



Circular number	29-2004	Date issued	31 August 2004
This circular is	For information	No response required	
This circular is	Not relevant to the National Framework		
Status	This Circular provides information on the forthcoming ODPM National Community Fire Safety Centre (NCFSC) Smoke Alarm Maintenance campaign.		

"Push the Button! Not your Luck!" - ODPM NCFSC Smoke Alarm Maintenance campaign

Issued by:

Ian Evans
Head of National Community Fire Safety Centre
Fire and Rescue Service Directorate

Addressed to:

The Chief Fire Officer
**The Commissioner of the London Fire and
Emergency Planning Authority**

Please forward to:

**Those people in your organisation who you
consider need to have this information**

Summary

On 1 September 2004 the ODPM National Community Fire Safety Centre will launch the latest fire safety national media campaign to highlight the need for people to make testing their smoke alarm a weekly habit.

For further information, contact:

Mike Larking
NCFSC

Direct line **020 7944 5695**
Fax **020 7944 5588**
E-mail [**mike.larking@odpm.gsi.gov.uk**](mailto:mike.larking@odpm.gsi.gov.uk)

1.0 ODPM NCFSC - SMOKE ALARM MAINTENANCE CAMPAIGN

- 1.1 The next ODPM National Community Fire Safety Centre national advertising, will be launched on 1 September 2004. The latest fire safety campaign is designed to highlight the need for people to make testing their smoke alarm a weekly habit. This advertising is part of a strategy to cover the main messages related to fire safety in 3 waves of advertising a year. This is the second of 3 campaigns to be run during 2004/05. The first was the Fire Action Campaign, which ran for three weeks from 15 June.
- 1.2 The "Push the Button! Not your Luck!" campaign is on-going and builds upon the two bursts of successful activity in September 2003 and December 2003, when the national smoke alarm maintenance campaign was last run. The September 2003 advertising performed well, showing a marked increase in awareness of the general public of the need to regularly check their alarms. But the two months between the September advertising ending and the December element of the campaign commencing saw awareness levels return to those before the campaign began. The conclusion is that without a constant reminder to check batteries in their smoke alarms some people quickly forget to do so. This latest smoke alarm maintenance campaign therefore seeks to make testing smoke alarms a regular habit for householders, ideally a weekly habit.
- 1.3 Spearheading the campaign is the "Forgetful Man" TV commercial which was aired with good impact in 2003. A new departure is that the campaign will run for two months, shown on Sunday's and Monday's between 5pm and 9pm. This will allow the campaign to run for a longer period of time than previously, plugging into key times and days when the message will be most relevant to target audiences such as young families, 16-24 year olds and the elderly. The media strategy is designed to drive home the message of the need for weekly smoke alarm testing by creating a weekly time zone 'reminder' to prompt regular checking. Weekly prompting using the same days and time period should create a habitual pattern for the watching consumer.
- 1.4 The national campaign will therefore run for two months during the commercial breaks of some of TV's most popular programmes, including *Coronation Street*, *Emmerdale*, dramas and family entertainment. This will be reinforced by radio adverts on regional and local stations, including minority ethnic stations. The TV and radio will be supported by press adverts and editorials in newspapers and magazines such as '*News of the World*', '*Daily Mail*', '*Daily Express*', '*What's on TV*' and '*TV Choice*'.
- 1.5 Safety messages are most effective when delivered through trusted community advisors so it is vital that the national advertising supports fire and rescue services' local activity. To support local campaigns the NCFSC has produced leaflets, banners, posters and adverts for use by fire and rescue services alongside the national advertising. Similarly, on 13 July the NCFSC held a successful pre-campaign briefing event at the Fire Service College for CFS practitioners on the detail of the campaign.

- 1.6 This is 'your' campaign. I wish you every success in helping the community you serve and protect to make checking their smoke alarms part of the weekly household routine.

Ian Evans

Head of National Community Fire Safety Centre