

# Play takes BURNING ISSUES

IN 2001 schoolchildren in Staffordshire were targeted in a project aimed at preventing the misuse of fireworks.

The New Vic Borderlines theatre group created an original piece of theatre, entitled FACE IT, which toured schools in the run-up to November 5.

Aimed at Year 7 children, the drama portrayed the spiralling effects of anti-social behaviour and the different forms it can take.

“According to police and fire service figures, many accidents are caused by children throwing fireworks”

It gave the audience an insight into the dangers of playing with or abusing fireworks and portrayed the effects this can have upon the individual and community.

As well as the performance itself, a series of participatory drama workshops took place in local schools and other venues, such as pupil exclusion/referral units and youth centres.

The workshops engaged young people in a process that enabled them to explore their own attitudes towards and experiences of anti-social behaviour involving fireworks, investigated why young people misuse fireworks and looked at ways to combat and discourage people from misusing them.

Following the workshops, schools continued to work with themes, creating a FACE IT poster or a piece of creative writing entitled FACE IT.

The posters and writing were exhibited at a final performance of FACE IT at the Victoria Hall in October.

FACE IT was organised in partnership with City of Stoke-on-Trent Council Trading Standards Service, Newcastle-under-Lyme Borough Council, Staffordshire Moorlands District Council, Staffordshire Police, Staffordshire Fire and Rescue Service, North Stoke Primary Trust, Staffordshire County Council Trading Standards and Partners Assuring Safer Staffordshire.

Brian Mycock, Team Leader for Staffordshire Trading Standards,

## to schools

said: "According to police and fire service figures, many accidents are caused by children throwing fireworks.

"We need to be serious in our approach to cutting these accidents, but visits to schools in 2000 and 2001 helped cut nuisance fireworks incidents reported in targeted areas."

## KEEPING FIREWORKS SALES UNDER CONTROL

A voluntary code of practice agreed by the fireworks industry means fireworks should only be displayed for sale three weeks before bonfire night and for a few days afterwards, and again between 8th December and 1st January.

# FIREWORK SAFETY

## Campaign 2002

### Welcome once again to the firework safety tool kit

You will no doubt be aware that despite the significant level of publicity and campaigning effort, we saw a 40% increase in injuries reported in the 2001 period. We all have a role to play in promoting firework safety and must ensure that we work together to get the key messages across. As in previous years this tool kit is a key part of our effort to tackle the misuse of fireworks and in reducing injuries.

For 2002 the Department of Trade and Industry will be redoubling its efforts to target those most likely to misuse fireworks and at risk from accidents. That means getting the message across to the 11-17 year olds, particularly boys, where we saw an increase of over 55% in injuries over the previous period.

We must also recognise that much of the misuse of fireworks stems from anti-social behaviour - incidents in the street were up nearly 60%. This is

initiatives based on best practice. It is available to all Fire Brigades, Environmental Health and Trading Standards Officers, and Health Promotion Units and Police Forces in England, Scotland and Wales.

This tool kit has been updated since last year with new artwork from our campaign. As before, it contains posters and leaflets carrying messages specifically targeted at young people and children. We aim to show how, given an absent-minded moment, fireworks can damage people for life.

In parallel to this tool kit we are issuing the popular schools' packs to most schools in the UK. They have been developed to meet current teaching objectives of the National Curriculum. The schools' pack has been planned to work with the term teaching objectives of the National Literacy Strategy through Key Stages 1 to 3. It will also be relevant to those teaching within the Scottish curriculum.



I have no doubt that both the tool kit and the schools' pack will have a significant impact in getting our messages across to young people. Please provide us with feedback on its use so that we can continue to improve it.

I wish you every success in your efforts to promote firework safety in your area of the country and hope very much that you find the tool kit goes a long way to helping you achieve that.

*Melanie Johnson*

Melanie Johnson MP

Under-Secretary of State for Competition, Consumers and Markets

### HELPING TO PROTECT CHILDREN AND YOUNG PEOPLE FROM FIREWORK INJURY

against a background where it is illegal to sell fireworks to anyone under 18 and illegal to set them off in the street. The tool kit provides detailed information on all aspects of firework safety and enforcement to facilitate local campaigns and

Our campaign will also include hard hitting TV adverts targeting the 11-17 age groups and warning of the consequences of misusing fireworks, particularly in the street. It will be supported by a poster campaign in 12 regions where accidents are high.

Fireworks are explosives  
GET WISE OR GET HURT



## Gail helps Fight for Sight

SPARKLY TV PRESENTER GAIL PORTER helped Fight for Sight's fireworks safety campaign go off with bang last year. 'Having spent an entire day wearing glasses which simulated blindness I can honestly say it was one of the most scary experiences of my life', Gail confesses. 'I would hate to think of anyone having to live their whole life like that because of a silly prank with a firework'.

Gail is well known to children and teenagers from her time as presenter

of Top of the Pops, and local newspapers were interested to hear about her support for Fight for Sight's campaign. 'You can use the Top Tips in this pack to help raise awareness about fireworks safety in your local media', suggests Fight for Sight's Communications Manager, Anna Penning-Rowse. 'Asking a local celebrity to join your campaign will really help you to get noticed'.

Fight for Sight

In association with  
Fight for Sight



dti  
Department of Trade and Industry

# Your tool kit contains

**This introductory newsletter** outlining the concept of the Firework Safety Tool Kit.

**Fact sheets** copies of the retailer and display organisers' leaflets are included for you to circulate to those who sell fireworks or are holding displays. The order form can be used to order more.

**Speaking notes** gives a brief history of fireworks, accident statistics for 2001, and tips on avoiding injuries.

**Campaign News Desk** contains ideas on how to generate media interest in firework safety.



**Accident facts and figures** contains a comprehensive national and regional breakdown of firework injury statistics.

**Networking** tips on how to make the most of the experience available to make your local firework campaign a success.

**Fireworks and the Law** a guide to the law relating to firework sales, storage and use.

**An order form** for bulk supplies of firework safety promotional material.

**Evaluation form** which we would like you to complete and return.



## Counting Down...

REMEMBER, REMEMBER, THE 5TH OF NOVEMBER. Bonfire night may seem a long way off, but the earlier you can plan your campaign the better the results will be.

Even though fireworks are on sale up to three weeks before November 5, statistics show that most injuries during the firework season occur on or around bonfire night itself, and the majority of these injuries happen to children and young children.

This tool kit is designed to take some of the stress out of planning your local firework safety campaign and the key message to address to these young people is that messing around with fireworks can not only lead to serious injury, but also to death.

These hard-hitting messages will hopefully register with children, but your campaign must ensure that they do hit their target. As well as being potential victims of firework injuries, schoolchildren are an excellent channel of information to their peer groups, family and friends.

Many schools have a one-week half term holiday during the three-week pre-bonfire night firework selling period, so any school-based activity needs to be planned very carefully and just as importantly in advance.



As well as supporting firework safety campaign organisers, the DTI runs a firework safety initiative targeted directly at children.

Over 25,000 firework safety Schools Packs will be circulated to schools across the country at the start of the Autumn term and they contain materials for use during the Literacy Hour and Personal and Social Education (PSE) sessions.

The packs have been designed to work with the term teaching objectives of the National Literacy Strategy through Key Stages 1 to 3. There are four versions of the pack – one for Key Stages 1 and 2 for England and Wales; one for Key Stage 3 for England and Wales; one pack for use in Scottish schools; and a Welsh language pack.

To view or download this material, please visit the DTI's Home Safety Network website at [www.dti.gov.uk/homesafety/\\_intro.htm](http://www.dti.gov.uk/homesafety/_intro.htm)

## Child Accident Prevention Trust does its bit for DTI campaign

National children's charity Child Accident Prevention Trust is giving its full support to the DTI's campaign to reduce firework injuries caused by teenagers fooling with fireworks.

But other at-risk groups are not being overlooked. The charity has been invited to complement the government's publicity campaign by targeting safety advice to parents with young children, particularly those with children under five years old. 'It almost defies belief that, last year, almost 100 children under the age of five were rushed to hospital with firework burns and eye injuries – children so young that they should not have been anywhere near sparklers or any other fireworks,' commented the charity's chief executive Katrina Phillips.

Child Accident Prevention Trust is distributing posters carrying key safety tips to 20,000 playgroups and nursery schools, and issuing warnings coupled with firework safety advice to parents through local newspapers.

## SAFE TO SURF

The two websites which can give you additional material to help in your firework safety campaign are the firework industry website [www.fireworksafety.co.uk](http://www.fireworksafety.co.uk)

and the DTI's Home Safety Network website, [www.dti.gov.uk/homesafetynetwork](http://www.dti.gov.uk/homesafetynetwork)

