



Home Office

National Fire Safety Campaign Strategic review

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Outline

- Evolution of the national advertising campaign
- Campaign overview Mar/Apr 2018
- Strategic review - 2018/19 campaign

Evolution of national advertising campaign



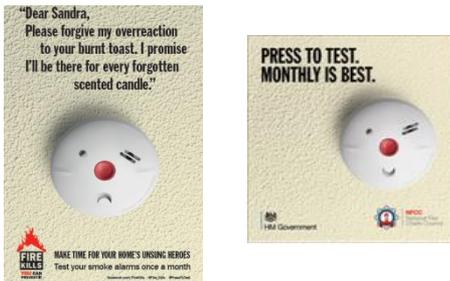
Campaign overview Mar/Apr 2018

Campaign seeks to prevent deaths from fire by reminding the public to regularly test their smoke alarm.

Communications objective: Encourage people to test their smoke alarms at least once a month

Target audiences: All adults and vulnerable groups 16-24s, single parents, single middle aged men who smoke/drink at home, disabled, 65+, BAME

Creative/message



- Shortened/simplified copy
- Replaced Fire Kills brand with HMG and NFCC branding to highlight the partnership

Media



- Radio
- Digital display
- Social media

Evaluation

- **1 in 5** people recalled the campaign
- People who recall the campaign are significantly more likely to recognise that they should test their smoke alarm at least monthly (**77% vs. 62%**) and to have taken a fire safety action such as testing their alarm (**53% vs. 41%**)

Communications strategic review

The Home Office is undertaking a holistic strategic review of fire safety communications

Our strategic review will consider:

- Communications objectives: how communications can most effectively reduce accidental deaths from fire and deliver current fire safety advice
- Audience: which groups are most vulnerable to fire; how best to engage them; the social context in which communications would be received
- Attitudinal changes to fire safety, particularly following the recent Grenfell Tower tragedy
- Campaign branding
- The most effective tactics and channels to deliver our message
- Ongoing activity delivered by the Fire and Rescue Service, commercial and voluntary partners and local authorities

Define fieldwork – Objectives of Qualitative research

The overall aim of the research is to better understand current attitudes towards fire safety and what actions people take to avoid being a victim of a domestic fire to help inform development of the next fire safety campaign

Stage 1 research aimed to explore the following:

- Knowledge and attitudes
- Claimed behaviour
- Influencing factors
- Messaging, tonality, branding and channels

Top line findings

- Grenfell tragedy has had some subtle impacts on fire safety messaging but has not significantly shifted the landscape.
- The campaign should emulate the behaviours of high activity individuals with good fire safety practices and address the gaps for low activity individuals:

**Vision
of loss**

+

**Sense of
being personally
at risk**

+

**Equipped with
memorable / doable
actions**

- Two territories stand out as having potential to resolve the ‘no to low risk’ issue that is preventing engagement and action:
 - i. Unsettling trust in smoke alarms that aren’t tested,
 - ii. Drawing risk into the home through recognisable behaviours.
- Complacency, highest motivation for action and distraction varies between audience sub-groups.



An integrated approach to communications

We will seek to deliver an engaging message through a diverse range of channels

