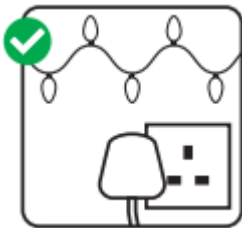


Fire Kills Campaign Monthly Briefing Pack December 2023 – Electrical Fire Safety



FIRE SAFETY IN THE WINTER

**WISHING YOU A
SAFE AND HAPPY
CHRISTMAS**



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1. Introduction

Welcome to the monthly briefing pack for December, covering Christmas fire safety. This information pack provides details of national activity that may support local fire and rescue services in their local delivery and has been developed and collated by the Home Office Fire Kills team together with the National Fire Chiefs Council.

National advertising update

The Fire Kills national advertising launched on 30 October with a two-week burst of advertising on broadcast video on demand, radio, digital audio and social media. A further two-week burst will run in December, with one-week bursts in January, February and March. This strategy is designed to push home the regular testing message, with monthly reminders.

The advertising will be promoting smoke alarm testing, but the adverts themselves have been tweaked to better emphasise the importance of having multiple smoke alarms, rather than just relying on one or even just one on each floor.

A toolkit has been produced for FRSs to enable them to use the assets to extend the reach and impact of the national advertising campaign within their areas. We hope this proves useful in your local engagement and prevention activity. The toolkit can be found on the NFCC website, [here](#).



We are also exploring potential partnership opportunities and will share all this information and details on how to get involved shortly.

Cost of living campaign

NFCC has developed a bespoke campaign 'Stay Fire Safe' with resources available to target potential fire safety risks associated with the increased cost of living. A toolkit and campaign resources were circulated to all fire and rescue services in September 2022 and these still remain relevant.

The material is also available on the Fire Kills Portal, [here](#).

Electrical Fire Safety Week

Hopefully you will have seen the message that Electrical Fire Safety Week has been pushed back this year and is now scheduled to take place from 4 to 10 December, with campaign partner Electrical Safety First planning to run a launch event on 6 December. More details will be shared as soon as they are ready.

Fire Kills portal

The Fire Kills Portal 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 Kills distribution list

These briefing packs, as well as notifications of campaign opportunities, new materials and resources, are sent to over 200 recipients across all fire and rescue services in England. If you would like to review who in your FRS receives these updates and/or update the list to ensure it goes to all those who would like them, please email [James Webb](#).

Feedback

We hope that these packs support local initiatives and would welcome any feedback on areas for improvement, where we could do more and anything else that you think will be beneficial to fire and rescue services. If you have any feedback or questions on the packs or the campaign more generally, please contact [James Webb](#).

2. Christmas fire safety messages

Messages

With the likelihood of increased alcohol consumption and cooking across the festive period, messaging may reference this, along with other Christmas specific messages. A secondary focus will be on keeping warm and safe in the colder weather. Don't forget, [a cost of living toolkit and resources are available](#).

- Don't cook if you have been drinking and never leave cooking unattended.
- Never place candles near your Christmas tree or materials that can catch alight easily.
- Keep candles, lighters and matches out of children's reach. Never leave lit candles unattended.
- Never overload electrical sockets. Always switch Christmas lights off and unplug them before you go to bed.



- Decorations can burn easily – so don't attach them to lights or heaters.

- Take time to check on older relatives and neighbours this Christmas as they are potentially at greater risk from fire.



- Make sure your family and visitors know how to escape in an emergency.



- Check your Christmas tree lights carry this British Safety Standard sign.

Wishing you a safe and happy Christmas

<p>Check your Christmas tree lights carry this British Safety Standard sign.</p>	<p>Never place candles near your Christmas tree or materials that can catch light easily.</p>	<p>Test the batteries in your smoke alarm every week. Never remove them.</p>	<p>Decorations can burn easily – so don't attach them to lights or heaters.</p>	<p>Keep candles, lighters and matches out of children's reach. Never leave burning candles unattended.</p>	<p>Never overload electrical sockets. Always switch Christmas lights off and unplug them before you go to bed.</p>
<p>Most fires start in the kitchen. Avoid leaving a cooker unattended.</p>	<p>Make sure your family and visitors know how to escape in an emergency.</p>	<p>Make sure cigarettes are put out properly.</p>	<p>Store fireworks safely. Never go back to a lit firework, and keep a bucket of water nearby.</p>	<p>Take care around open fireplaces as clothes may catch fire.</p>	<p>Take time to check on elderly relatives and neighbours this Christmas as they are at greater risk from fire.</p>

3. Suggestions for local activity

Here are some suggestions that you may wish to consider for your activity around Christmas.

Online advent calendars

In the past, many local fire and rescue services have created online advent calendars with fire safety tips, messages or videos behind each door.

Christmas bazaars

Many charities, churches and other organisations will be running Christmas Bazaars in the lead up to Christmas. This provides an opportunity to engage with your local community through attending events with fire safety material or through firefighters helping out on stalls, swapping their fire helmets for Santa hats!

Christmas hampers

Some schools may prepare Christmas hampers for deprived families and/or older people. You may be able to work with the school to include fire safety information, or information about home fire safety visits, in the hampers, helping the messages get out to those people who may be more vulnerable to the risks of fire.

Events

Local events such as road shows or setups in shopping centres/car parks can provide a fantastic opportunity to engage with the community to communicate potentially life-saving messages. Another idea is to send Christmas cards to your residents which include the top tips on fire safety at Christmas. The 'Wishing You a Safe and Happy Christmas' leaflet – [available on the Fire Kills portal](#) – fits this purpose well.

Website

Christmas fire safety information could be included on your website. You could also encourage your local authority to include a link to – or promote – the information on their website.

Targeting local agencies

Working with local organisations and local branches of national organisations can provide further opportunities and communication channels to deliver fire safety messages.

Targeting older people

One key target group with a lot of community fire safety activity, particularly severe weather fire safety, is older people. Periods of extreme weather create opportunities for potential activity including:

- Joining forces with your local Age UK outlet to give a talk about fire safety. You could also make relevant posters and leaflets available.
- Working with local schools to encourage them to think about their grandparents and how safe they are from fire.

- Joining forces with your local GP surgery and/or Post Office to raise awareness of the services available to older people, possibly promoting home fire risk checks.
- Go carol singing with fire safety information!

Press release

A general press notice based on the template on page 12 – which can be edited and tailored with local details and information – which can be distributed to consumer media and press supplements.

4. Electrical Fire Safety Week

This year's Electrical Fire Safety Week has moved from its usual late November to early December as its theme will be Christmas-based. It will now take place between 4 and 10 December, with a launch event being planned for Wednesday 6 December.

As ever, the Week is being run in close partnership with Electrical Safety First which will be developing content and material for local FRS use.

Video

This year's concept will centre on a hero video, seeking a wholesome tone. The video will focus on a family home where the family go to sleep after an exciting Christmas eve, unknowingly having left themselves exposed to electrical hazards in the home. Under the cover of Christmas lights, the main characters – notably Christmas decorations such as a tree fairy, nutcracker soldier and polar bear – will come to life. During the night they will undertake traditional Christmas activities, such as putting a mince pie out by the fireplace. Interjected among these moments, the characters will illuminate electric risks, such as an extension lead overloaded with Christmas lights, turning Christmas lights off at night and even moving a tea towel left too close to an electric hob that is still switched on.

Research

To support the news angle, Electrical Safety First will be commissioning new research to look at the risks households expose themselves to at Christmas, which will reflect the scenes highlighted in the video. This will also look at the types of electrical products people are likely to purchase this year, allowing safe shopping guidance to be promoted.

More details, including how FRSs can get involved and promote the materials will follow in due course.

5. 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):

- 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 the FireEngland.uk website.

For more information on how your fire and rescue service can get more from the tool, please get in touch with [James Webb](#).

The screenshot shows the landing page for the online home fire safety check tool. At the top, there are logos for the National Fire Chiefs Council (NFCC), Fire Kills (with the slogan 'LET'S PREVENT IT'), and Safelincs (Fire & Safety Solutions). The main heading reads 'Welcome to the online home fire safety check', with 'home fire safety' in red. Below this, two paragraphs describe the tool's purpose and benefits. At the bottom, there are three blue boxes, each containing a 'Top tip' icon and text: 1. 'Fit smoke alarms' with an icon of a house and smoke detectors. 2. 'Plan your escape route' with an icon of a person and a doorway. 3. 'Get out, stay out and call 999' with an icon of a mobile phone displaying '999'.

6. Draft social media posts

Christmas

- *Opening a door of your advent calendar takes the same amount of time as testing your smoke alarms. Test yours now by pressing their buttons. #PressToTest*
- *#SmokeAlarms Save Lives #PressToTest your smoke alarms. Share to remind friends and family to do the same. Like to tell others you've tested yours. #FireSafety*
- *Helpful Tip: Press the test button on your smoke alarms, it could just save you and your loved ones' lives. #PressToTest*
- *Christmas is a time for friends and family, enjoying nibbles and a tippie, pulling crackers, twinkling decorations and opening presents! Remember to be fire safe in the midst of all the festivities. <http://bit.ly/1oQouvb>*
- *Tinsel, baubles, and the magic of fairy lights brings the tree to life. Please remember to check the fairy lights are safe <http://bit.ly/1bgBP5F>*
- *Got friends and family coming to stay over Christmas? Make sure everyone knows how to get out in case of a fire and test your smoke alarms #PressToTest*

Links to videos:

- <http://bit.ly/1bgBP5F> - Christmas Tree video
- <http://bit.ly/1sHOtn> - 'Tis the season to be careful - TV Filler (60 secs)
- <http://bit.ly/1oQouvb> - 'Tis the season to be careful - TV Filler (30 secs)

Social media assets

The Fire Kills campaign Portal has Christmas images that you may wish to use. These can be found here:



<https://homeoffice.brandworkz.com/bms/damui/?category=1116>.

7. Template press release

Christmas

Don't Let Fire Ruin Your Christmas

Christmas dinner, wrapping presents, decorating your home – there's lots to think about this Christmas. But one thing **[local FRS]** and the national Fire Kills campaign are urging **[area name]** residents to put top of their Christmas lists this year is fire safety.

Fire safety is vital throughout the year, the extra distractions of Christmas make it especially important to be vigilant. This is why **[local FRS]** is asking people to take extra care over the festive season to ensure that their families and loved ones are protected from fire.

[Local FRS spokesperson], says: "Christmas can be the time for relaxing, spending time with family and friends and maybe even overindulging. But fairy lights, candles and decorations mean it is also a time to take extra care to keep our loved ones safe from fire."

To ensure you have the merriest of Christmases, keep fire safety at the top of your list. Ensure you place candles in suitable holders and away from Christmas cards, decorations, or anything else that may catch alight. Never leave cooking unattended and, of course, test your smoke alarms.

"The colder weather brings its own menaces too. Take care when using portable heaters or open fires to keep warm."

From everyone at **[Local]** Fire and Rescue Service we wish you all a very happy and safe Christmas.

[INSERT DETAILS HERE OF ANY LOCAL ACTIVITY PLANNED]

For further information contact **[insert press office contact details]**

Here are some simple tips from the Fire Kills campaign to help you and your family enjoy the joys of Christmas safely:

- **Ensure you have working smoke alarms installed on all levels of your home.** Working alarms can give you the vital time needed to escape in a fire. Test your smoke alarms regularly and never remove batteries!
- **Never leave cooking unattended.** The majority of fires start in the kitchen so this is a high-risk area. Many of us enjoy a merry tittle over the festive season but be sure to avoid cooking whilst under the influence of alcohol. Always turn off kitchen appliances when you have finished cooking.

- **Never leave burning candles unattended.** Keep candles out of the reach of children, and away from decorations, cards and wrapping paper, fires, lights and heaters.
- **Put your cigarette out, right out.** Make sure your cigarette is fully extinguished and take care when under the influence of alcohol or tired. It's very easy to fall asleep while your cigarette is still burning and set furniture alight.
- **Never use heaters to dry clothes.** Heaters can start fires when things are placed too close to them. Keep them well away from decorations, curtains, clothing and furniture.
- **Don't overload sockets.** Ensure only one plug per socket. Always turn off plugs when they are not in use, except those that are designed to be left on, like freezers.
- **Ensure you switch off fairy lights** and unplug them before you go to bed or leave the house. Check your Christmas tree lights conform to the British Standard (BS EN 60598) and are in good working order before use.
- **Always use an RCD (residual current device)** on outdoor electrical equipment, including Christmas lights and decorations. This safety device can save lives by instantly switching off the power if there is a fault and can be found in any DIY store.
- Do something good this Christmas. **Test the smoke alarms of someone you know who may need help such as an older relative or neighbour** to ensure their safety as they are at greater risk from fire.
- Make sure that everyone in your home knows what to do in a fire – **in the event of fire you should get out, stay out and call 999**

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

Watch the Fire Kills campaign short Christmas Tree video at:
<http://youtu.be/hMtjGfr0tYs>

– ENDS –