



**FAKES  
CAUSE  
FIRES**

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# CAMPAIGN PLAN

- South Yorkshire wide campaign.
- 2 year delivery from October 2014 by the Trading Standards, Public Health and Community Safety teams.
- Highlighting the increased fire risk through the use of counterfeit electrical goods and cigarettes.

**Sheffield**  
City Council



South Yorkshire  
Fire & Rescue

**STRONGER**  
**SAFER**  
**COMMUNITIES**  
RESERVE

**Rotherham**  
Metropolitan  
Borough Council  
Where Everyone Matters



# KEY OBJECTIVES



- Raise awareness of the dangers of fake electrical goods and counterfeit and cheap cigarettes
- Refer people to the Fire Service for free home safety checks
- Refer people to stop smoking services
- Encourage people to report those thought or known to be selling fake electrical goods and counterfeit or foreign cigarettes



# TARGET AREAS

- The project was designed to target 3 localities of each town or city:
- Doncaster, Barnsley, Rotherham and Sheffield
- With the highest reports of fires from target categories within the last year.



# METHODOLOGY

## Pre-campaign awareness questionnaires

1000 people from a cross section of the community engaged with over an identified period prior to the campaign promotion and delivery stage.

## Campaign delivery

South Yorkshire launch event held in Doncaster November 2014. Promotional literature including Z Cards, posters, videos, web pages, tabloid advertisements and mini road show events at Local Schools, events, galas etc. in the campaign areas.

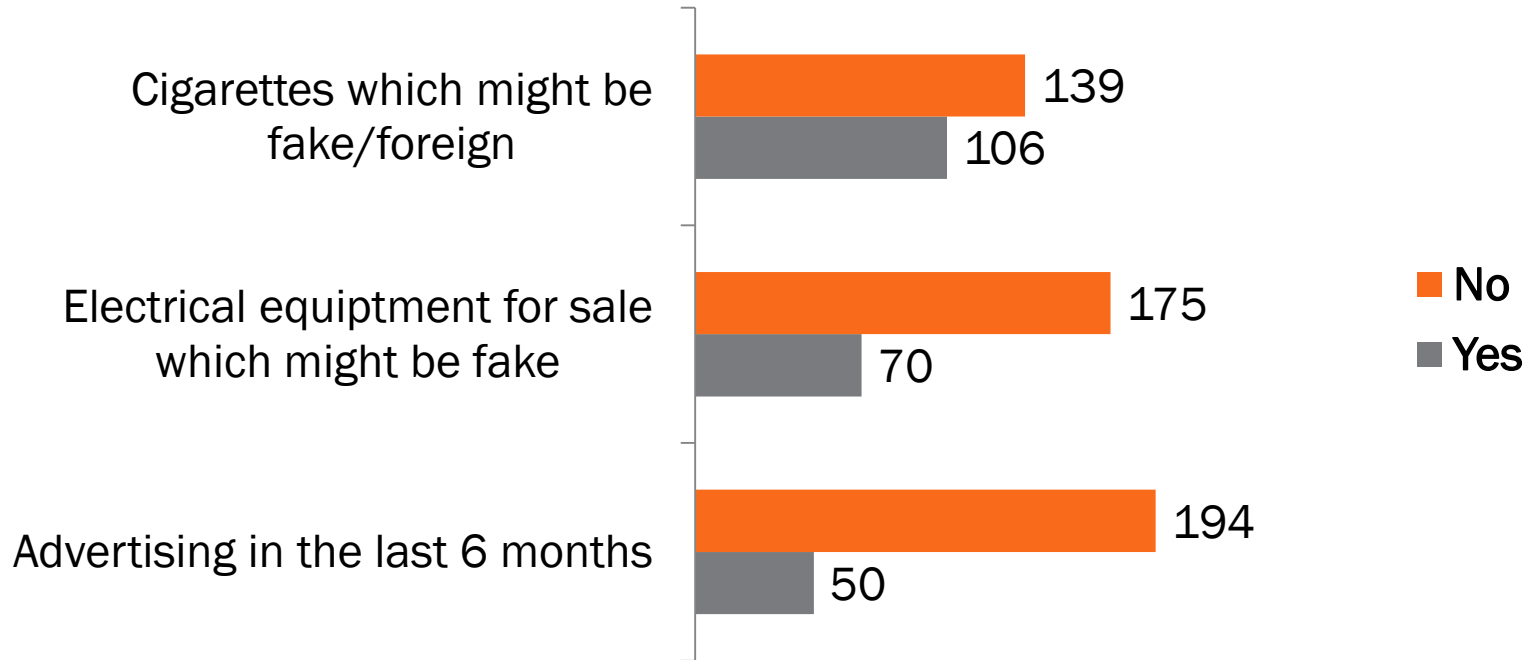
## Post-campaign questionnaires

To be completed from May 2015 onwards.



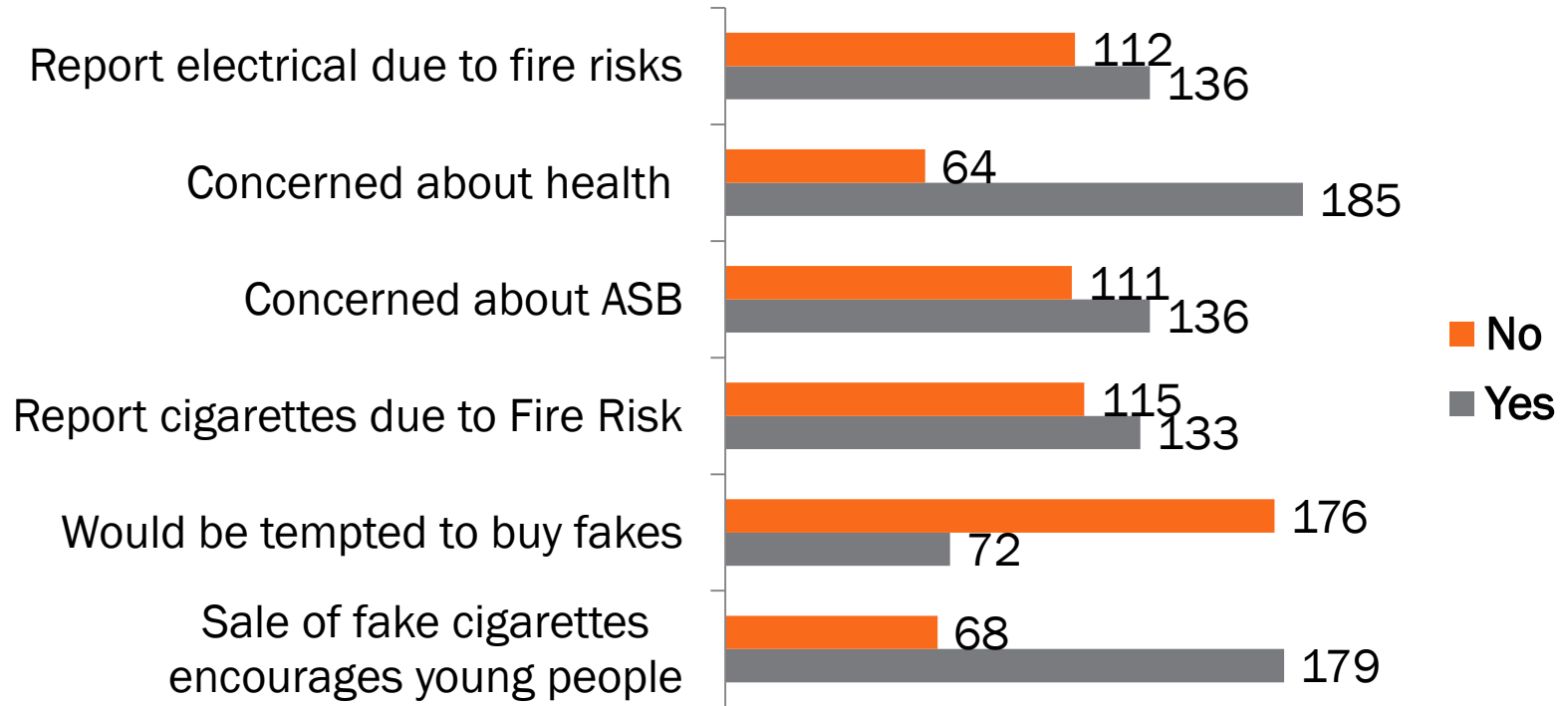
# PRE - CAMPAIGN QUESTIONNAIRE RESULTS

## HAVE YOU SEEN?



# PRE-CAMPAIGN QUESTIONNAIRE RESULTS

## DO YOU AGREE WITH THE FOLLOWING STATEMENTS?









# SECOND YEAR FUNDING KEY OBJECTIVES



- May 2015-To continue the aims through provision of extra materials in

Czech

Kurdish Sorani

Polish

Slovak

Turkish

- barrier to engaging with communities who do not speak or read English.





# SECOND YEAR FUNDING KEY OBJECTIVES



- The foreign language materials used to extend the Fakes Cause Fires campaign for a third year – covering December 2016 – November 2017
- Targeted at communities where Trading Standards have had intelligence of counterfeiting activity.
- Engagement specifically with non-English speaking groups at community venues and events.
- General community engagement to leave the Fakes Cause Fires legacy within South Yorkshire.



# PROGRESS TO DATE

- Banners, demonstration materials, videos, posters, t-shirts remain available for the campaign period and ongoing events. In excess of 250 events across South Yorkshire to date and the dissemination of 6000 Z cards.
- In excess of 200 Home Safety Check Referrals submitted to South Yorkshire Fire and Rescue.
- Enforcement action taken on identified suppliers of illicit cigarettes.
- Enforcement action taken on identified suppliers of Fake Chargers and associated products.
- Under spend on advertising budget has allowed for a further film, web site and educational material around “young people Vaping”.