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This circular is	<b>For information</b>	No response required	
This circular is	<b>Relevant to the National Framework</b>		
Status	<b>This Circular provides information on the Communities and Local Government 'Fire Kills' national fire safety media advertising and targeted campaign plan.</b>		

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

## Issued by:

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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**