

INFORMATION PACK

REPORT OF THE CHIEF FIRE OFFICER



For Information

1. CAMPAIGNS

Summer Campaign

This campaign is set to launch in late June/early July which will look at outdoor safety to tackle deliberate fires throughout the school holidays.

Safer Homes

We will be looking to run a campaign from August until October to reduce the number of Accidental Dwelling Fires. This will tie in with the National Fire Chiefs Council's national campaign to cover Smoke Alarm Purchasing Month and Home Fire Safety Month.

Stay Safe and Warm

This annual campaign launches in October. It uses a multi-channel approach to promote access to free heaters and other equipment for those living across Cleveland (subject to assessment). It runs until 31 March 2024. Further confirmation will follow in due course.

Fireworks (Safer Neighbourhoods)

This campaign will run from the start of October to mid-November (incorporating Halloween, Bonfire Night, and Diwali). Our focus is on offering safety advice and asking our communities to be responsible. It will take a multi-channel approach.

National Campaigns

The Brigade will support a range of national campaigns and awareness days including:

- NFCC Outdoor Fire Safety Month (June)
- Pride Month (June)
- Volunteers Week (1-7)
- Thank You Day (5)
- Child Safety Week (5-11)
- Carers Week (5-11)
- Bike Week (6-12)
- Loneliness Awareness Week (12-16)
- NFCC Home Fire Safety Week (12-18)
- Grenfell Anniversary (14)
- Father's Day (18)
- Refugee Week (19-25)
- Bring Your Dog to Work Day (24)
- NFCC Cooking Month (July)

National Campaigns cont.

- Samaritans 'Talk to Us' Month (July)
- Alcohol Awareness Week (3 - 9 July)
- National BBQ Week (4-10 July)
- World Youth Skills Day (15 July)
- Disability Awareness Day (16 July)
- 24/7 Samaritan's Awareness Day (24 July)
- National Drowning Prevention (25 July)
- NFCC Smoke Alarm Purchasing Month (August)
- National Road Victims Month (August)
- Cycle to Work Day (4 August)
- National Dash Cam Day (4 August)
- World Photo Day (19 August)
- NFCC Home Fire Safety Month (September)
- Kids Take Over The Kitchen Day (1 September)
- NFCC Chimney Fire Safety Week (4-10 September)
- Emergency Service's Day (9 September)
- World Suicide Prevention Day (10 September)
- Gas Safety Week (11-17 September)
- NPCC Vulnerable Road Users (11-24 September)
- NFCC Business Safety Week (11-17 September)
- Youth Mental Health Day (19 September)
- World Alzheimer's Day (21 September)
- Fire Door Safety Week (25-29 September)
- Student Fire Safety Week (25 September – 01 October)
- World Heart Day (29 September)
- NFCC Fire Alarm Testing Month (October)
- International Day for Older Persons (1 October)
- World Smile Day (6 October)
- Fire Prevention Day (9 October)
- World Mental Health Day (10 October)
- National Burns Awareness Day (11 October)

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