for emergencies.

In closing **[FRS spokesperson]** said: “This may seem a long list but most of these things are common sense. By far the biggest danger is the use of flammable liquids to light the barbecue. We have had a couple of occasions where people have poured petrol onto the charcoal in an effort to get it going and the reaction has, not surprisingly, been violent and highly dangerous. Prepare well in advance and light the charcoal early. Most of all, enjoy yourself safely”.

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

– ENDS –

Carers Week

[Local FRS] LENDS SUPPORT TO [areas] CARERS

This Carers Week (10-16 June) [Local FRS], as part of the Fire Kills campaign, is reaching out to local carers and reminding them that help is available to keep them, and the people they care for, safe from fire.



Fire safety is another worry on an ever-growing list for those with the extra responsibility of looking after an older relative, sick friend or a disabled family member.

This week [Local FRS] is reminding carers that they're not alone. Local carers can come to [place, date time] to hear what help, advice and solutions are available to help make their jobs that little bit easier and the homes of those cared for that little bit safer.

[Fire and rescue spokesperson said:] “There is lots of help available for carers to make sure that they and their loved ones are protected – be it simple safety advice over the phone, [booking a free Home Fire Risk Check], helping them complete the free online home fire safety check (www.ohfsc.co.uk), or helping them find the specialist equipment they need.

“The simplest thing any carer can do to prevent fire in their home is to make a few easy additions to their normal routine. Testing your loved ones’ smoke alarms at least monthly and planning an escape route could help give them the vital extra seconds they need to get out in a fire. Simple steps such as closing doors at night and avoiding overloaded plug sockets will help reduce the risk in their home.

“A huge variety of specialist safety equipment is also available – vibrating smoke alarms for the hard of hearing, easy-reach smoke alarm testers for those with limited movement and linked alarm systems are just a few options to help you feel safer.”

If you take care of a loved one, [Local FRS's] advice could help make your – and their – jobs easier should the worst happen:

- Make sure the person you care for is registered with your local fire and rescue service if they have sight, hearing, mobility difficulties, or if they use oxygen. This will mean a fire crew is made aware of your circumstances in the event of an emergency.
- If you have a text phone or minicom, you can contact the emergency services on 18000.
- Make sure that the person you care for knows what to do in the event of a fire.
- It's a good idea to practise an escape so that you and your loved ones feel confident enough to do it by day or night.

Some simple everyday checks can help prevent a household fire:

- Working smoke alarms can give your loved ones the extra time they need to escape a fire in the home. Make testing their alarms part of your regular routine.
- Most fires in the home happen at night, so make sure smoke alarms are placed where they will wake up the person you care for; e.g. in the bedroom.
- If you can, close inside doors at night. This will help prevent a fire from spreading.
- If you use oxygen, make sure the equipment is stored safely out of direct sunlight, well ventilated, always dry and away from heat sources.
- Never have open flames, smoke or use electrical appliances such as hairdryers, whilst using oxygen.

Specialist equipment is available:

- If you live with the person you care for, consider fitting an intercom which will allow you to alert someone else in the house in an emergency.
- If you or the person you care for has difficulty hearing you can get specialist smoke alarms which use a strobe light and vibrating pads.
- Alternatively consider linking the alarm system to your own – this can alert you to any danger.
- A coloured sticker on the smoke alarm can help people with trouble seeing it to test it, or your local fire and rescue authority might be able to provide a coloured cover.
- Placing a tactile indicator along your escape route can make it easier for those with sight difficulties to find the exit.
- Easy access smoke alarms are available for people who have trouble moving around. These can be tested from the wall rather than the ceiling. The Disabled Living Foundation can provide more information on these products.

For advice specific to you and your home, or the home of someone you care for, complete an online home fire safety check at www.ohfsc.co.uk.

- ENDS -