
Office for Product Safety and Standards

Halloween Campaign pack

#ScareSafely

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 dangers surrounding Halloween costumes.

The campaign will inform consumers of the need to buy fancy dress and Halloween costumes from legitimate sources, and check costumes carry appropriate safety labels. Consumers must be aware of the potential dangers that come with fancy dress clothing, especially involving children and open flames.

The key messages of the campaign are as follows:

- Keep children in fancy dress away from naked flames
- Always buy from legitimate sellers and check labelling for safety markings, such as CE markings

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 the dangers that come with Halloween costumes, and are able to enjoy the spooky holiday safely.

Campaign materials

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

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 a CTSI Lead Officer for Product Safety, and signposts to additional sources of information.

CEA fireworks poster

The Consumer Empowerment Alliance produced a poster on costume labelling safety, with a focus on CE marking. This poster has been used in previous CTSI communications around bonfire night.

Key messages graphics

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

A5 advice leaflet

The Office for Product Safety and Standards have created a two-page downloadable safety leaflet summarising the key messages for this campaign.

Get involved

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

- **Tweet this:** #ScareSafely this #Halloween! Always buy costumes from legitimate sources and keep children away from candles and open flames. [LINK to advice piece]
- **Post this on Facebook:** Don't get tricked this #Halloween! Shot safely and avoid buying #flammable costumes #ScareSafely [LINK to advice piece]
- **Put this on your website:** Don't get tricked this Halloween! Shot safely, avoid buying #flammable costumes, and keep children away from open flames and candles [LINK to advice piece]
- **Add this slogan to your email footer/signature:** #ScareSafely this Halloween! Always buy costumes from legitimate sources and keep children away from candles and open flames. [LINK to advice piece]
- **Use this hashtag:** #ScareSafely

Sample social media posts

Remember to attach the downloadable campaign graphics when posting on social media.

- Going 'trick or treating'? #ScareSafely and keep children away from candles and open flames! [LINK]
- Stay safe, stay spooky – Keep yourself and your children safe this #Halloween by following our top tips [LINK] #ScareSafely
- If you're going out to scare, know what to wear this #Halloween! Buy costumes from legitimate sources and keep children away from open flames [LINK to a5 leaflet] #ScareSafely
- Buying #Halloween costumes? Look for the CE mark and #ScareSafely [LINK]

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/make-halloween-the-right-kind-of-scary/>

CTSI Press Office: pressoffice@tsi.org.uk