

**STAY SAFE IN
SUMMER MONTHS**

SAFER SUMMER CAMPAIGN

Communications toolkit





INTRODUCTION

STAY SAFE IN SUMMER MONTHS

The Scottish Fire and Rescue Service (SFRS) has observed a seasonal spike in emergencies during the summer months, necessitating a proactive approach to mitigate the risks of deliberate fires.

Between June and August 2023, firefighters were responding to at least 40 deliberate fires every day.

Such acts place a significant demand on our resources. It can cause damage and put lives at risk.

Our campaign aims to help tackle anti-social behaviour and deliberate fires as crews face the potential of attending thousands of deliberate fires this summer.

We want you to be part of our campaign by promoting our safety messaging on social media and in the community.

HOW YOU CAN **HELP**

You can help us by promoting our campaign through your social media channels and spreading the message through your own engagement with communities in Scotland.

You can find a series of visual assets and suggested social media copy, along with some key messaging which can be adapted where required.

You can use the hashtag **#SaferSummer** and 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

3.1 Deliberate fire-setting:

- Between 1 June 2023 to 31 August 2023, there were 3,904 deliberate fires recorded in Scotland – averaging 43 fires daily. This is a combination of primary fires (694) and secondary fires (3,210).
- Deliberate fire-setting is a needless drain on the Scottish Fire and Rescue Service's (SFRS) resources.
- Whilst our crews are attending deliberately set fires, resources are being diverted from genuine emergencies.
- Those who intentionally start fires are putting themselves and others at risk.
- SFRS would encourage parents, carers, and teachers to help ensure that children and young people are aware of the risks and consequences of deliberate fire setting.
- The SFRS works tirelessly to engage with local authorities and communities to highlight the dangers of fire-setting.
- The SFRS takes deliberate fire-setting very seriously and will always work with our partners in Police Scotland to identify those responsible.

3.2 Generic summer safety:

- Never leave a barbeque unattended. Please ensure to keep a bucket of water, sand or a garden hose nearby for emergencies.
- Avoid alcohol if you are in charge of a barbeque. Make sure it's cool before moving it.
- Never leave campfires unattended. Remember to extinguish it once it's done.
- Even in high summer, all waters around Scotland are cold enough to induce cold water shock. For more info on water safety, please visit Water Safety Scotland's [website](#).
- Firefighters also deal with road traffic accidents and want to encourage people to drive safely and be responsible on the roads.
- If a fire breaks out in the countryside, no matter how small, call 999 and request the fire service immediately.
- Respect nature, the land, wildlife, and other campers while enjoying the outdoors during the summer time.
- Preventing wildfires is crucial as they endanger lives, harm ecosystems, and put our communities at risk.

DELIBERATE FIRE-SETTING

SAFETY MESSAGES

Suggested Copy

Some examples posts for social media channels.



During the summer months last year, firefighters in Scotland responded to at least 40 deliberate fires every day.

Help us to prevent deliberate fires from starting.

<https://bit.ly/45yej5m>

#SaferSummer

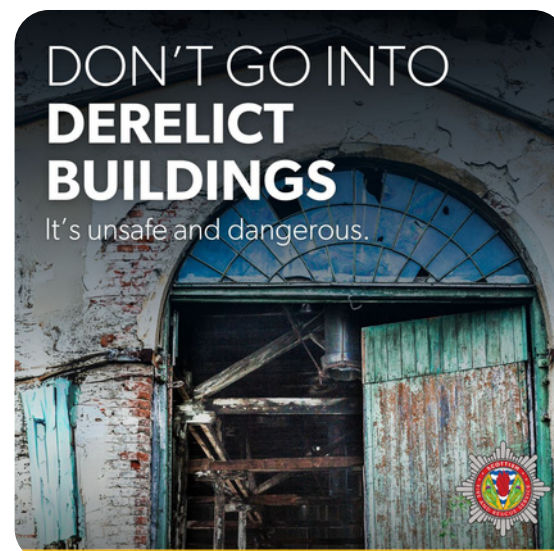


Deliberate fire setting is not only reckless and dangerous but can divert our resources from genuine emergencies.

You can help stop this from happening.

<https://bit.ly/45yej5m>

#SaferSummer



Derelict and empty buildings are unsafe.

Don't put yourself and other people in a dangerous situation.

<https://bit.ly/45yej5m>

#SaferSummer



Our firefighters responded to more than 80 deliberate fires in derelict buildings last year.

Help us to keep you and everyone around you safe.

<https://bit.ly/45yej5m>

#SaferSummer

GENERIC SUMMER SAFETY MESSAGES

Suggested Copy

Some examples posts for social media channels.



Planning a barbecue on the weekend?

- Avoid using them when drinking alcohol
- Never leave a barbecue unattended
- Don't use them indoors

More on barbecue safety:
<https://bit.ly/4bguOUM>

#SaferSummer



Heading for a roadtrip this summer? Take it easy on the roads.

Plan your route, drive safely, and enjoy Scotland's beautiful scenery.

<https://bit.ly/4caLdeS>

#SaferSummer



Many outdoor fires are started deliberately or are due to careless, reckless or irresponsible behaviour.

Remember to extinguish the campfires once it's done.

<https://bit.ly/4bc6K5C>

#SaferSummer



All waters around Scotland are cold enough to induce cold water shock. Even in the hot summer months.

For more information on water safety, please visit Water Safety Scotland's website.

<https://bit.ly/4bdg212>

#SaferSummer #WaterSafety

FOR SUPPORT OR **MORE INFORMATION:**

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