



Amber’s warning reduces kitchen fires by over two thirds

Executive summary

Amber’s warning was a campaign targeted at residents of social housing in Southampton City Council blocks. Working in partnership with SCC we directly targeted 1,922 flats over 18 blocks with a poster, which led to 68 unique film views of Amber’s warning film.

Our later social media launch gave us a further reach of 76,544 views of Amber’s warning.

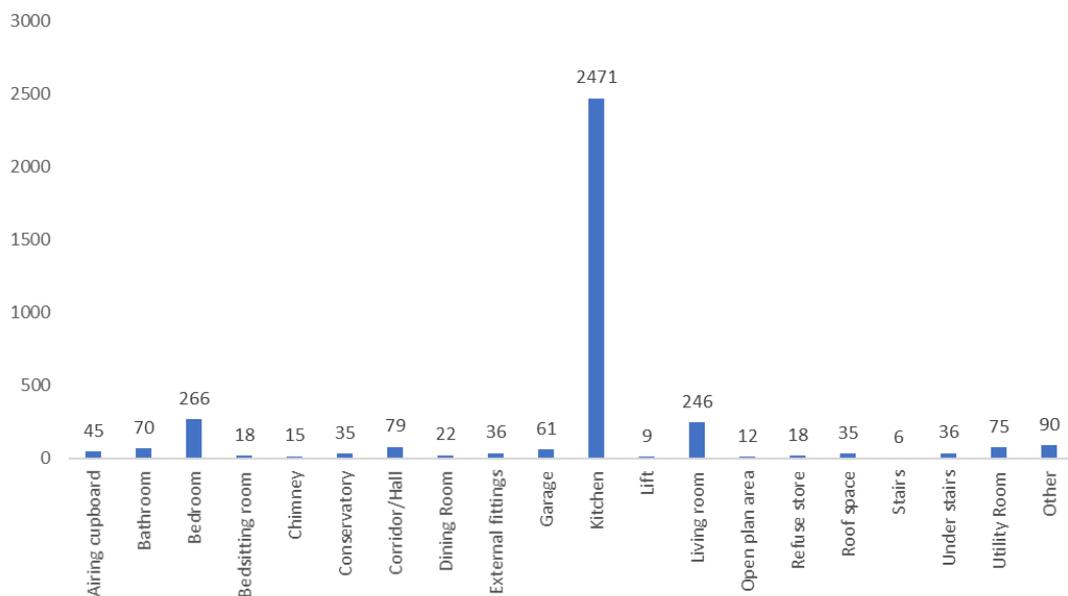
Data captured before the campaign highlights that nearly 70% of accidental dwelling fires are caused by kitchen fires, which lead to nearly 40% of casualties.

Comparing incident data captured during this campaign, ending March 31st 2019 and previous incident data from the 18 SCC residential blocks we targeted, kitchen fires have been reduced during this time period by over two thirds.

Amber’s Warning was shortlisted for The UK Content Awards 2019 in two categories, ‘Best Content’ and ‘Low Budget’ and has also been shortlisted for ‘Best Regional Campaign’ in the CIPR Pride Awards 2019. The team’s effort has also been recognised for an internal ‘Innovation of the Year’ Celebrate Success award.

Objective To reduce the number of cooking accidental dwelling fires, by targeting the most at risk groups. To make Hampshire safer and reduce demand.

Accidental Dwelling Fires by Room (2014-2019)



Target audience

Incident data highlighted the top three most at risk groups to have a kitchen fire as:

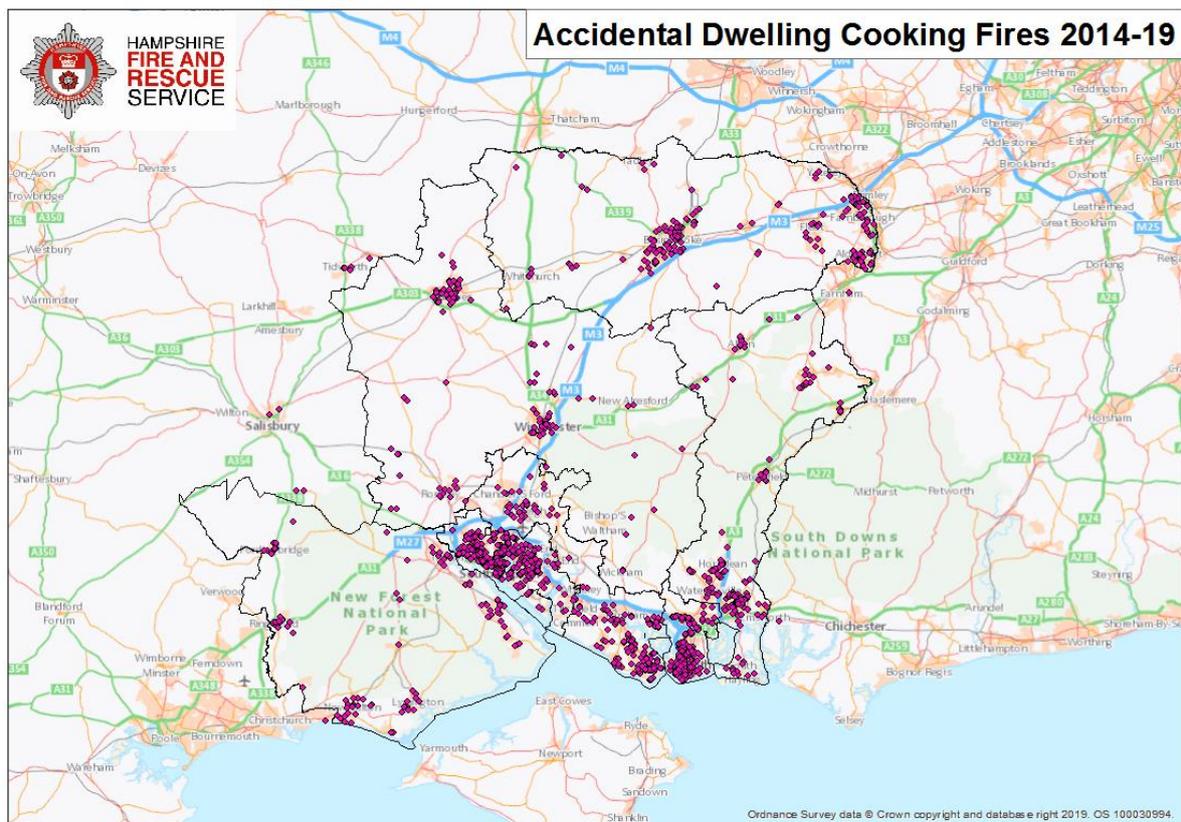
- Elderly people 70+
- Young single people
- Social housing renters

Mosaic profiling enabled us to learn more about these groups of people and how to reach them more effectively.

Three partnership meetings with councils, universities and health groups were held for each target audience at HQ. These meetings lead to a wider understanding of each target audience, allowed connections to be made and enabled us to attend SCC housing meetings. The social housing partnership meeting lead us to Amber's house fire incident, as the perfect case study to target our social housing renters' audience. We were unable to work with Portsmouth City Council's housing team on this project but has the full support of SCC.

Location:

Our data highlights the two main hot spot areas for cooking fires within Hampshire, as Portsmouth and Southampton.



Amber's Warning campaign in brief:

On April 1st 2018, 25 year old, single mum Amber came home from a night out and feeling peckish she put some chips on her hob to cook. Feeling tired Amber took herself off to bed, allowing the pan of oil to boil over and ignite her kitchen. Thankfully a neighbour was disturbed in the early hours by Amber's smoke alarm and dialled 999.

Crews arrived and searched the flat not hopeful to find anyone alive. Scanning the living room firefighters opened the curtains and windows to vent the room and discovered children's toys. In the back bedroom they found Amber slumped behind the door and after successfully rescuing her, passed her over to crews ready to medically work on her, so they could go back in to look for her child.

Amber was given CPR and finally came around to confirm her daughter was safe at her Grandma's for the evening.

Amber's story was the perfect case study to target our social housing audience. We captured the story from Amber's point of view and the firefighters who rescued and resuscitated her, to create a 5 minute, high impact film, featuring a reconstruction. With the end firefighter message: **"If you're cooking, you need full attention and just don't leave it."**

We also created a trailer of the film to push out on social media and to use as a paid YouTube advertisement, something the service had not experimented with previously. YouTube advertising cost us £30 and helped gain us over 3,000 views from our target audience.

To ensure we reached our social housing target audience, we produced a poster entitled 'This could be someone you know?' Contact me: @gasmarkfire with a damaged picture of a mother and child. Working with Southampton City Council, their housing wardens pinned up our poster in their 18 high-rise blocks.

The concept of the poster was to intrigue residents enough to search on Twitter for @gasmarkfire, an unbranded account, only created for this campaign to showcase Amber's Warning.

The posters were pinned up in blocks a fortnight before Amber's Warning was published on our official social



"If I'd spent another minute in there, my daughter's whole life could have been flipped upside down, because I tried to cook some chips"

Amber



This could be someone you know?



Contact me:
@gasmarkfire

channels, allowing any YouTube views of the unpublished film to be attributed to the poster. We directly targeted 1,922 flats over 18 blocks which lead to 68 unique film views ahead of our social media launch.

Internal feedback

“Just wanted to say fantastic video. Really professional and you’ve done a brilliant job with everything about it...including most importantly the message it sends out. Really well done. We’re all really impressed at Rushmoor. 👍”

James Dowd, Firefighter, Rushmoor

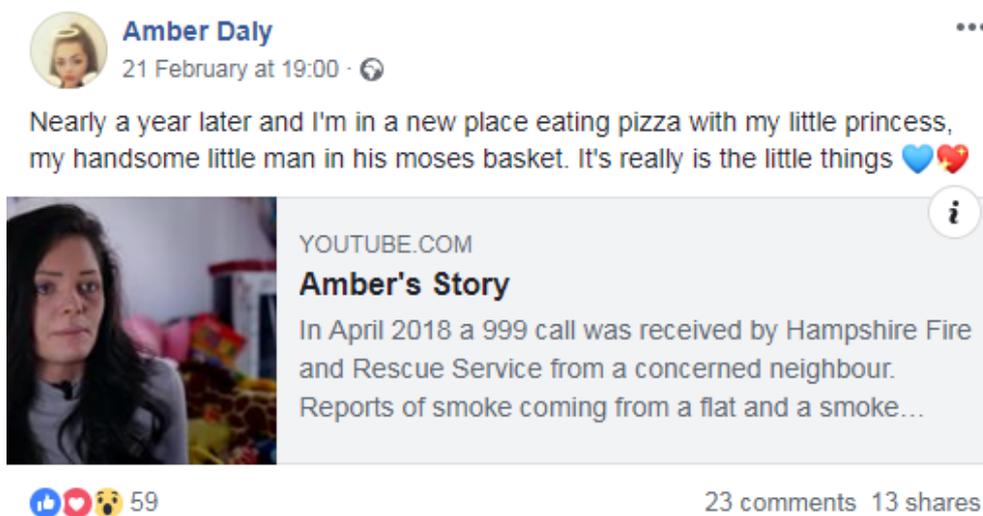
“I just wanted to give some feedback to say that the “Ambers Warning” video was beautifully produced and had a very profound effect on myself.”

Owen Court, Instructional Designer, Academy

“This campaign has received a fantastic response and I am aware of the time and skills required to make it such a success. I have no doubt of the positive impact this work has made to our communities and their home safety. I am aware of the fantastic collaboration between several teams to make this campaign and I believe it was this, together with the team’s skills, that made it such a success.”

Neil Odin, Chief Fire Officer

External feedback



“What an amazing video, thank you for all our firefighters for all you do to keep us safe. What a lucky girl this lady is that her neighbour raised the alarm and she was saved.”

Maureen Senter, Facebook

“This is exactly what happened to me. People don’t understand how quickly fire gets hold, my house went up in seconds. Great video and glad everyone survived.”

Gary Flanagan, Facebook

“Huge thanks to the fire brigade for all you do for so many strangers. Glad that young mum is alive and well.”

Amanda Jane Pritchard, Facebook

“Really good video, brilliant work from everyone involved!”

Shane Silvanus, Facebook

Low budget campaign

Not only was Amber's Warning a success it was low budget, with all the content being created in house. It only cost £300 to hire some additional specialist camera equipment and to pay for YouTube advertising.

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Partnership and service wide teamwork

We strengthened our partnership with SCC's housing team and reached across our service wider than we ever have reached previously for a single campaign.

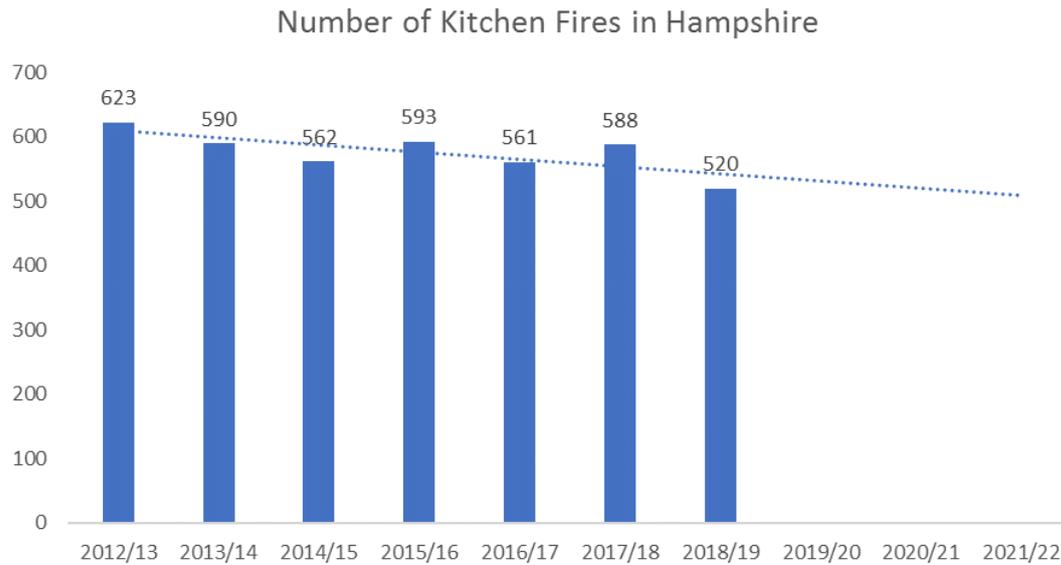
The campaign involved contributions from:

- Organisational Performance Analyst Team
- Academy
- Fire Control, Green Watch
- Rushmoor Fire Station, Green Watch
- Fire as a Health Asset
- Community Safety
- Media and Communications

Evaluation:

During the span of the campaign through February and March 2019, there were no incidents in the 18 blocks we targeted. Annual data highlights a reduction in kitchen fires by over two thirds.

Our service data trend line for kitchen fires highlights a reduction county wide since our campaign ended.



Limitations:

Although a success on the targeted Southampton blocks data, we had to evaluate against, we could improve on this next time by comparing the 18 block flat data during the campaign period (Feb/March) several years previously, to create a trend line for the targeted blocks. It would also have been beneficial to have had the support of the PCC housing team to reach a wider audience covering our two hot spot areas.

Looking forward:

The next stage of the cooking campaign following our key message of ‘**never leave cooking unattended,**’ we will target residents defined by mosaic data as ‘Young Single People’ – in their 20s and 30s who live in urban locations and rent their homes from private landlords, while in the early stages of their careers or pursuing studies.

We plan to approach Southampton Solent University to offer a partnership project to reach their students to reduce kitchen fires in their student homes, reduce our attendance to accidental fire alarms and to avoid near misses.

So far, we’ve agreed a concept and filming for a three part short clip shoot is planned to take place on 29th/30th July. We will continue to keep our HFRS team updated through routine notice, FireWire and Community Safety’s latest news page on the intranet.