**GMFRS smoke alarm testing and escape route planning**

**Social media pack 2023**

**Introduction**

Greater Manchester and Rescue Service (GMFRS) is running a campaign focusing on smoke alarm testing and escape route planning.

In the last three years the number of incidents we have attended with a smoke alarm present has been on average 82%, whilst in 2021-22, 93% of households in England had at least one working smoke alarm.

In addition, according to the data from our home visits, the percentages of Greater Manchester residents having a working smoke alarm on each floor of their home and testing their smoke alarms weekly have decreased over the past three years.

**Greater Manchester residents' data**

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|  | **2019/2020** | **2020/2021** | **2021/2022** |
| **Having a working smoke alarm on each floor** | 63.20% | 50.01% | 46.25% |
| **Test smoke alarms every week** | 85.90% | 66.45% | 56.74% |

A working smoke alarm can be the first alert to a fire and can save lives by providing vital extra seconds to escape a fire in the home. Each level should have at least one working alarm and we suggest testing once a week to ensure they are working. Knowing what to do if a smoke alarm sounds is also important – prepare an escape plan to help everyone escape smoothly in case of a fire. Also, make sure everyone living in the same household knows about the plan.

To ensure Greater Manchester residents are aware of these important actions and routines we will be sharing social media posts across all relevant channels and we encourage partners to share where possible, allowing for maximum impact and coverage.

**Communication objectives**

* Encourage people to fit smoke alarms on each level of their home and test them once a week
* Encourage people to plan escape routes and review them regularly
* Educate people on what they should do in case of a fire

**Audience**

* Residents living in a house, maisonette, flat or bungalow
* Residents living in a high-rise building
* Residents in all boroughs of Greater Manchester
* Landlords – legal duty to fit smoke alarms (tenants to test them)

**Key messages:**

* Fit smoke alarms on each level of your home.
* Test the batteries in your smoke alarm every week.
* A smoke alarm should wake you up and give you vital extra time to escape.
* Plan an escape route and make sure everyone knows how to get out.
* Keep door and window keys accessible.
* The best route is usually the normal way in and out of your home, so always keep it clear of clutter.
* Plan a second escape route, in case the first one is blocked.
* Review your escape route regularly to take into account any changes in your home.
* If a fire starts, keep calm and act quickly – get out, stay out and call 999.

**Assets can be downloaded here:** <https://www.manchesterfire.gov.uk/your-safety/campaigns/smoke-alarm-testing-and-escape-planning/>

These posts will be shared with the main hashtag **#TestingTesting123** on GMFRS’ various channels including Twitter, Facebook and Instagram.

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| **Suggested content** | **Image** | **Alt text** |
| **Facebook** | | |
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**Test it Tuesday**

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**Key contacts:**

* Greater Manchester Fire and Rescue Service – Prevention Development Officer (Digital and Campaigns), Zoe Henderson, [hendersonz@manchesterfire.gov.uk](mailto:hendersonz@manchesterfire.gov.uk) 07971 972 280
* Greater Manchester Fire and Rescue Service / Greater Manchester Combined Authority – Senior Communications Manager, Katie Gee, [katie.gee@greatermanchester-ca.gov.uk](mailto:katie.gee@greatermanchester-ca.gov.uk), 07976 702 346