**Smoking and fire safety campaign 2023 – partner communications pack**

Greater Manchester Fire and Rescue Service (GMFRS) has launched a new smoking and fire safety campaign, aimed at smokers in Greater Manchester. Elements of the campaign will target smokers that live alone, smokers that misuse drugs or alcohol, smokers aged 50+, males and communities in Greater Manchester with a higher smoking prevalence.

Smoking is one of the top causes of accidental fires in the home, and the top cause of accidental fire deaths in the home in Greater Manchester. The campaign aims to reduce smoking-related fires, injuries and deaths by tackling risks such as not putting cigarettes out properly and falling asleep with a cigarette still burning.

The 2023 campaign will launch 1 September – ahead of the national Stoptober campaign – running until the end of September.

The campaign’s key messages are:

* The best way to prevent a smoking related fire at home is to stop smoking. For help and support to quit visit [makesmokinghistory.co.uk](http://www.makesmokinghistory.co.uk)
* To prevent a fire in your home, take your cigarette outside.
* Ensure your smoking materials are extinguished properly, in a sturdy ashtray (put it out, right out).
* Never smoke in bed or when you’re tired. It’s easy to fall asleep with a cigarette burning and set furniture, clothes or bedding alight.
* Don’t smoke if you’ve taken drugs or alcohol that make you tired or drowsy.
* Don’t leave a lit cigarette, cigar or pipe lying around. They can easily fall over and start a fire.
* Fit a working smoke alarm on every floor of your home and in rooms where you usually smoke.
* Test your smoke alarms regularly – they could save your life if a burning cigarette starts a fire.
* Complete an [Online Home Fire Safety Check](https://www.manchesterfire.gov.uk/your-safety/hfsa/) for smoking fire safety advice and to find out if you’re eligible for a Home Fire Safety Assessment.

Twitter, Facebook and Instagram: @manchesterfire. **Hashtag**: #SmokingFireSafetyGM used in social posts.

Social media assets can be downloaded from**:** <https://www.manchesterfire.gov.uk/your-safety/campaigns/smoking-and-fire-safety/>

**Key activities**

* Sharing messaging on social media
* Paid social media advertising on Facebook and Instagram
* GMFRS press release on day of campaign launch
* Smoking and Fire Safety leaflets and posters available for GMFRS staff and partners to distribute
* Targeted online display and printed newspaper advertising, using the same artwork as the social media assets
* Smoking and Fire Safety webpages updated: <https://www.manchesterfire.gov.uk/your-safety/fire-safety/house-maisonette-or-bungalow/smoking/>
* Smoking and Fire Safety campaign webpage for partners: <https://www.manchesterfire.gov.uk/your-safety/campaigns/smoking-and-fire-safety/>

Campaign assets are available from the campaign [webpage for partners](https://www.manchesterfire.gov.uk/your-safety/campaigns/smoking-and-fire-safety/). If you have any issues downloading any assets, please contact [katie.gee@greatermanchester-ca.gov.uk](mailto:katie.gee@greatermanchester-ca.gov.uk) or [hendersonz@manchesterfire.gov.uk](mailto:hendersonz@manchesterfire.gov.uk).

Partners are encouraged to share content from the digital toolkit as widely as possible across all social channels, as well as linking to our webpage: <https://www.manchesterfire.gov.uk/your-safety/fire-safety/house-maisonette-or-bungalow/smoking/> when sharing any messaging.

**Suggested social media posts**

**Facebook and Twitter**

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| **Copy** | **Image/Alt Text** |
| Smoking 🚬 is the top cause of accidental fire deaths in the home 🏠.  To find out ways you can prevent a smoking-related fire in your home, visit @manchesterfire website <https://www.manchesterfire.gov.uk/your-safety/fire-safety/house-maisonette-or-bungalow/smoking/>  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette in bed. Text: Smoking is the top cause of accidental fire deaths in the home. |
| The best way to prevent a smoking 🚬 related fire at home 🏠 is to stop smoking.  For help and support to quit visit [makesmokinghistory.co.uk](http://www.makesmokinghistory.co.uk)  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette in bed. Text: Smoking is the top cause of accidental fire deaths in the home. |
| To prevent a fire in your property, take your cigarette 🚬 outside and enjoy a smokefree home.  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette outside. Text: To prevent a fire in your home, take your cigarette outside. |
| Put your cigarettes 🚬 out properly, in a sturdy ashtray that won’t tip over.  #SmokingFireSafetyGM | Image of someone’s hand stubbing out a cigarette in a thick glass ashtray. Text: Always put your cigarettes out properly, in a sturdy ashtray. |
| ❌ Never smoke in bed 🛏 or when you’re tired🥱.  It’s easy to fall asleep with a cigarette burning 🚬 and set furniture, clothes or bedding alight.  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette in bed. Text: Never smoke in bed. It’s easy to fall asleep with a cigarette burning. |
| ❌ Don’t smoke 🚬 if you’ve taken drugs or alcohol that make you tired or drowsy.  It’s easy to fall asleep with a cigarette burning and set furniture, clothes or bedding alight.  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette in bed. Text: Smoking is the top cause of accidental fire deaths in the home. |
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| ❗ Fit a working smoke alarm on every floor of your home and in rooms where you usually smoke. Remember to test them regularly.  #SmokingFireSafetyGM | Image of someone putting a smoke alarm on the ceiling. Text: Fit a smoke alarm on every floor of your home and in rooms where you usually smoke. |
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**Instagram**

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| **Copy** | **Image/Alt Text** |
| Smoking 🚬 is the top cause of accidental fire deaths in the home 🏠.  To find out ways you can prevent a smoking-related fire in your home:  👉 Search ‘smoking’ on the @manchesterfire website  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette in bed. Text: Smoking is the top cause of accidental fire deaths in the home. |
| The best way to prevent a smoking 🚬 related fire at home 🏠 is to stop smoking.  For help and support to quit:  👉 Search ‘Make Smoking History GM’  #SmokingFireSafetyGM | Image of someone’s hand, holding a lit cigarette in bed. Text: Smoking is the top cause of accidental fire deaths in the home. |
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| ❗ Fit a working smoke alarm on every floor of your home and in rooms where you usually smoke.  ✅ Complete an Online Home Fire Safety Check for smoking fire safety advice and to find out if you’re eligible for a free Home Fire Safety Assessment.  👉 Search ‘HFSA’ on the @manchesterfire website  #SmokingFireSafetyGM | Image of someone putting a smoke alarm on the ceiling. Text: Fit a smoke alarm on every floor of your home and in rooms where you usually smoke. |