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This circular is	Relevant to the National Framework		
Status	This Circular provides information on the ODPM National Community Fire Safety (NCFSC) 2005-2006 Minority Ethnic Faith Fire Safety Campaign		

ODPM NCFSC: 2005-2006 Minority Ethnic Faith Fire Safety Awareness Campaign

Issued by:

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National Community Fire Safety Centre

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:

Community Fire Safety Officers

Summary

The NCFSC is running a targeted fire safety campaign to raise awareness of key fire safety messages during the 2005 religious festivals of Diwali and Eid al-Fitr, and the 2006 Chinese New Year.

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1.0 Introduction

- 1.1 The ODPM National Community Fire Safety Centre (NCFSC) and Directorate of Communications work together to develop a long-term, integrated national campaign for fire prevention. Under the now familiar and well-established 'Fire Kills' branding, the programme comprises three core community fire safety themes: *prevention*, *detection* and *escape*. Each aspect contributes to an increased awareness and understanding of fire risk, creating motivation and opportunity for positive behaviour change.
- 1.2 National campaigns provide a powerful and direct channel of communication to the public through national advertising in various media. This is backed by extensive PR, promotions and the *Partners in Fire Prevention* programme, all of which support and facilitate the local outreach work of fire and rescue services. Careful media planning and selection allows us to target key audience groups with some precision, while a broadly-based 'all adults' TV schedule provides cost-effective coverage and frequency of message.
- 1.3 However, there is also a need to augment this proven campaign activity to reach those who may be at particular risk – for example, where language barriers may limit effective safety communication, or where cultural practices, such as cooking methods or use of candles, can increase fire risk.

2.0 2005-06 Minority Ethnic Fire Safety Campaign

- 2.1 Over the last 12 months, the NCFSC has co-ordinated a number of tactical campaigns to help fire and rescue services (FRSs) engage more fully with groups at risk. Previous campaigns have included some linked to religious festivals such as Diwali and Eid al-Adha, as well as themed community awareness events such as Deaf Awareness Week and Child Safety Week.
- 2.2 We plan further faith-related fire safety engagement activity connected to the 2005 festivals of Diwali, the Muslim festival of Eid (both November) and the 2006 Chinese New Year (January). To help us with this work, we have appointed a specialist Black and Minority Ethnic (BME) media agency, Media Moguls, to raise awareness of fire safety among minority audiences.
- 2.3 On a national level, effective targeting of fire safety advice and smoke alarm installation within groups such as BME communities could have a very positive impact on fire deaths. For example, Asian households are three times less likely to own a smoke alarm than white households in similar circumstances.
- 2.4 Our efforts this year will include fire safety advertising on ethnic radio and newspapers during October and November 2005; faith-related greetings cards and posters containing fire safety messages for use by FRSs; a briefing day for FRS colleagues about the campaign, held on 1 September; and, where appropriate, regional workshops for FRSs on community engagement. The agency will also be helping us to map population statistics against local FRS areas, to assist with targeting activity.

MIKE LARKING

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