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'Fire Kills' - National Fire Safety Advertising and Targeted Campaign Plan 2008/2009

Issued by:

James Webb

Fire and Rescue Service Development Division

Addressed to:

**The Chair of the Fire and Rescue Authority
The Chief Executive of the County Council
The Clerk to the Fire and Rescue Authority
The Clerk to the Combined Fire and Rescue Authority
The Commissioner of the London Fire and Emergency Planning Authority
The Chief Fire Officer**

Please forward to:

Heads of Community Fire Safety

Summary

The 'Fire Kills' campaign will continue to focus on smoke alarm maintenance. This has proved to be an effective way of raising awareness and creating a call to action by householders to check and replace their smoke alarms. The campaign will be spearheaded by television advertising and will be underpinned by a programme of tactical PR, sponsorship and partnership work with key organisations to raise awareness with vulnerable and harder to reach groups at high risk from fire.

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1.0 National Fire Safety Advertising 2008/2009

- 1.1 The fire statistics show a pleasing overall downward trend in accidental fires and deaths, the lowest number of fire deaths since 1958. The fact that fire deaths are at their lowest level in nearly fifty years is due in large part to the innovative programme of work delivered locally by the fire and rescue service. But it is recognised that the fire and rescue service cannot deliver the fire safety strategy on its own. Therefore the CLG 'Fire Kills' campaign is designed to support the work of the fire and rescue service by adding capacity and by working at the national level (with media, PR and sponsorship specialists in the Central Office of Information) to facilitate a partnership approach.
- 1.2 This circular sets out the programme of work CLG will be pursuing to support the work of fire and rescue services during 2008-2009. In line with previous years, the CLG 'Fire Kills' campaign will arrange a fire and rescue service campaign briefing day to explain further the detail of the programme of work the Department will be pursuing. The event will be held in the Summer.
- 1.3 National campaigns provide a powerful and direct channel of communication to the public through national advertising in various media. The 'Fire Kills' campaign is a publicity campaign aimed at the general public and designed to deliver our messages to as many people as possible. For 2008/2009, the national fire safety advertising campaign will focus on the key message of smoke alarm maintenance, since this has proved to be an effective way of raising awareness and reminding the general public of the importance of having a working smoke alarm. We plan for the 'Pull Your Finger Out' advert, fronted by Julie Walters, which ran from January to March 2008, to have two further bursts this year; one in autumn 2008 and one in spring 2009. A note on the impact of the initial burst is attached at Annex A.

2.0 Targeted Campaigns

- 2.1 Our research shows that our national media campaigns are successful in educating the public in fire safe behaviour, and careful media planning and selection allows us to target key audience groups with some precision. However, there is a need to augment this proven campaign activity to reach those who may be at particular risk from fire but who are less likely to listen to a safety message from an advert.
- 2.2 To support the national media campaigns we are targeting the vulnerable and harder to reach groups who are at a high risk from fire. A recent study undertaken by the Department entitled 'Human Behaviour in Fatal Fire' identified groups who are more at risk of fire than the general population. The vulnerable groups tend towards lower income and deprived demographic groups, specifically:
- Single middle aged people, who drink and smoke at home (aged 40-59, male bias)
 - Single parents (deprived, female)
 - Very elderly (deprived)
 - Disabled/Impaired

- Young People (16-24) – including students

- 2.3 Following the initial research, we have conducted further research to help us identify the media consumption habits of these vulnerable groups and the way these people view the risk of fire and, consequently, how we can effectively encourage them to take the appropriate steps to reduce the incidence of fire. With these findings, we have been able to propose PR, sponsorship and partnership working with key organisations. Details of this work can be found at Annex B.
- 2.4 A number of BME communities are also deemed to be potentially at higher risk from fire. The Survey of English Housing (SEH) (2004/2005) highlighted that Asian households had lower smoke alarm ownership. The SEH found "*smoke alarm ownership amongst Asian communities is 10% lower than the national average*". To further understand the problem, the Department conducted qualitative research to establish Asian communities' perception of fire and risk, focusing on people who spoke little or no English (Indian, Pakistani and Bangladeshi). The research also looked at the attitudes of the Somali community and the new and emerging Polish community.
- 2.5 The research concluded that the Pakistani, Bangladeshi, Somali, and Polish communities were potentially at higher risk and had the lowest level of awareness or understanding of risks associated with fire. The SEH findings and the CLG qualitative research have therefore provided the input-based evidence we have used to shape this years BME campaign. Details of our proposed work to reach these communities can be found at Annex C.
- 3.0 **Supporting the work of the FRS**
- 3.1 Following our 2007 review of the 'Fire Kills' literature, we will produce a new suite of material during 2008, which will be freely available to fire and rescue services from the CLG distribution centre at Wetherby. Details of the available literature will follow shortly.
- 3.2 In 2004, the Government launched Directgov. Directgov is designed to bring public services together all in one place across eleven Whitehall departments. Directgov receives more than 2.1 million hits a month and is a single route to a growing number of transactions in central and local government. As from 1 May, the information previously held on www.firekills.gov.uk will be available on the fire safety pages of Directgov at www.direct.gov.uk/firekills.

James Webb

Fire and Rescue Service Development Division

'Pull Your Finger Out'

1. This paper sets out the impact of the new fire safety advert, which ran from 15 January to 9 March 2008. The advert was fronted by Julie Walters, using the strap-line 'Pull Your Finger Out', stressing the importance of smoke alarm maintenance.

Background

2. Up until September 2003, advertising had focused on buying smoke alarms. The first maintenance specific campaign took place in September 2003. This featured four bursts of advertising up until March 2005. While fire safety campaigns with different themes ran over the following three years, there was only one low-weight burst of maintenance TV advertising, in September 2006, until the 'Pull Your Finger Out' campaign launched at the beginning of 2008.

Research – Street Interviews

3. Andrew Irving Associates (AIA) conducted street interviews with the general public to monitor the effects of the new campaign. Prior to the TV burst, 1000+ interviews were conducted with another 1000+ afterwards. Due to the consistency of the questions, this research is directly comparable with our research from the previous maintenance campaign.

Recognition

4. The percentage of people who could recall smoke alarm or fire safety advertising, without being prompted, rose from 46% prior to this campaign, to 64% afterwards. This rise was only evident in the previous campaign after all four bursts. Most recalled the TV advert, and referred to Julie Walters, the burnt-out kitchen and understood the advert was telling people to test (or install) a smoke alarm.
5. One in four recognised the 'Pull Your Finger Out' campaign poster/banner. The poster increased the reach of the campaign from the 64% to 69%.
6. The research showed that we are reaching all demographic groups, but particularly; women, people aged 35-44, and those with children in their household.

Reaction

7. The new campaign was described as thought-provoking, useful, different to other fire safety campaigns, and powerful / shocking. The response is similar to the one we had after the first burst of the original maintenance campaign.
8. The advert does not state how frequently people should check their smoke alarms, but that you should do it now. The vast majority of those who recognised the advert believe that it is promoting regular battery checks and those who guess what this might mean typically assume it implies monthly testing.

Impact Phrases

9. In the advert, Julie Walters says that one in three smoke alarms does not have a working battery, as well as asking who is going to die if the smoke alarm fails –

'Your mother? Your brother? You?' The reference to losing relatives has proved the more impactful of the two among all demographic groups.

10. The strap-line 'Pull Your Finger Out' is spoken by Julie Walters in the TV advert, although the words do not actually appear on screen. The strap-line is, however, used on other campaign material. At the end of the campaign, 27% recognised the phrase in the context of fire safety advertising, which is a slightly higher proportion than seen for the previous strap-line at the end of the first burst of the original campaign.

Behavioural change

11. At the end of the first burst of the 2008 campaign, 16% of those participating in the survey recognised the advert *and* said they had either already taken some action as a consequence, or that they planned to do so. This level was again only reached after all four bursts of the previous campaign.
12. The proportion of people checking their batteries was higher amongst women, those aged 35-44 and those with children in the household.

Reaction – Comparisons to Previous Campaigns

13. After every burst of maintenance advertising to date, we have recorded an increase in the proportion of those with battery smoke alarms who have checked their alarm(s) in the last month (i.e. while the advertising was on air). Our research on the first four bursts of the original campaign showed that in between bursts, the proportion checking their alarm fell back, but that the four bursts over just 18 months had a cumulative effect.
14. With an 18 month gap before the previous campaign returned for a low weight burst in September 2006, the proportion testing their alarms had fallen right back to the level recorded before the first burst of advertising. By the end of 2007, the proportion testing their smoke alarms had dropped to a new low, highlighting the need for continued campaigns. This campaign has increased the proportion testing their smoke alarms in the previous month from 56% to 61%, the same increase that was achieved by the first burst of the original campaign.

Sparking Conversation

15. Prior to the 2008 smoke alarm maintenance campaign burst, an unusually low proportion of the general public recalled talking with other members of their households about fire safety, even though this was a few weeks after November 5th. Post-campaign though, the proportion who had talked to others in their household about fire safety recently increased from 15% to 23%. Households with children are now more likely to talk about fire safety (21% at the pre-stage, 33% post-campaign).

Summary

16. The new campaign is certainly having an impact; it is communicating clearly, it is making people talk about fire safety, it is being remembered and understood and it is starting to get more people to test their smoke alarms.

Targeted Campaigns

This paper sets out the work planned for 2008/2009 to underpin the National Television Advertising, promoting the key message of smoke alarm maintenance, amongst others.

1. Single Middle Aged People, who Drink and Smoke at Home (aged 40-59, male bias)

British Darts Organisation (BDO) - Sponsorship

- 1.1. Research provided by the BDO showed a striking correlation between fans of British darts and our target audience. With these figures in mind, we have approached the BDO and will be sponsoring the 5 tournaments that make up the BDO International Grand Prix of Darts series, to be shown on Setanta Sports. Sponsorship of this event means the Fire Kills logo will feature on the players' shirts, which would be visible for the televised on-stage matches and interview situations. We will have a stand at each event, where literature will be available and there will be Fire Kills signs and posters at the events. Literature will be included in players' packs, we will feature in the event programme and may secure an editorial in Darts World Magazine, as well as having material placed on their very popular website.
- 1.2. The event coverage totals 27.5 hours and is spread over 5 months. The events average attendance is about 1000 for the finals. But with each event having between 500 and 1500 competitors, with the last eight reaching the televised stage, our messages will reach many more than just those watching the television coverage.
- 1.3. Beyond the 5 tournaments, we will also be working with the BDO in getting our messages cascaded down to the County Championships, which are played nationwide from September. Our partnership with the BDO will allow us to have leaflets sent to these players and events.

Public Houses

- 1.4. As research carried out in 2007/2008 suggested, this target group regularly frequent public houses. We have already completed a partner selection exercise and have established a relationship with JD Wetherspoon, one of the major public houses that appeal to our target group. This relationship will continue, with activity focussed on the development of dual branded material, such as newsletters and leaflets and ensuring that Fire Kills messaging is embedded within consumer facing communication channels, such as washrooms and notice boards on a national scale.

National No Smoking Day 2009

- 1.5. We will support FRS regional PR activity, with a focus on single older men who smoke around National No Smoking Day in March 2009, through the placement of national case studies and development of a brigade briefing and template press release.

2. Single Parents (deprived, female)

Child Safety Week

- 2.1. Since most fires begin in the kitchen and as single mums cook for their children, it is important that this audience is aware of the hazards and know how to reduce them. This is especially important as research shows that many single mums disconnect the battery if the smoke alarm goes off whilst cooking. In order to reach these single parents, we have been working with the Child Accident Prevention Trust (CAPT) and will tie in with their 'Child Safety Week'.
- 2.2. We will be recruiting a celebrity mum figure to help front a campaign concentrating on staying safe in the kitchen and there will be PR activity around the week (23-29 June 2008). A brigade brief will be issued for this event.

3. Very Elderly (deprived)

Working with Charities

- 3.1. As research has suggested, word of mouth is a very important communication channel for this audience. Existing PR work with our charity partners, including Age Concern and Help the Aged, will continue. These partners are trusted by our audience and are promoters of fire safety advice.
- 3.2. Ongoing activity will include placement of case studies in key consumer titles and targeting a range of TV soaps, home improvement shows and cooking programmes and their websites, with information on fire safety and Home Fire Risk Checks.

National Grandparents Day – 7 September 2008

- 3.3. Many elderly people are influenced by the family, so we will promote fire safety messages through specific PR activity around the day. We will use the day to encourage people to sign up for Home Fire Risk Checks, or to encourage their grandparents to do so.

4. Disabled/Impaired

Working with Charities

- 4.1. Key PR activity with charity partners such as the Royal National Institute for Deaf People (RNID) and the Royal National Institute of Blind People (RNIB), as organisations who work directly with deaf, visually impaired people and carers, will continue. This has proved as an effective way to reach this audience as we have already developed good relationships with these groups.

Deaf Awareness Week (5-11 May)

- 4.2. A brigade brief has recently been issued to outline the work surrounding our work with RNID on Deaf Awareness Week. Deaf Awareness Week is a great opportunity to target the deaf and hard of hearing for Home Fire Risk Checks.

Oxygen Therapy Cylinder Manufacturers

- 4.3. In partnership with both Air Products and BOC, we will include fire safety information in patient handbooks and distribute an oxygen fire safety leaflet, produced by CLG, with additional information available on both the Air Products and BOC websites. Proposed activity this year will focus

on maintaining these relationships and ensuring relevant fire safety information updates are reflected in any materials.

5. Young People (16-24) including students

Student Brand Ambassador

- 5.1. Through Campus Group, 24 universities from across the country have been nominated and selected for inclusion in the Student Brand Ambassador (SBA) programme. For each participating university, one student will be selected as an Ambassador and will work with their local FRS to promote fire safety to their peers. The campaign in 2007 generated 15 pieces of national media coverage, 23 regional pieces of coverage and numerous pieces of coverage in student publications.
- 5.2. Each Ambassador will be tasked with organising an event to be held on campus and to market the event to peers. They will arrange PR activity and distribute materials as well as utilising the social networking site 'Facebook', by setting up a 'Group' or 'Event'.
- 5.3. For 2008-2009, we will target the following universities:

University	Number of students	FRS
University of Birmingham	16,639	West Midlands
Keele University	6,616	Staffordshire
Cranford University	3,500	Bedfordshire & Luton
De Montford University	22,592	Leicestershire
University of Bedford	16,000	Bedfordshire & Luton
University of Teeside	21,354	Cleveland
Durham University (Teeside campus)	14,952	Durham & Darlington
University of Nottingham	30,371	Nottinghamshire
John Moores University	24,085	Merseyside
University of Leicester	18,886	Leicestershire
University of Hull	19,390	Humberside
University of Leeds	30,901	West Yorkshire
Leeds Met University	52,000	West Yorkshire
Bournemouth University	15,957	Dorset
University of Exeter	13,140	Devon & Somerset
University of Gloucestershire	8,020	Gloucestershire
Middlesex University	25,005	London
University of Suffolk	3,700	Suffolk
University of Plymouth	28,000	Devon & Somerset
University of Reading	16,160	Royal Berkshire
University of Southampton	20,253	Hampshire
University of Sheffield	22,034	South Yorkshire
University of West England	26,337	Avon
University of Manchester	35,655	Greater Manchester
Total	568,811	

MTV 'Ash' Advert

- 5.4. We have worked with MTV to produce a new fire safety advert aimed at young people, which ran across the various MTV channels throughout the month of March. The key message of the advert was to encourage young people to check their smoke alarms. Named "Ash" the advert focuses on the fact that the things you value most could all disappear into ash if a fire happened, and is aimed at encouraging young people to get more fire safe savvy. We are currently in the process of evaluating its effectiveness. Following this, we may encourage the Ambassadors to utilise this material. The material can be found here: www.mtv-ash.co.uk.

6. Other Sponsorship/Partnership Work

Smoke Alarm and Battery Manufacturers

- 6.1. We will continue to target the general public en-masse, through partnership marketing activity with smoke alarm and battery manufacturers. Previous years have seen provision of 'in-kind' support to the Fire Kills message, including: highly visible in-store point of sale activity using Fire Kills branded campaign creatives, use of Fire Kills logo and supporting statement on all products, leaflet distribution, website coverage, messages within their newsletters and providing products for magazine give-aways, which we have used to generate PR coverage. Activity has tended to focus round TV advertising schedules, and this will continue for 2008/2009.

Social Housing Providers – Wise Up!

- 6.2. Local Authority and Housing Association landlords publish newsletters for their tenants. Many of the vulnerable audiences we are trying to reach are likely to live in social housing, so this is a great medium to reach our target groups. Initially, we intend to target social housing tenants through 'Wise Up!' who have access to the magazines, newsletters and websites of Housing Associations and have previously included messages on other public services, such as the drug awareness campaign 'Talk to Frank'.
- 6.3. The 'Wise-Up!' service has the potential to reach at least 1 million social housing households, many of which will be our vulnerable audience including single middle-aged men, who drink and smoke and live alone, single parents and people with a disability or impairment.

Other Outreach Programmes

- 6.4. We have worked with the Boat Safety Scheme (BSS) to assemble a brigade brief for Boat Fire Safety Week, which may help FRSSs get the fire safety messages across to the boat community.
- 6.5. We are currently working with The Fire Fighters Charity (previously the Fire Service National Benevolent Fund) and the Department for Children, Schools and Families (DCSF), on the possibility of National Schools Fire Safety Day in October to raise children's awareness of fire safety issues. We have approached Blue Peter in a bid to help get the key fire safety messages to schools through potential BBC coverage.

BME Communities

This paper sets out the work planned for 2008/2009 targeting BME communities, to underpin the National Television Advertising, promoting the key message of smoke alarm maintenance, amongst others.

1. Pakistani and Bangladeshi Communities

Target Audience

- 1.1. The main target audience in these communities are large and extended families, those who live in social housing and those with limited fluency in English.

Television Advertising

- 1.2. We have created adverts for both the Pakistani and Bangladeshi communities in Urdu and Sylheti respectively. Both adverts show the devastating effects that removing your batteries whilst cooking could cause. These adverts are screened on Channel S, Bangla TV, Prime TV and the ARY television network.

Press Advertising

- 1.3. The television adverts are complemented by coverage in the press, which feature the characters who sustained severe facial burns in the advert to help increase awareness of the campaign.
- 1.4. The Pakistani press who will feature the adverts and fire safety messages include 'The Nation', 'Daily Jung', 'Daily Ausaf' and 'Naw-e-Jung'.
- 1.5. The Bangladeshi press include 'Notun Din', 'Potrika', 'Janomot', 'Surma', 'Bangla Post' and 'Bangla Mirror'.
- 1.6. There will be press advertising in ethnic language press to maintain front of mind presence amongst male audiences.

Information Distribution

- 1.7. Literature, including posters, leaflets and a Sylheti audio CD, will be distributed at 250 mosques, 250 Bangla community groups and 250 Pakistani community groups.

2. The Somali Community

Press Advertising

- 2.1. The press advertising across Somali titles will continue in the two titles from last year along with a third, new one. The titles are 'Kasmo', 'Somali Eye' and also 'Jumeriyah Times'.

Information Distribution

- 2.2. Posters, leaflets and audio CDs will be distributed to 150 Somali community groups.

3. The Polish Community

PR Activity – Community Champion

- 3.1. We have recruited a Polish celebrity for PR activity with the Polish community. Kevin Aiston is a British man who moved to Poland and became a firefighter. He is a frequently featured guest of a television show in Poland called 'Europa da sie lubic' and our research has shown that he is recognised by Poles everywhere. Kevin will feature on posters,

dispensers for Polish 'Fire Safety in the Home' leaflets and will announce his support for the campaign.

Press Advertising

- 3.2. We will continue with the press advertising across six titles and may develop new adverts featuring Kevin Aiston, our community champion. The titles are 'Polish Express', 'Laif', 'Cooltura', 'Goniec Polski', 'Nowy Czas' and 'Dziennik Polski'.

Online Advertising

- 3.3. As the Polish print media has limited circulation outside of London, we will be utilising the Polish websites to reach a wider Polish audience, who are familiar with the internet and many Poles in the UK frequently visit the sites.
- 3.4. Onet.pl is the biggest website for Poles in the UK, with more than 840,000 unique users monthly. This work will also be supported by advertorial campaigns across 35 local Polish websites with tailored seasonal messaging and links to our website. The Polish 'Fire Safety in the Home' leaflet will become available to download from these websites.

Outreach Opportunities – Events/Exhibitions

- 3.5. The property and development exhibition, Murator Expo, was held on 5 and 6 April. We had a stand at the event with trained Polish promotional staff distributing literature and free smoke alarms.
- 3.6. The Polish Express Job Fair, which attracts approximately 5,000 Poles, takes place in London on 14 June. As with the Murator Expo, we have the opportunity to engage and inform the target audience face-to-face with our trained Polish promotional staff. At the Polish Express job fair, we will distribute free smoke alarms, free Electrical Safety Council (ESC) approved plug adaptors and the Polish 'Fire Safety in the Home' leaflet. We also hope for a Polish firefighter to attend the event.

Outreach Opportunities – Polish Retail Stores

- 3.7. The number of dedicated Polish stores is growing across the UK, including at least 130 Polish food stores in London and more than 50 outside of London. We will target larger stores to display campaign posters and leaflets featuring Kevin Aiston.

Outreach Opportunities – Polish Saturday Schools

- 3.8. We plan to target the Polish Saturday Schools across the country to give us the opportunity to speak with children and their parents. We will initially trial the idea with 10 schools; four in London and one in Birmingham, Bournemouth, Brighton, Manchester, Peterborough and Slough.
- 3.9. We hope these events will feature a firefighter and engine for interaction learning opportunities with the children, as well as creating a coffee and chat opportunity with parents/guardians. Attendees to the event would be able to pick up leaflets and supporting merchandise as well as free smoke alarms.

Partnerships

- 3.10. We will work with Sami Swoi, a Polish money transfer company, which has 25,000 clients on its database. We will have access to the 31 retail points, 15 in London and 16 in the regions, with the opportunity to display posters and Polish 'Fire Safety in the Home' leaflets. We will appear on

their e-newsletters to their clients highlighting key fire safety messages, as well as offering free smoke alarms.

- 3.11. The biggest Polish speciality on-line store in the UK is www.bocian.co.uk who have 1,000 clients every month and a 5,000 strong client database. We will have an online banner and again will feature on their e-newsletters highlighting key fire safety messages, as well as offering free smoke alarms. The Polish 'Fire Safety in the Home' leaflet will be sent to customers with their order.