

Since our relationship began in 2004, we've helped LFB create synergy between their recruitment communications and community fire safety messaging, increased the percentage of female, black and ethnic minority Firefighters in the force and worked with them to target at-risk communities. All helping them to reduce fires and fire deaths across the capital.

When we started working with LFB, we were charged with delivering a strategy driven by some rather startling statistics. Between 1996 and 2000, 411 people died in fires in London. Most involved the over-sixties, and the vast majority of them were due to smoking-related causes. Almost all of them could have been prevented. In light of this research, the London Fire & Emergency Planning Authority (LFEPA) embarked on a major programme of fire prevention that has changed (and will continue to change) the nature of the organisation and transform the role and the skills of the modern Firefighter.

By 2010, LFEPA aims to reduce accidental fires in people's homes by 5%, reduce the number of accidental fire-related deaths by 20% and reduce deliberate fires by 10%. We were briefed with helping the Authority achieve those targets through a communications strategy educating those most at risk and providing access to fire safety advice.

Our first step was to target women – who were more likely to be able to combine physical fitness with the ability to communicate with the young and elderly. We produced ads for In The Pink magazine – the official publication for The Pink Ribbon Foundation. This approach was the perfect example of synergy in communication. We spoke to women about becoming a Firefighter, while conveying the fire safety message and including information on free home fire safety checks for old people.

LFB



work
● ● ● ● ●

CASE STUDY LFB

Thought Leadership

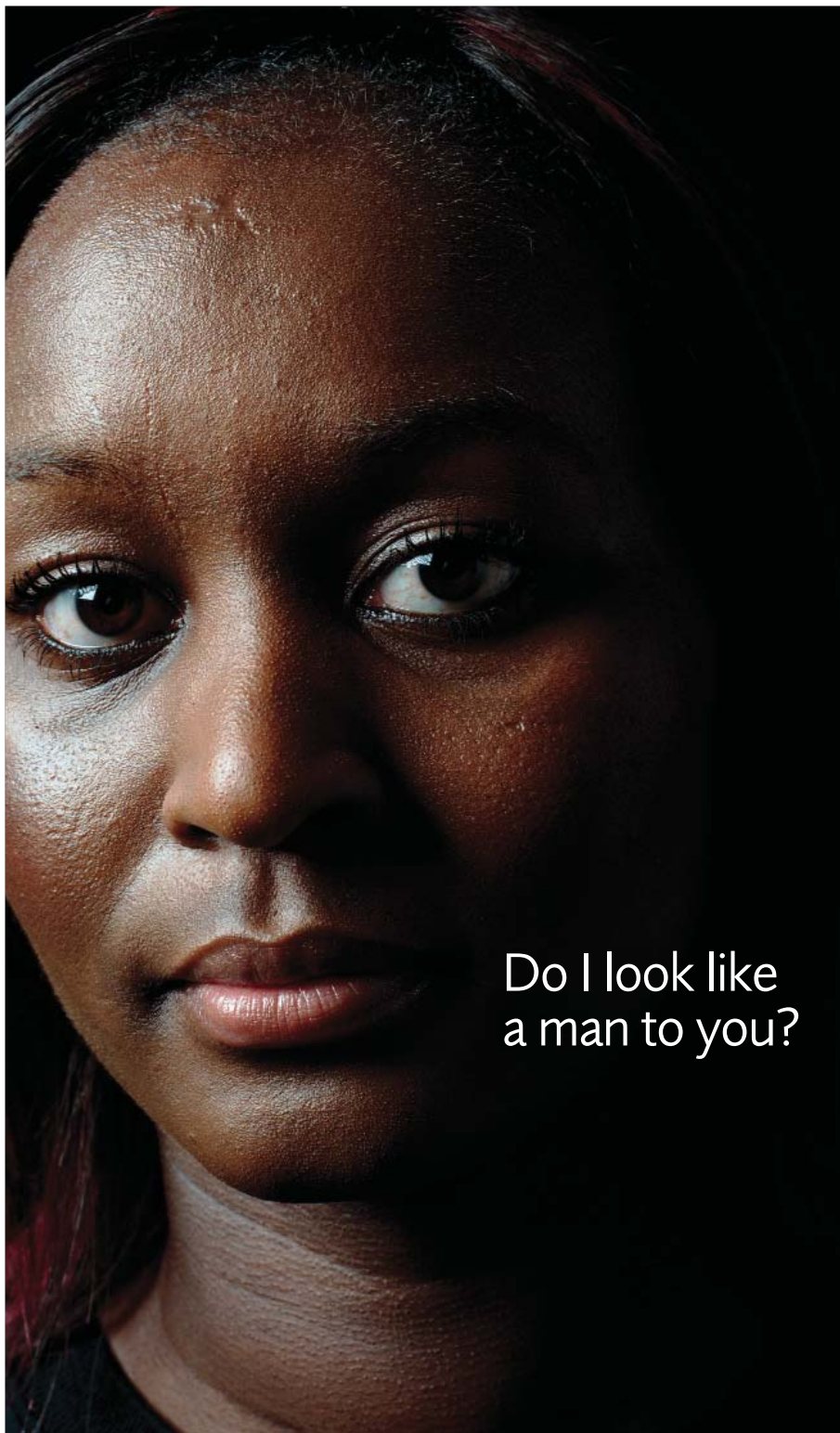
Traditionally the Fire Safety and Recruitment Communications teams produced their own separate marketing materials. However, we won both parts of the account with a strategy focused on creating a synergy between recruitment and fire safety communications. It meant that every piece of communication was working towards the strategic aims of the Authority – saving lives across the capital.

For Fire Safety

Traditional, direct communication with at-risk groups wasn't working. Through thorough research and investigation, we understood that the best way of reaching older people who may be infirm or immobile is through their primary and secondary carers. Never before had the Brigade taken such an approach. The London Fire Brigade is now working with boroughs across London to train health care and social workers to ask a few relevant

questions about fire safety when assessing patients for health and social needs (the SAP process), referring to the Fire Brigade when necessary for a home fire safety check.

We produced a portfolio of training materials to support the process, including videos, leaflets and posters explaining to health care and social workers how and why to conduct a simple fire safety assessment. Since the process began, a fantastic 45,000 home fire safety checks have been carried.



Do I look like
a man to you?

For recruitment

Recruiting women into the fire service is another huge challenge. Many women don't believe that they meet the physical requirements and most don't understand the full nature of the role – i.e. that only 7% of the time is spent attending incidents. There's a real need to educate and inform the audience on what it takes to become a Firefighter and how the fire service today is focused on prevention as much as emergency response. We're targeting a range of media, including Cosmopolitan, Health and Fitness and Marie Claire and holding open events that not only recruit, but also educate.

HE THOUGHT
HE'D LOST
HIS DAD,



Many people are surprised that a woman could be a Firefighter. Not strong enough? Not brave enough? Not true. Today there are over 200 women doing the job in the London Fire Brigade. People have come from all kinds of careers, from beauty therapy to architecture, from personal fitness instruction to retail management. Why couldn't you do it too? For more information on our Open Days for women, call Dawne Stephenson on 020 8335 1200 ext. 3528 or email dawne.stephenson@london-fire.gov.uk quoting Cosmopolitan or text LFB4 to 8099.

UNTIL
SOMEONE'S
MUM SAVED HIM.



SHE'D NEVER
SEEN A FEMALE
FIREFIGHTER,



Many people are surprised that a woman could be a Firefighter. Not strong enough? Not brave enough? Not true. Women have been doing this job in the London Fire Brigade for over 20 years. People have come from all kinds of careers, from beauty therapy to architecture, from personal fitness instruction to retail management. Why couldn't you do it too? For more information on Open Days for Women, call Dawne Stephenson on 020 8335 1200 ext. 3528 or email dawne.stephenson@london-fire.gov.uk quoting Health & Fitness or text LFB4 to 8099.

UNTIL ONE
CUT HER OUT
OF A CAR.



Fancy teaching teenage boys a thing or two?

We embarked on a campaign to educate teenage girls about fire fighting. By changing perceptions at an early age, and giving younger girls role models, we are creating the next generation of female Firefighters. We ran campaigns in Cosmo Girl, developed a specific microsite and distributed diaries to schoolgirls across the capital.

FOR THE FUTURE

So what have the results been?

Since the inception of the second London Safety Plan in 2005, LFB achieved the following results:

- ▶ Accidental fires have been reduced by 5.25% in the years 2004/05 to 2006/07 – they attribute much of this success to their work with other agencies, ourselves included, to increase community fire safety.
- ▶ They are on target to reduce deaths from accidental fires in the home by 20% by 2010. In 2006/07 there were just 30 deaths, compared to 48 in 2005/06.

At the heart of these achievements is the Fire Brigade's community fire safety work and their commitment to recruiting the right people to implement it across the capital.

What next?

The latest London Safety Plan contains ambitious proposals to improve on these already positive statistics. Which means we need to take our research even further, and create solutions that work even harder to both recruit from, and educate, the people of London.

The next stage of our campaign aims to develop an even greater synergy between recruitment

communications and community fire safety. A study of fire-related demographics identified clear hotspots across the capital. There is a distinct correlation between those areas that are most at risk of fire, and the communities that we are specifically trying to reach with a recruitment message.

Our strategy is to develop a multi-media approach that unifies the message to the community, to potential recruits and to existing LFB people. On identifying the audience, we will target recruitment and fire safety messages together. In the areas of high risk and the areas where there is overlap, we will combine the messages, drawing on community bonds to increase our impact.

We've built a solid foundation with our existing community fire safety message ("Be Safe and Sound"). To achieve synergy across all messaging, this needs to be developed into a single, consolidated approach. The theme is:

LFB part of it

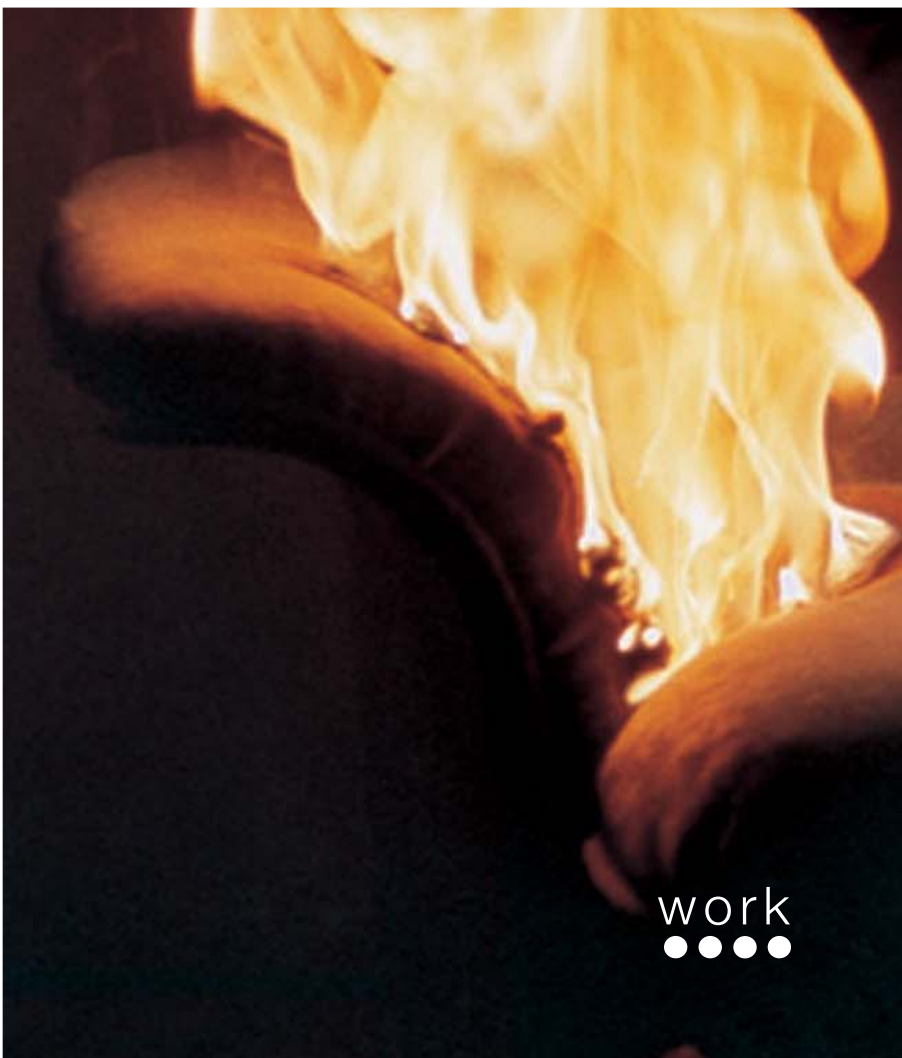
- Keep London safe and sound (Recruitment – external)
- Keep your community safe and sound (Community awareness - external)
- Keeping London safe and sound (Internal communications)



If you look after
older people,
here's something
to help you
sleep at night.



BE SAFE & SOUND



It highlights the message that everyone is part of keeping London safer, reducing fire deaths and educating for the future. It is itself a call to action – either to become a Firefighter, or to take action within your community. By the creation of "safety champions" we will be spreading the fire safety message within at risk groups.

From this we have two distinct campaigns. Firstly we will attract more Black and Asian Women to firefighting. Their presence will better reflect the communities of London, but they will also provide a key link to at-risk communities. To do this we will need to overcome certain misconceptions about the role, and position it as a viable career option where communication, education and prevention will be core duties.

We will also be increasing our community awareness work – actively engaging the "Prevention, Detection, Escape" model, speaking to formal and informal carers and addressing the issue of deliberate fires. Neighbourhood Firewatch will also encourage the community to be the eyes and ears of LFB – reporting hazards and helping to reduce the 40% of fires that are started deliberately.

And throughout everything the messaging will be clear – we all have a role to play in reducing fire deaths in London.

work
● ● ● ●