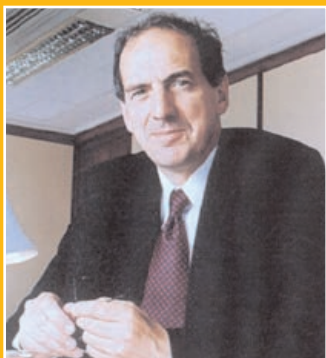


FIREWORKS AND ALCOHOL. AN EXPLOSIVE COMBINATION.

Firework Safety Campaign 1999



Working together to reduce injuries from fireworks

Dear Colleague

The idea of producing a tool kit to promote the firework safety campaign in 1998 proved extremely successful. Last year, with your help we achieved an 8% reduction in the number of injuries and, a massive 36% fall in the number of sparkler injuries, the specific theme of the 1998 campaign. And I am pleased to introduce the 1999 version to you.

Once again the Department of Trade and Industry is working closely with its partners in Fire Brigades and Local Authority Environmental Health and Trading Standards departments. In 1999 we also welcome on board Police Forces up and down the country that have enthusiastically agreed to help promote the campaign.

The main focus of the 1999 campaign is alcohol and fireworks, and we are

targeting our messages at events on and around the 5th November and at parties and celebrations organised to welcome the new Millennium.

The theme has been chosen because our research shows that, when asked about their own private garden displays, 90% of consumers said

alcohol was present.

More important and worrying, 84% of respondents said that people setting off their fireworks had

consumed at least two to three units of alcohol by the time of the display.

If fireworks are used to celebrate the Millennium, I fear this problem may well be worse because of the longer time over which alcohol is likely to have been consumed. This not only applies to private parties, but also to displays organised by pubs, clubs and other organisations, as well as larger events where thousands of people might gather.

I am hoping that between us we can hammer home the message that **alcohol and fireworks do not mix** and that we can help minimise the number of injuries this year.

The Department's national effort will span newspapers, television and radio, as well as in a wide range of other publicity material.

The tool kit aims to help bridge the gap between the Department's efforts on firework safety and the local initiatives planned all round the country. We want to see a strong and even more co-ordinated effort to make November 5th and New Year's Eve as safe as possible.

Whilst the tool kit puts an emphasis on the dangers of mixing alcohol and fireworks, it also offers materials on other aspects of firework safety, including organising private and public displays, firework legislation, speaking notes, public relations ideas, information for retailers and a simple competition for use in schools, youth clubs and other organisations catering for young people.

Once again, I would welcome your views on the value of the tool kit and some feedback on how you put it to use. Please use the evaluation form provided to let us know.

I hope you find the tool kit useful and I wish you every success in promoting firework safety this November and December in your part of the country.

Yours sincerely
Kim Howells

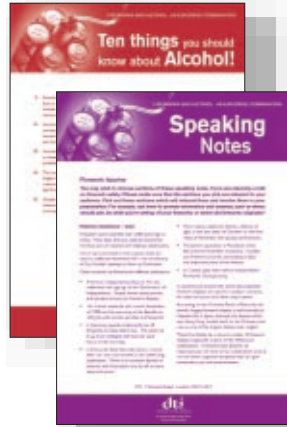
Kim Howells
Minister for Consumers and Corporate Affairs

dti

Department of Trade and Industry
In partnership with your
local community



- **Newsletter** featuring Minister's foreword and campaign information.
- **Posters** for display throughout your area.
- **Fact sheets to copy** for distribution to retailers, display organisers and the general public.

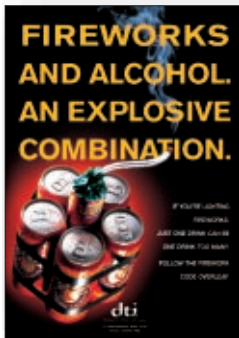


- **Alcohol fact sheet** ten things you should know about alcohol!
- **Speaking notes** giving some history of fireworks; how they are used throughout the world as part of events and celebrations; accident statistics; and tips to avoid injuries.

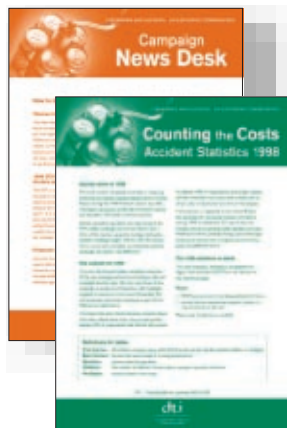


- **CD Rom** containing artwork and fact sheets in Apple Mac or PC format, to those who requested it.

What your tool kit contains



- **The firework safety code leaflet** including some messages about the dangers of mixing alcohol and fireworks - for you to bulk order and circulate widely.
- **Re-order form** to order more copies of items in the tool kit.
- **Evaluation form** which we would like you to complete and return to us.



- **Campaign News Desk notes** some ideas to generate media interest in firework safety, both in November and during the Millennium celebrations.
- **Accident facts and figures** national firework injury statistics by region for 1998, showing place of injury, type of firework, nature of injury and age of injured persons.



- **Competition artwork** two versions (Under 11s and 11+) for use at presentations in schools or for publication in your civic or local newspapers.

Unrestricted copying

Many of the items in this year's tool kit, in particular the fact sheets, have been designed so that they can be photocopied for wider use.

There is no restriction on copying any of the information material or on use of the artwork provided in electronic format on CD. However, to avoid diluting the impact of the campaign, the safety messages should not be altered.



Get it on the web



Image courtesy of H.Saxton



The fireworks industry is updating their web-site in advance of this year's campaign.

The site has a wealth of information and advice for organisers of public and back-garden displays, legal information for the retail trade and educational resource materials for schools.

The web-site address is:
www.fireworksafety.co.uk

Planning your local campaign

Experience tells us that it is never too early to plan any public safety campaign.

The difficulty with firework safety campaigns is that it is hard to generate much enthusiasm and support until bonfire night is virtually upon us - and then it's too late!

This year our problems are doubled as we need to generate interest for November 5th and then again for New Year's Eve.

It's hoped that this tool kit will reduce some of the work and planning associated with your local campaigns.

The statistics show that most injuries during the bonfire night season occur on November 5th itself, even though fireworks are on sale during the three weeks before that date. The weekends either side of bonfire night normally see other injury peaks.

During the Millennium celebrations, it is difficult to guess what might happen, but it is safe to presume we will see the greatest number of injuries on New Year's Eve.

The theme 'alcohol and fireworks don't mix' is naturally targeted at an older audience.

The key messages need to reach a wide range of people - those organising their own private fireworks parties, event organisers and young people who are likely to attend any of these displays and could potentially be carrying their own supply of fireworks.

But we mustn't forget the traditional firework safety campaign audience - children of school age who are potential victims but also an excellent conduit of information to their families and friends. Indeed, you will be pleased to know that the successful partnership of Child Accident Prevention Trust, Cadbury's Drinking Chocolate and DTI from last year will continue to sustain the messages on sparklers - this year to playgroups - to try and stamp out those sparkler injuries to toddlers.

With many schools having a one-week half term holiday during the three week pre-bonfire night firework selling period and an extended break over the Christmas period, any school-based activity needs to be planned very carefully.



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Tackling the hooligan fringe

This year - for the first time - the country's Police Forces have joined the DTI's firework safety campaign.

Of course, the Police have always played a crucial role in promoting and securing public safety on bonfire night... but this year the additional problems likely to occur during the Millennium celebrations will undoubtedly mean they have a much more significant role.

In 1998 figures showed a 12% drop in hooligan injuries. We hope to keep up this good work across the country this year... and that's one good reason why the Police are playing a key role in the campaign.

Tool kits provided to Police Forces contain a special fact sheet relating to hooliganism and fireworks, as well as a specially designed poster to help get the message across about how a bit of so-called lighthearted fun with fireworks can end in tragedy.



Fireworks and the Millennium celebrations

Some companies have designed special fireworks for Millennium celebrations. These include single ignition multi-shot 'cakes' (Roman Candles with some 140 tubes). The advantage of these fireworks is that they are stable and only require to be lit once and they can

provide a multi-effect display with a finale effect to usher in the New Year. These devices cost around £70 and can provide a substitute for the usual type of fireworks each of which requires to be set-up and lit separately.

Selling periods

November 5th Firework Season For the Millennium

Under a voluntary code of practice the fireworks industry has agreed that fireworks should only be displayed for sale for three weeks before bonfire night and for a few days afterwards.

The DTI has held discussions with the British Pyrotechnists' Association to determine the best advice for retailers in relation to firework sales in the run up to the Millennium celebrations.

It agreed that the Association will advise retailers that supplies of fireworks can be displayed for sale from December 27th, thus ensuring that fireworks are not available in the run up to Christmas.

Partnership welcomed

The partnership formed between central government, local government and Fire Brigades to deliver a national firework safety campaign is enthusiastically welcomed.

That's the key message received from participants in the 1998 firework safety campaign, the first for which a tool kit was produced.

Immediately following last November 5th, the DTI undertook a sample survey to evaluate the effectiveness of the tool kit. Overall, the response was extremely positive, with most respondents saying the tool kit had proved invaluable as a support for local campaigning.

Many authorities and brigades described how they had used the tool kit to widen the scope of their displays, talks and media relations. It had also proved very useful during discussions with retailers and display organisers.



Merseyside Fire and Police authorities - working in partnership on their 1998 firework safety campaign.

The consensus was that not only did the tool kit supply a wide range of information and publicity to support local campaigns, but it also reassured participants that central government was aware of the task facing local authorities and brigades, and were prepared to provide some positive assistance and support.

Finally, respondents suggested that the 1999 campaign should be

extended beyond bonfire night to also embrace the Millennium celebrations. Partners anticipated the potential for incidents and injuries during this period, particularly bearing in mind the mix of fireworks and alcohol. And that's a good reason why the Police are becoming actively involved in this campaign.