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'Fire Kills' – National Fire Safety Advertising and Targeted Campaign Plan 2009-10

Issued by:

James Webb
Fire Safety Policy Team

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

This Circular provides a detailed look at the plans for the first six months of the 2009-10 campaign year. This will lead to the launch of a new advertising creative, which we hope will take place in September 2009. As with previous adverts, the message will be on smoke alarm maintenance. A comprehensive programme of targeted PR, Sponsorship and Partnership Marketing will support this, to engage with the vulnerable and harder to reach groups. A second circular will be issued in due course, with plans for the latter half of the year.

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1.0 National Fire Safety Advertising 2009-10

- 1.1 The primary aim of the Fire Kills Media Campaign is to reduce the number of deaths in accidental house fires, by raising awareness of important fire safety issues. The continuing downward trend in the number of accidental dwelling fires, non-fatal and fatal casualties is a testament to the innovative and varied programme of work delivered locally by the fire and rescue service. The CLG 'Fire Kills' campaign, is designed to support this work 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 planned programme for the first six months of activity for 2009-10 that CLG will be pursuing at a national level to target the vulnerable groups that were established through research. This will lead up to the launch of a new advertising creative, which will steer the work for the remainder of the campaign year. We hope to run our annual briefing day in the late summer, where the new advert may be presented and further plans will be clarified. Provisional dates for activity are provided throughout the annexes.
- 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 spearheaded by television advertising. The 'Pull Your Finger Out' advertisement, fronted by Julie Walters, ran successfully from January 2008 to February 2009. A summary of the tracking research on the final burst of the 'Pull Your Finger Out' is attached at **Annex A**. To prevent the impact diminishing and to build on the success of the previous campaign, we are in the process of producing a new television advertisement. The new creative agency, Rainey Kelly Campbell Roalfe / Y & R, plan to deliver the new advert in late summer and we plan for this to be on screens in September. The advert will again focus on smoke alarm maintenance with secondary messages on smoke alarm acquisition.
- 1.4 As well as the mainstream advert, we also have a selection of TV fillers. Fillers are short public information films that provide good quality content and are screened to fill gaps in broadcasting schedules. Fillers are screened when there is a gap for free. We have recently produced a new animated filler focusing on escape plans, using the artwork style of the Fire Kills literature range. We will be undertaking activity over the Easter period to promote this new filler, which will consist of radio and online activity and will be supported by PR and Sponsorship work.
- 1.5 A second Circular will be issued in late summer updating you on the planned activity for the remainder of the campaign year.

2.0 Supporting Targeted Campaigns

- 2.1 Our research indicates that the national media campaigns are successful in educating the public in fire safe behaviour and in raising the profile of fire safety in the home. The television advert targets the general public, but strategic media planning and buying allows us to screen the advert at certain times to reach certain vulnerable audiences with some precision. To underpin this activity, we augment the campaign with tactical activity which takes the message to those less likely to consume mainstream media, those who are harder to reach, those more vulnerable to fire, and those who are less likely to listen to a safety message from an advert.
- 2.2 A recent study undertaken by CLG, entitled Human Behaviours in Fatal Fire' identified groups who are more at risk from fire than the general population. This has enabled us to design the supporting programme of activity to reach the five vulnerable and harder to reach groups who tend towards lower income and deprived demographic groups, specifically;
- Single middle aged people who drink and smoke in the home (aged 40-59, male bias)
 - Single parents (deprived, female bias)
 - Young people (aged 16-24, including students)
 - People with disabilities or impairments
 - Very elderly (deprived) people
- 2.3 Research further to the study mentioned above has highlighted media consumption habits of these groups as well as the way these groups view their risk of fire, which consequently has indicated appropriate methods to encourage them to review their attitude and to help reduce the incidence of fire. With these findings, we have been able to propose PR, Sponsorship and Partnership Marketing strategies. This year, there will be a particular emphasis on the elderly, as recent fire statistics show that over half of accidental dwelling fire deaths are elderly people. Details of this work can be found at **Annex B**.
- 2.4 In 2008-09, the BME campaign grew and won an award at the 2008 Civil Service Diversity and Equality Awards in the Engagement and Involvement category. The Survey of English Housing 2004-05 highlighted that *"smoke alarm ownership amongst Asian Communities is 10% lower than the national average."* Qualitative research was commissioned by CLG to establish Asian' communities perception of risk from fire. This research concluded that the Pakistani, Bangladeshi, Somali and Polish communities were potentially at higher risk and had the lowest understanding of the risks associated with fire.
- 2.5 The CLG commissioned qualitative research, along with the Survey of English Housing, formed the evidence base which helped guide our activities for 2009-10. A detailed look at the BME campaign activity for 2009-10 is attached at **Annex C**. As with the mainstream campaign, the BME strand utilises television, with Urdu and Sylheti adverts appearing on Pakistani and Bangladeshi channels respectively. A summary of the tracking research for these adverts is attached at **Annex D**.

3.0 Supporting the Work of the FRS

- 3.1 Following on from comments regarding the Fire Kills briefing packs that are sent to each FRS prior to specific national activity, we are aiming to get all of our briefing packs to the FRS six weeks prior to the event/activity.

- 3.2 Following on from the update of the Frances the Firefly range of literature/merchandise, we will be comprehensively reviewing the educational materials that we provide for ages 7 and up. We will keep the community safety teams informed of this progress.

James Webb
Fire Safety Policy Team

'Pull Your Finger Out'

1. This paper sets out the success of the third burst of the fire safety advert, which ran from 25th December 2008 to 31st January 2009. The advert is fronted by Julie Walters, using the strap line 'Pull Your Finger Out', stressing the importance of smoke alarm maintenance.

Background

2. The first smoke alarm maintenance campaign commenced in September 2003. Previous advertising had focussed on smoke alarm acquisition. 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.

3. The third burst, as with the second burst, only ran the two 10 second advertisements as a reminder of the earlier advertisement, and did not run the 30 second advert.

Research – Street Interviews

4. 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

5. The proportion who could recall smoke alarm or fire safety advertising without prompting rose from 46% pre-campaign to 64% after the first campaign burst and then from 50% to 67% thanks to the second burst. The drop off of recognition continued to be severe with the survey showing that only 57% could recall prior to the final burst. The third burst brought these figures back up and beyond those after the initial two bursts to 71%. This level of recognition is now higher than it has been since we have been running smoke alarm maintenance campaigns.

6. Almost four-fifths of women and two-thirds of men now recognise stills from the Julie Walters TV commercial. The new campaign is reaching all age and socio-economic groups, just slightly fewer over-65s recognising the TV advertisement (as is the case with most fire safety campaigns).

7. One in four now recognise the campaign poster which has been used outside fire stations and in smoke alarm displays in DIY sheds and other stores, whereas after the second burst this was only one in five. The poster slightly increases the reach of the campaign, particularly among the under-35s.

Reaction

8. The Julie Walters advertisement was again described as thought provoking, useful, different to other fire safety campaigns, and powerful / shocking. This is consistent with the previous two bursts.

9. The vast majority of those who recognise stills from the Julie Walters TV advertisement realise that the campaign is telling people to test their smoke alarms (during the ad break).

Impact Phrases

10. The strap line 'Pull Your Finger Out' is spoken by Julie Walters in the TV advertisement, although the words do not appear on screen. The slogan is also used on the posters and other material.

11. At the end of the first burst of the campaign 27% could recognise the slogan in the context of fire safety advertising, a slightly higher proportion than seen for the previous strap line at the end of the first burst of the original campaign.

12. Some six months after the end of the first burst, only 15% of respondents recognised the strap line. In fact a slightly higher level of recognition was found for a made up strap line. By the end of the second burst one in three recognised the 'Pull Your Finger Out' campaign slogan and by the end of the final burst the proportion recognising the strap line has increased to 45%. This is almost identical to the proportion that recognised the old strap line ('Push the Button, Not Your Luck') at the end of the third burst of the original smoke alarm maintenance campaign.

Behavioural Change

13. After the first 'Pull Your Finger Out' burst, 16% of all householders recognised the stills from the advertisement and said they had already taken action as a consequence, or that they planned to do so. By the end of the second burst the proportion recalling the advertising and saying they are responding in some way rises dramatically to one in four of all householders. Following the expected decay between bursts, the third burst pushed this up to 30%.

14. The first burst of the new SAM campaign increased the proportion testing their smoke alarms in the previous month from 56% to 61%, the second burst took this to 64% and the final burst took this to 67%. After the third burst of the original smoke alarm maintenance campaign, this was 73%, but that did have a higher proportion prior to the advertising. The increase in percentage is almost the same.

Summary

15. In summary, the Julie Walters campaign had a considerable impact, it is communicating clearly, and it encouraged more people to test their smoke alarms. The final two bursts comprising of just the 10" advertisements were more effective in generating an immediate response. Between bursts there is a quite rapid decay in recall and recognition of the advertising, with surprisingly few still remembering the Julie Walters advertisement some six months after the first burst. Recognition (and recall) of the campaign strap line is now at a higher level, although still lower than we might expect given the overall impact of the campaign.

16. Information provided from smoke alarm manufacturers showed a dramatic uplift in sales during the periods of advertising, which shows that the campaign also strongly delivers the message of smoke alarm acquisition.

Targeted Campaigns

1. Introduction

- 1.1. This paper sets out the work planned for the start of 2009-10 in the build up to the launch of the new advertising creative, scheduled for September. This work will target the five key vulnerable groups that have been established through research. These are: single middle aged people who drink and smoke in the home (aged 40-59, male bias); single parents (deprived, female bias); the very elderly (deprived); the disabled and impaired; and, young people (16-24, including students). This work will underpin the national television advertising, promoting the key message of smoke alarm maintenance, amongst others.

2. PR Activity

- 2.1. The PR activity prior to the launch will be split into three smaller campaigns, which will involve all of the five groups. **Dates are included, but these are subject to change.**

Fire Safety Family (April to June)

- 2.2. As all target audiences depend on social networks for information and support, particularly the elderly, we will use this mini-campaign to raise awareness of fire risk through the generations.
- 2.3. To target the elderly audience, we will create some media content based on a case study of someone who had suffered a fire and from someone who has lost an elderly relative through a fire. We will host a radio day with the case study and a fire representative and will secure print media.
- 2.4. To reach single parents, we plan to use the hook of Child Safety Week (22nd - 28th June). We will create factsheets for agony aunt columns, emphasising the need to look out for others as well as where to go to get more information. A briefing pack will be issued to FRSs detailing the national campaign and how FRSs can get involved at a local level.
- 2.5. We plan to film a 'Quick-Burn' challenge, showing how quickly a typical student's room would burn. This will then be streamed on the internet on sites such as YouTube. This will be a strong launch pad for the Student Brand Ambassador programme (September onwards), which will take place in the second half of the campaign year.
- 2.6. To target the disabled and impaired audiences, we would again secure messaging in key charity media, especially around Deaf Awareness Week (4-10 May). We will work closely with RNID to develop materials for local use such as a template press release, which would be included in a briefing pack.

What's The Real Cost? (June to July)

- 2.7. To try and overcome the apathy towards the risk from fire and the forgetfulness around checking smoke alarms, the second mini-campaign will focus on the physical and economic costs of fire.
- 2.8. Information on the cost of fire would be used as a news hook and will be enhanced through real life stories and 'human' content.
- 2.9. This would be fronted by a celebrity with a link to numbers and good money practices, who would resonate well with our audiences. We will target national media and seek to place the celebrity on television, radio, print and online as well as through charity partners.
- 2.10. A campaign briefing pack will be issued to FRSs with more information on the national campaign along with tips on how FRSs can get involved at a local level.

All Adults

- Smoke Alarm Manufacturers

3.13. 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 is likely to continue for 2009-10.

Other Outreach Programmes

3.14. We have worked with the Boat Safety Scheme (BSS) to assemble a brigade brief for Boat Fire Safety Week (24-31 May), which may help FRs get the fire safety messages across to the boat community.

3.15. We are also working with The Fire Fighters Charity and the Department for Children, Schools and Families (DCSF) to put together the second National Schools' Fire Safety Day to raise children's awareness of fire safety issues. Further information will be available in due course and the Day is provisionally marked as 21 October.

BME Communities

1. Introduction

- 1.1. This paper sets out the work planned for 2009-10 targeting BME communities, to underpin the national television advertising, promoting the key message of smoke alarm maintenance, amongst others. The majority of this work will take place before the launch of the new advertising creative (rough dates provided), which is scheduled for September.

2. All Audiences

The Bridge

- 2.1. Last year, we produced a CD toolkit for use with the BME communities. This year, we will be launching an extranet site where material can be accessed regularly by FRSs to support their local activity. This will provide a place for sharing many useful things to support the campaign.
- 2.2. FRSs will be able to regularly check for up to date news on national campaign activities, newest trends, CLG initiatives etc. There will also be a section on community insight, which will include essential information about engaging effectively with certain communities. There will be a section for FRSs to share best practice
- 2.3. The Bridge is still in its design phase but we hope for it to be launched in June and will provide other benefits not listed here.

Brand Ambassadors (throughout year)

- 2.4. We are running a Brand Ambassador Programme. This will be built on the same principle as the 'Neighbourhood Watch' scheme to protect the community.
- 2.5. We hope to develop the programme using voices from the community who are trusted and recognised and also who can communicate effectively and directly with the four target audiences: Pakistani, Bangladeshi, Somali and Polish. Ambassadors will organise local community Fire Safety Meetings with local FRS and community members and will encourage their community to have Home Fire Risk Checks. We will provide them with campaign materials for display in their local community and will expect them to take pride in community fire safety.

Engaging Children

- 2.6. To introduce fire safety messages into the home via children, we will be using Frances the Firefly. Last year, we translated Frances into Polish and this helped us secure coverage on websites and in magazines.
- 2.7. We will develop bilingual storybooks and provide the press with a version for inclusion in BME media (May to July). The cartoon, when updated, will be sent to BME television stations for inclusion as a filler and will also be used for online streaming. It shall also be sent to radio stations for use as a filler.
- 2.8. We will also launch a BME Children's National Art Competition where a winning poster will then be used in the Fire Kills range. (September to March)

3. Pakistani and Bangladeshi Communities

Target Audience

- 3.1. 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. This audience relies on younger generations for information and action.

Key Risks

- 3.2. A high percentage of men in this community are smokers. Women spend a lot of time in the kitchen and cook with oil whilst wearing loose nylon/viscose based clothing and dry these clothes in front of electric bars in confined spaces. Families have a tendency to overload sockets.

Television Advertising (May and June)

- 3.3. The adverts will continue to be screened leading up to the launch of the mainstream national advertising campaign. They will be screened on Channel S and Bangla TV for the Bangladeshi community and on Prime TV and ARY Digital for the Pakistani community.

Ramadan (Jly and August)

- 3.4. Radio advertising will feature this year, with ten stations in most relevant areas being selected, whilst all the other Restricted Service Licence radio stations will be placed on The Bridge for individual Fire and Rescue Services to access.
- 3.5. We will also produce a credit card sized Ramadan Prayer Timetable with Fire Kills messages. The artwork for this will also be on The Bridge.

Cooking Oil Partnership

- 3.6. We are hoping to secure a partnership with a leading cooking oil manufacturer, which will allow branding and fire safety messages on packs and website coverage.

PR Activity

- 3.7. This work will be supported by press coverage on reactive news stories.
- 3.8. The main activity we hope to undertake will be to take the Fire Minister, Sadiq Khan, on a regional tour, taking the Fire Kills messages to the communities, visiting key locations and a photo call with community leaders at a fire station.

4. The Polish Community

Target Audience

- 4.1. Fire safety is not on the radar at all for this community as it is not considered a necessity in Poland so there is no relevance here. It is largely not seen as their responsibility, but rather their landlord's, and they commonly live in poor quality rental accommodation and regularly move around depending on work.

Key Risks

- 4.2. There are often a large number of young males living together in overcrowded housing. They also tend to be heavy smokers and drinkers and there could possibly be an increase in the smoking levels at home as a result of the smoking ban. Again, there is a tendency to overload plug sockets and also to use EU plugs in UK sockets.

Outreach Opportunities – Polish Saturday Schools (throughout year)

- 4.3. Following on from the success of last year's events, we will be targeting a further 10 Polish Saturday Schools. A full list of Saturday Schools will be placed on The Bridge.

Kevin Aiston – Community Champion – Regional Tour (October)

- 4.4. The biggest success last year in the Polish activity was the recruitment of Kevin Aiston. This year, we will build on that success by running a regional tour with Kevin to five key areas with a high Polish population. The localised events will allow the local FRS to build relationships with Polish attendees and Kevin will reiterate key fire safety messages to the heart of the community. Last year proved that Kevin's involvement had a huge effect on PR activity with all the Polish media wanted to secure coverage.

Polish Partnerships

- 4.5. We hope to form partnerships with key community organisations such as the Polish Catholic Mission and the Polish Education Society. This will help get our messages across through trusted sources.
- 4.6. We will also work with 'Olimp', an online sports store.

5. The Somali Community

Target Audience

- 5.1. Somali families are usually large and live in limited accommodation. A large percentage of them live in Local Authority housing, especially high rise blocks. They tend to have low levels of fluency in English and rely on younger members of the family for communication and action. They have a poor understanding of the need for smoke alarms as they are not relevant in Somalia.

Key Risks

- 5.2. The women spend a high proportion of their time in the kitchen and cook with oil wearing loose clothing. They also tend to dry their clothes in front of electric bars in confined spaces. A high percentage of men are smokers and families tend to overload sockets and use incense burners with a naked flame.

Docu-Drama (October, January and March)

- 5.3. Following on from the success of the Pakistani and Bangladeshi television advertising and from the emergence of the Universal TV (the only Somali TV channel), we will create a five to ten minute docu-drama that will see a family look back at their damaged home due to fire and smoke and relive the experience of escaping through flashbacks. This will then be broadcast on Universal TV as a filler and will be streamed on Somali websites.
- 5.4. This will be placed on a DVD which will be distributed to mosques, community centres and schools. It will also be available on The Bridge for download by local FRS teams.

Faith Schools (from October)

- 5.5. Similar to the Polish Saturday Schools, we will target Faith Schools in a trial period of five schools.

Black History Month Poets Tour (October)

- 5.6. We will be sponsoring the Black History Month Poets Tour as poetry is highly consumed and created within the Somali community and the Tour is a trusted, relevant and respected event. It is not 'just for the intellectual' and is seen as a form of expression for all in this strong oral community.
- 5.7. The tour features respected poets and singers and we will secure our logo on promotional materials and there is an opportunity to have the brand at the venue and the possibility of having a stand. We are also looking at the possibility of recruiting a poet as a Community Champion.
- 5.8. The tour will be filmed and this will broadcast on television and will be included on the DVD.

Partnership Opportunities

- 5.9. We will be working with a money transfer company, as the Somali community regularly send money back home. Again, this will hopefully lead to online messages and displays.

BME Television Advertisements and Supporting Material - Tracking Research

Introduction

1. This paper sets out the success of the BME advertisements running on Pakistani and Bangladeshi digital television channels in Urdu and Sylheti respectively. The advert depicts the dangers and possible outcome of removing a battery from a smoke alarm and is augmented by online, radio and press advertising, posters and leaflets.
2. Tracking research was undertaken with Pakistani and Bangladeshi communities to assess the general attitudes towards fire safety in the home, levels of spontaneous and prompted recall of the campaign and the impact of the campaign materials.

Research Findings

Attitudes to Fire Safety

3. Of the 612 people questioned, 72 per cent thought that their risk of fire was very low in their household and only 10 per cent reported to have ever experienced a fire in the home, the majority of whom were Pakistani.

Smoke Alarms

4. The Pakistani respondents reported a fairly high level of smoke alarm ownership, while still short of the national average reported in our mainstream advertising tracking research (92 per cent). The report indicated ownership at 78 per cent within the Pakistani community, but only at 66 per cent in the Bangladeshi community.
5. Conversely, 61 per cent of the Bangladeshi community who don't have a smoke alarm are considering buying one, as opposed to only 43 per cent of the Pakistani community. The main reasons given for not having a smoke alarm were that they hadn't thought about it, or hadn't got round to it. Of those who had smoke alarm(s), only 6 per cent test them once a week and 17 per cent never check them.
6. **Eight per cent of the target communities have bought a smoke alarm in response to seeing the advertising** and accompanying campaign material, with a further 12 per cent now considering buying one.

Advertising and Publicity Recall

7. An amazing 73 per cent (84 per cent Bangladeshi and 62 per cent Pakistani) recall seeing the advert, which indicates that we are reaching the audiences successfully, with 83 per cent of those having seen the advertisements on television. Not only is the recall high, but the understanding is also there. Having seen the campaign messages, 65 per cent of the audience now acknowledge that fire safety should be taken seriously in the household and 20 per cent said that you should not remove the batteries from your smoke alarm, even if it goes off when cooking.

Thinking about Fire Safety

8. Those thinking about fire safety in these audiences currently stands at 46 per cent, but 60 per cent of those who are, say it's due to seeing the advertising and

related activity. The advertisement, therefore, is clearly reaching our target audience.

9. It is also clear that other elements of the campaign are extending the reach of the campaign. Of the 73 per cent who recalled the campaign, 83 per cent remembered the television advertisement, but 23 per cent had seen newspaper or magazine advertising, 22 per cent had seen posters and 18 per cent had seen the Fire Kills leaflets.

Attitudes towards the Campaign

10. When asked about the campaign materials, **89 per cent agreed that the campaign materials were relevant and aimed at people like them** and 87 per cent thought that the materials were informative. The campaign was seen as thought provoking (64 per cent agreed), powerful (76 per cent agreed) and shocking (59 per cent agreed).

Impact

11. It is important that not only is the campaign reaching our target audiences, but that it results in action being taken. **Ninety three per cent of those who have seen the campaign materials claim to have done something as a result.** There were a range of actions being taken as a result of the campaign, including: testing the smoke alarm (41 per cent); talking about fire safety in the household (37 per cent), and; putting new batteries into smoke alarms (11 per cent). An important point to consider when getting our messages through to this audience is that they rely on trusted sources. Our research shows that 30 per cent have since raised awareness amongst friends and family outside of their household.

Conclusion

12. The campaign has been welcomed by Pakistani and Bangladeshi communities and is most importantly not considered as patronising, but as the right thing for Government to be doing. The campaign is reaching a high percentage of the audiences and is encouraging them to become more aware of the risks of fire and how to remain safe and has encouraged word of mouth among the communities. Nearly all (95 per cent) agree they are more aware of the dangers of fire since seeing the campaign.