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## Office for Product Safety and Standards

### Fireworks Campaign pack

The Chartered Trading Standards Institute (CTSI) is working with the Office for Product Safety and Standards on a campaign to raise public awareness of the need to enjoy fireworks safely and responsibly.

The campaign will ensure the public are aware of restrictions on the use of fireworks, specifically around the times of year they're allowed and curfew times, as well as warn them on the dangers of buying fireworks from non-legitimate sources.

The key messages of the campaign are as follows:

- Enjoy fireworks responsibly – attend organised displays where possible, or strictly follow the instructions when holding your own displays
- Always buy from legitimate, licensed sellers
- Never let children handle fireworks
- Be considerate of others and observe curfews and restrictions
- Keep pets safe and secure when using fireworks

For children:

- Fireworks are dangerous
- Never handle fireworks
- Always stay with a responsible adult while watching fireworks

As part of the campaign, CTSI will produce and utilise a number of digital resources which will be shared through our social media channels. These resources are detailed below. The Office for Product Safety and Standards would appreciate as much interaction from consumer protection partners and key stakeholder organisations in sharing these messages. Your involvement in this campaign will help ensure members of the public are educated on and protected from the dangers of fireworks.

### Campaign materials

All campaign materials can be found on the CTSI campaign hub.

**Awareness video:** CTSI will produce a video animation highlighting each of the key messages for the campaign and delving into the history of fireworks. This video will be published online during the campaign and be available to share on all social media channels.

**Advice feature article:** The Journal of Trading Standards has published an advice feature which further explored the key safety messages of the campaign. The article features quotes from the CTSI Lead Officer for Explosives, and signposts to additional sources of information.

**CEA fireworks poster:** The Consumer Empowerment Alliance produced a poster on fireworks safety, with a focus on being courteous to neighbours and animals. This poster has been used in previous CTSI communications around fireworks night.

**Key messages graphics:** A number of graphics highlighting key messages for the campaign will be shared via CTSI social media channels, and available to download on the campaign page.

## Get involved

Below are some examples of how your organisation can join the campaign:

- **Tweet this:** #Fireworks are fun but can be extremely dangerous. Follow the instructions and stay safe this #bonfirenight [LINK to advice piece] #FireworksSafety
- **Post this on Facebook:** #bonfirenight is one of the highlights of the autumn, but #fireworks can be extremely dangerous if you're not careful! Ensure fireworks you buy come with a CE mark, only buy from licensed sellers, and ensure children never handle fireworks. For more advice, visit the Journal of Trading Standards [LINK to advice piece]. #FireworksSafety
- **Put this on your website:**
- **Add this slogan to your email footer/signature:** Fireworks are fun but can be extremely dangerous. Follow advice and stay safe this bonfire night [LINK to advice piece] #FireworksSafety
- **Use this hashtag:** #FireworksSafety

## Sample social media posts

- Enjoy #fireworks responsibly this #bonfirenight. Always follow instructions or attend organised displays where possible [LINK] #FireworksSafety
- Always keep children and pets away from #fireworks and only buy from licensed sellers. Have a fun #fireworks and remember #FireworksSafety [LINK]
- Fun but extremely dangerous - check out the history of #fireworks [LINK to video] #FireworksSafety
- This #bonfirenight, 'remember, remember' that #fireworks are dangerous. Follow advice and enjoy them safely [LINK] #FireworksSafety

## Useful link and contacts

CTSI campaign hub: <https://www.tradingstandards.uk/news-policy/campaigns>

Journal of Trading Standards advice article:

<http://www.journaloftradingstandards.co.uk/consumer/how-to-enjoy-a-safe-bonfire-night/>

CTSI Press Office: [pressoffice@tsi.org.uk](mailto:pressoffice@tsi.org.uk)