

**IT ONLY TAKES
ONE ACCIDENT
TO START A FIRE.**

**FIRE KILLS CAMPAIGN
PARTNER PACK**



FIRE KILLS CAMPAIGN

Guide for partners

As part of the Government's commitment to help prevent fatalities and injuries from accidental fire, the Home Office has launched a new communications campaign to keep people safe in their homes.

The campaign aims to raise awareness of everyday fire risks that are present in the home and encourage all householders in England to test their smoke alarms regularly. We are particularly keen to reach vulnerable people, such as older people and the disabled, as our research shows they are more at risk from accidental fires.

The TV advert supported by radio, video and digital content will highlight known fire risks, including candles, electrical heaters and plugs, cigarettes and leaving cooking unattended on a hob with a tea towel catching fire.

This activity has been designed in collaboration with the National Fire Chiefs Council and local Fire and Rescue Services and has been developed based on extensive audience research and feedback from partners.

Social and digital content will signpost people to the **Fire Kills website**. The website provides further information on the campaign and provides hints and tips on staying fire safe in the home.

We would like to thank you in advance for your support in helping reach as many vulnerable people as possible, to help them remain safe from fire. To assist, we have developed a range of support materials to help you promote the campaign. Please do share, print, hand out and display the content in this pack to help us save lives.

We will promote the campaign through the Home Office's **Twitter**, **Facebook** and **Instagram** channels. You can further help support the campaign by following us and sharing our posts.

Thank you for your support

FIRE KILLS CAMPAIGN Content catalogue

Films

View campaign films here [captioned](#), [non-captioned](#).

View and download campaign films [here](#).



We have one 30-second television advert which is showing across England. It depicts three well-known fire risks and encourages all adults to think about the steps they can take to reduce an accidental fire in their homes and to regularly test their smoke alarms.

Posters

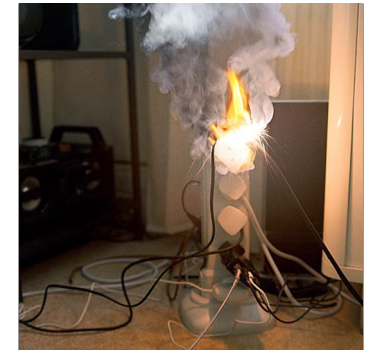
Download and print campaign posters [here](#).



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ARE YOU SURE YOUR SMOKE
ALARMS ARE WORKING?

TEST YOURS NOW.



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FIRE KILLS CAMPAIGN

Content catalogue

Social and digital assets

Download content [here](#).

We have produced six images that you can use on your Facebook and Twitter channels, together with suggested messaging for all adults as well as for parents, young renters, elderly people, disabled people and smokers.

FIRE KILLS CAMPAIGN

Content catalogue

Social and digital assets – recommended messaging

Download social and digital content [here](#).

For more fire safety information, visit www.firekills.campaign.gov.uk

All adults

It only takes a small mistake for a fire to start in your home. Test your smoke alarms. Find out more fire safety tips at firekills.campaign.gov.uk **#FireKills**

You're more than seven times more likely to die in a fire in your home if there are no working smoke alarms. Test them regularly. For more fire safety information, visit firekills.campaign.gov.uk **#FireKills**

Parents

Keep your family safe from fire. Look out for things that can start a fire in your home and keep them away from children. For more fire safety information, visit firekills.campaign.gov.uk **#FireKills**

Most fires start in the kitchen. Keep your family safe – never leave cooking unattended. Visit firekills.campaign.gov.uk for more fire safety information. **#FireKills**

Young renters

Your landlord is responsible for making sure that there are smoke alarms on every level of your home, but it's up to you to test them regularly. Visit firekills.campaign.gov.uk for more tips to stay fire safe. **#FireKills**

Stay safe this term-time – don't overload plug sockets in your accommodation. See the video in full at firekills.campaign.gov.uk **#FireKills**

Elderly people

Are you worried about the risk of fire in your home? For tips on how you can prevent a fire, visit firekills.campaign.gov.uk **#FireKills**

Your smoke alarm could help save your life if a fire starts in your home. Ask a friend or relative to help you check your smoke alarms regularly. Learn more fire safety tips at firekills.campaign.gov.uk **#FireKills**

Disabled people

An early warning system could give you time to escape if a fire starts in your home. If you have mobility, sight or hearing issues, there are alternative smoke alarms that can help save your life. Visit firekills.campaign.gov.uk to find out more. **#FireKills**

Smokers

If you smoke, don't let your cigarette start a fire in your home. Put it out – right out. **#FireKills** Visit firekills.campaign.gov.uk for more advice to stay fire safe. **#FireKills**

It only takes a small mistake to start a fire in your home. Don't let it be your cigarette. Put it out – right out. **#FireKills** See the video in full at firekills.campaign.gov.uk

FIRE KILLS CAMPAIGN Additional resources for partners

There is a range of guidance material for individual audiences such as landlords, tenants and those who know of or care for someone who might be vulnerable due to age, mobility, sight or hearing issues.

Click through to the [gov.uk](#) page to access.



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THANK YOU FOR YOUR SUPPORT