



# POSITIVE PARTNERSHIPS

## A guide to networking

Over 1,000 organisations and individuals take part in the firework safety campaign every year. This gives you an ideal opportunity to network with colleagues in Fire Brigades, Police Authorities, Environmental Health and Trading Standards Departments and Health Promotion Units.

### Partnerships in Action – Examples from the 2001 Campaign

*"We added facts taken from the pack and put them on a health promotion board in the minor injuries/out-patients unit. It was just what we wanted and had a great impact."*

SPOKESWOMAN FOR THE CORNWALL HEALTH CARE TRUST, PASSMORE EDWARDS HOSPITAL, CORNWALL.

*"I provided all my customers with a copy of the firework code and advice on organising public displays, in order to make them aware of the dangers."*

JOHN BALLANTYNE, BLUE PARROT PYROTECHNICS LTD, BEDFORD.

*"We ran seminars for local schools in conjunction with the local A&E department. This involved a talk, workshop and showing slides of injuries to the children."*

HAZEL MCKEE, SAFETY EDUCATION HEALTH OFFICER, ARDS BOROUGH COUNCIL

*"In our campaign we targeted every licensed shop in the area and carried out 40 test purchases to ensure fireworks were not being sold to underage children."*

CHRIS ALLEN, HEAD OF TRADING STANDARDS, BLACKBURN, WITH WEST DARWEN BOROUGH COUNCIL.

### Top Tips to Promote Positive Partnerships

Why not discuss your ideas with your colleagues in your own organisation, particularly communications specialists, and with contacts in neighbouring Fire Brigades, Police Forces, Local Authorities and Health Promotion Units. You should find they have some great ideas and you might be able to help your colleagues enhance their efforts.



**Fireworks are explosives**  
**GET WISE OR GET HURT**

Trading Standards Departments, Environmental Health Departments, Police Forces, Fire Brigades and Health Promotion Units have all been invited to join the campaign. So, if you haven't done so already, why not make contact locally – set up a co-ordinated group and use each other's experience to boost your local initiative for bonfire night.

*Involve the Police* – if there is a history of hooligan-related firework incidents in your region, they are the people to help you.

Your local Fire Brigade is well placed to give advice on dealing with first aid and bonfires. They may also be prepared to stage demonstrations to illustrate graphically the dangers of misusing the fireworks.

Trading Standards Departments may want to lead the effort to get retailers behind the campaign.

Environmental Health Departments and Health Promotion Units may be keen to go into schools and to emphasise the safety messages.

Communications and Public Relations units will be able to come up with media angles and stories, as well as providing professional advice on how to communicate key messages.

### **Don't Forget**

The Government News Network (GNN) is there to help you make contacts to expand your campaign.

You can contact your regional GNN office for information on the DTI's publicity initiatives and to obtain advice and guidance on PR plans you have in mind. Details are given below:

### **The GNN Regional Network:**

#### **GNN North East**

Contact: Peter Morris  
GNN  
Wellbar House, Gallowgate  
Newcastle-upon-Tyne NE1 4TB  
Tel: 0191 202 3619  
Fax: 0191 261 8571  
0191 222 0892

#### **GNN South East**

Contact: Iain Luxford  
GNN  
Hercules Road  
London SE1 7DU  
Tel: 020 7261 8733  
Fax: 020 7928 6976  
020 7928 7082

#### **GNN North West**

Contact: Mary Maden  
GNN  
Sunley Tower, Piccadilly Plaza  
Manchester M1 4BD  
Tel: 0161 952 4508  
Fax: 0161 236 9443

#### **GNN South West & Wales**

Contact: Becky Dunne  
GNN  
The Pithay  
Bristol BS1 2NF  
Tel: 0117 945 6878  
Fax: 0117 945 6975

#### **GNN Yorkshire & Humberside**

Contact: Anne Haynes  
GNN  
City House, New Station Street  
Leeds LS1 4JG  
Tel: 0113 283 6595  
Fax: 0113 283 6586

#### **GNN West Midlands**

Contact: Bob Wade  
GNN  
Five Ways House  
Islington Road  
Middleway  
Birmingham B15 1SL  
Tel: 0121 626 2022  
Fax: 0121 626 2041

#### **GNN Eastern**

Contact: Liz Trott  
GNN  
Second Floor, Block A1  
Westbrook Centre, Milton Road  
Cambridge CB4 1YG  
Tel: 01223 345724  
Fax: 01223 345754

#### **GNN East Midlands**

Contact: Jo Sheppard  
GNN  
Belgrave Centre  
Talbot Street  
Nottingham NG1 5GG  
Tel: 0115 971 2787  
Fax: 0115 971 2791

#### **GNN Scotland**

Contact: Paul Burgess  
GNN  
1 Melville Crescent  
Edinburgh EH3 7HW  
Tel: 01312 44 9060  
Fax: 01312 44 9063

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