



R B F & R S

news release

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RBFRS Reminds Berkshire Residents: PULL YOUR FINGER OUT

Royal Berkshire Fire and Rescue Service (RBFRS) is reminding Berkshire residents to '**Pull Your Finger Out**' and **check your smoke alarms**, as part of the latest wave of advertising from the national Fire Kills campaign.

The advert, fronted by Julie Walters, shows the horrific aftermath of a fire in the home and will run from 15 September to 12 October. A burnt out kitchen provides the backdrop to the scene – highlighting the potentially devastating consequences of not testing your smoke alarm.

Research shows that although smoke alarm ownership is high in the South East, many people do not check their alarms frequently enough, risking the safety of their homes and loved ones. If you don't own a working smoke alarm, you are twice as likely to die in a fire.¹

The good news is that you can help to prevent a fire in the home and keep yourself and your family safe by following these simple tips:

- **Step 1 – Fit a smoke alarm** on every level of your home. When a fire starts, you only have a few minutes to escape so an early warning system is vital.
- **Step 2 – Test it weekly**. Replace the batteries every year. Better still, install a 10-year battery smoke alarm.
- **Step 3 – Plan your escape route**. Make sure you and your family know the quickest way out in the event of a fire. Think about an alternative route in case your usual one is blocked.
- **Step 4 - Take care in the kitchen** as this is where most house fires start. Never leave cooking unattended.

Jane Weller, Community Safety Officer, said: "The message of the campaign is simple: we know that smoke alarms save lives - but only if they work! We're urging all Berkshire residents to pull their fingers out and test their smoke alarms weekly. It only takes a few seconds to test your smoke alarm but it could end up saving your life."

ENDS

¹ Source: Communities and Local Government Fire Statistics 1996-2006