

Scottish Fire and Rescue Service

MAKE THE CALL CAMPAIGN

Communications Toolkit External



SCOTTISH
FIRE AND RESCUE SERVICE

Working together for a safer Scotland



WHAT IS THE **#MAKETHECALL** CAMPAIGN

MakeTheCall is a campaign targeting the friends, family and carers of people that the service has identified as being at greatest risk of fire at this time. The campaign will use social media posts and printed leaflets and posters issued through the local resilience groups and LSO areas to reach our target demographic.

We want to reach people who are over 50 and smoke who also either live alone, have mobility issues or are using medical oxygen.

The call to action will encourage people to **MakeTheCall** – help save a life by putting those at risk in touch with the Scottish Fire and Rescue Service for a free Home Fire Safety visit or advice from their local station.

The campaign will be launched through a press release.

HOW YOU CAN **HELP**

As a key partner of SFRS, there are many ways you can get involved with our campaign.

You can share our content on social media or tell us about your stories in relation to this campaign. We are always looking for case studies to add impact and help communicate our messages in a way that will speak to communities across Scotland.

Please email [**sfrs.media@firescotland.gov.uk**](mailto:sfrs.media@firescotland.gov.uk).

You can find a series of visual assets and suggested social media copy within this toolkit. We have also included some key messaging which can be adopted where required.

Please share our content and the key safety messaging on social media using the **#MakeTheCall** hashtag and, where possible, tag the official **Scottish Fire and Rescue Service** accounts.



@fire_scot



Facebook.com/firescot



linkedin.com/scottish-fire-and-rescue-service



@fire_scot

KEY MESSAGING

Make The Call

- Phone 0800 0731 999 to book a Home Fire Safety Visit
- Look out for and think of those that are vulnerable and may be at higher risk
- Visit <https://www.firescotland.gov.uk/contact-us/home-fire-safety-visits/>
- Text FIRE to 80800 to book a home fire safety visit

#MAKE THE
CALL
HELP SAVE A LIFE



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DO YOU KNOW **SOMEONE WHO**

is over 50, smokes and

- Lives alone or
- Has mobility issues or
- Is using medical oxygen

They may be at **greater risk of fire** and we need help to reach them

#**MAKETHECALL**
0800 0731 999

TO BOOK A FREE
HOME FIRE SAFETY VISIT

Or text "**FIRE**" to **80800** from your mobile phone



CAMPAIGN LAUNCH MEDIA RELEASE

The below media release was shared on the SFRS website on Thursday, 14 December 2023



SCOTLAND's firefighters are struggling to reach those who are most at risk of fire in homes.

The Scottish Fire and Rescue Service (SFRS) is appealing to communities across the country to help it reach Scotland's most isolated and vulnerable people this festive season.

The Service's Make the Call campaign is tasking families, friends, and carers to make a ten-minute phone call to book a free Home Fire Safety Visit to help save a life.

Sadly, in the last 12 months 42 people in Scotland have died because of fire, with more than half of them over the age of 50.

Intelligence gathered from fire investigations has shown that people over the age of 50, who smoke and either have mobility issues, live alone, or use medical oxygen, are more likely to be injured or killed by a fire in the home.

However, communities can put firefighters and SFRS specialists in touch with anyone they think is vulnerable by making a ten-minute phone call, sending a single text or by filling out an online form with the person's consent.

Deputy Assistant Chief Officer Iain Macleod oversees Prevention and Protection at the Service.

He said: "Far too often when we attend fires, we know they could have been prevented.

MEDIA RELEASE

“If we had known about someone's living situation and how vulnerable they were, we could have acted.

“But we do not know who is vulnerable, where they are, or how to contact them – we need help.

“That is why we are urging members of the public, families, and carers to make the call on the behalf of someone they know if they think they may be at risk or in a vulnerable to fire in the home.”

Once a call, text or online form is received, the Service will arrange for someone to receive a visit from trained SFRS staff from a local station to those who are most vulnerable.

During the visit, staff will identify key fire risks, offer solutions and assistance and where necessary can also install smoke detectors in the home for those who need it most.

DACO Macleod added:

“That one short phone call could ultimately save a life or keep someone from harm, it costs nothing and we can arrange for our teams to minimise the risk in someone's home.”

If you are a family member, or carer, then you can refer someone directly for a HFSV.

If you are a neighbour or a concerned friend, you must secure for consent before referring someone.

To make the call and book a free home fire safety
visit **www.firescotland.gov.uk**, phone **0800 0731 999**
or text “ **FIRE** ” to **80800**.

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SOCIAL MEDIA

Assets can be [downloaded via our website](#)



Do you know someone who is over 50, smokes and

- Lives alone or
- Uses medical oxygen or
- Has mobility issues?

Phone 0800 0731 999 and **#MakeTheCall**



Do you know someone who is over 50, smokes and

- Lives alone or
- Uses medical oxygen or
- Has mobility issues?

Take five minutes and fill out our online form - <https://www.firescotland.gov.uk/contact-us/home-fire-safety-visits/>



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BOOK A FREE
**HOME FIRE
SAFETY VISIT**

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from your mobile phone



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CALL
HELP SAVE A LIFE
0800 0731 999



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WE NEED TO
REACH THEM

People isolated & living alone
may be at **greater risk of
a home fire** in the home

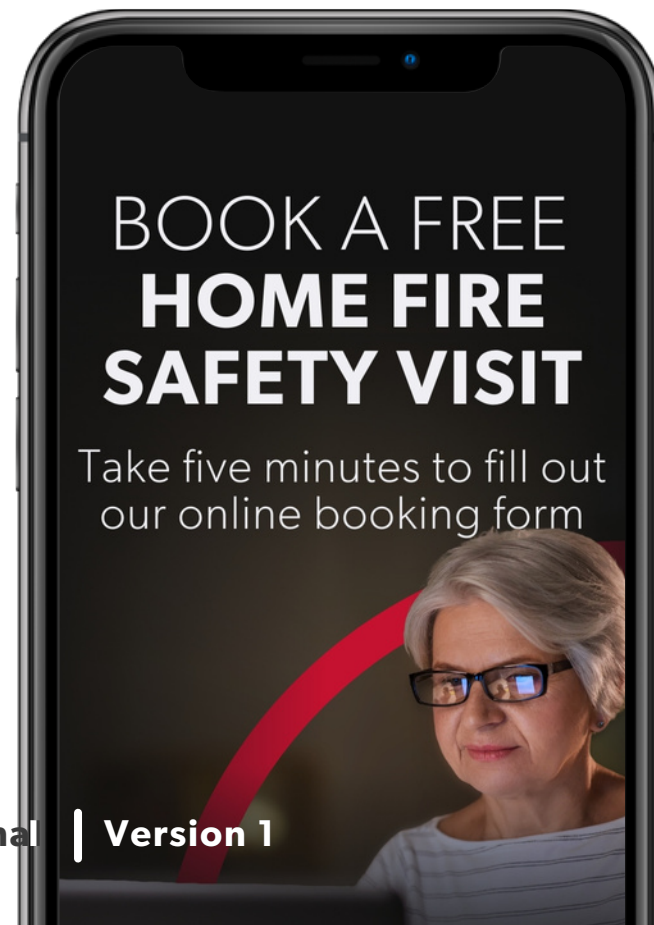
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MANY PEOPLE
LIVE ALONE

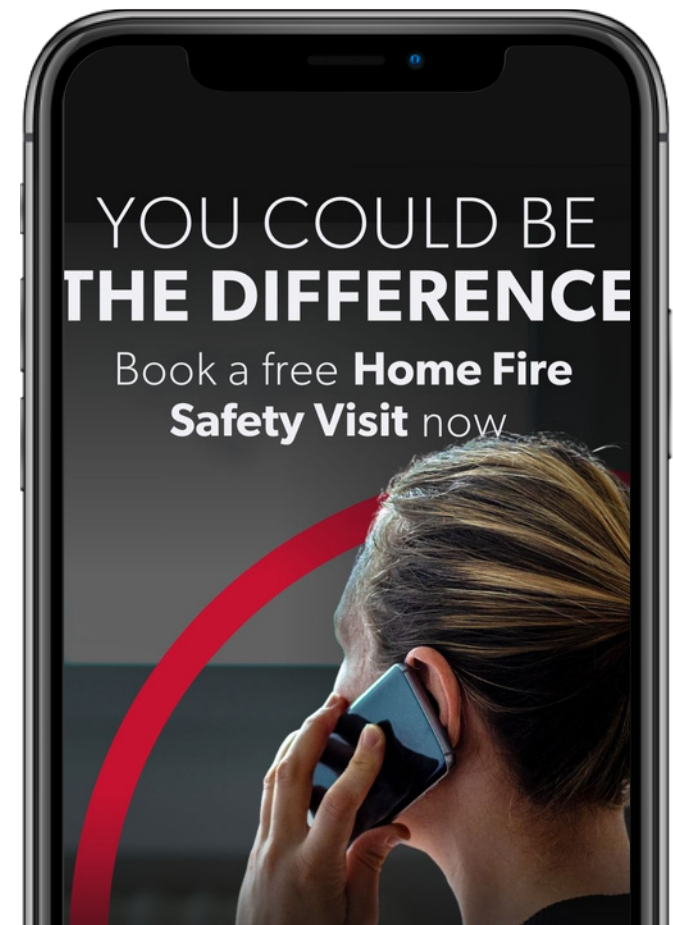
They may be at **greater risk
of home fires** & we need
to reach them

#MAKE THE
CALL
HELP SAVE A LIFE
0800 0731 999



BOOK A FREE
**HOME FIRE
SAFETY VISIT**

Take five minutes to fill out
our online booking form



YOU COULD BE
THE DIFFERENCE

Book a free **Home Fire
Safety Visit** now

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PRINT POSTERS

Assets can be [downloaded via our website](#)



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HELP SAVE A LIFE



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FIRE AND RESCUE SERVICE
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PRINT DOUBLE-SIDED POSTCARDS

Assets can be [downloaded via our website](#)



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**FOR SUPPORT OR
MORE INFORMATION:**

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