

## INFORMATION PACK

### REPORT OF THE CHIEF FIRE OFFICER



**For Information**

#### 1. CAMPAIGNS

##### **Stay Safe and Warm**

This annual campaign was launched on October 1 and will use a multi-channel approach to promote access to free heaters and other equipment for those living across Cleveland (subject to assessment). This includes advertisements in train stations, on bus panels and the radio. The campaign runs for a 6-month period and will end on 31 March 2024.

##### **Christmas (Safer Homes)**

This campaign will run from 27 November 2023 to 8 January 2024 and will focus on reducing the number of Accidental Dwelling Fires during this period with cooking, electrical and radiated heat being the main causes. Another focus this year will be on e-scooters/e-bikes. It will use a multi-channel approach and encourage our communities to take care over the festive period when buying/charging products and making sure they have working smoke alarms.

##### **National Campaigns**

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

- Don't Drink and Drown (11-17 December)
- NRSP Drink and drugs driving (December)
- CFB Winter Vehicle Safety checks – various dates / locations
- NFCC Smoke Alarm Testing Month (January)
- National Walk Your Dog Month (January)
- Dry January (January)
- World Braille Day (4 January)
- Blue Monday / Brew Monday (15 January)
- International Day of Education (24 January)
- Register My Appliance Week (22 – 28 January)
- NFCC Monthly theme - Cooking
- LGBTQ+ History Month
- World Cancer Day (4 February)
- National Apprenticeship Week (5 February)
- Time to Talk day (6 February)
- National Pizza Day (9 February)
- Chinese New Year (10 February)

**IAN HAYTON  
CHIEF FIRE OFFICER**