



Shut Fires Out

Campaign toolkit
July 2020



Introduction

Shut Fires Out is a county-wide campaign which aims to contain fires to their room of origin.

By closing doors before you go to sleep or when you leave the house, this can prevent the spread of fire and smoke from the room of origin by **up to 20 minutes**. Therefore, this gives residents a better chance of escaping or getting to a safer place, prevents people from being overcome by toxic smoke and reduces the amount of damage to the home.

However, due to COVID-19 we have had to ensure our messaging digital-only. It would be great if Town and Parish colleagues could help us share the messages via their social media channels and within their local communities.

Below you will find social media messages and resources to use.

The campaign is due to end on **22 July**.

Contact details

If you have any questions regarding the campaign, the Communications Team are here to help!

- [Jo Steele](#) – Communications and Engagement Lead
- [Demi Rishman](#) – Communications and Engagement Officer
- [Stephen Davy-Osbourne](#) – Senior Press Officer

Social media messaging

What have you got to lose? Family, pets, irreplaceable items, your home?

#ShutFiresOut! 🏠🔥

Close your doors at night and before you leave home. Find out more and be in with a chance to win a FREE Amazon Alexa Echo Dot: www.westsussex.gov.uk/ShutFiresOut

We launched our Shut Fires Out campaign to raise awareness of the importance of closing your internal doors. You can delay the spread of a fire and toxic smoke by up to 20 minutes.

Find out more & be in to win an Amazon Alexa Echo Dot here:
www.westsussex.gov.uk/ShutFiresOut
#ShutFiresOut 🏠🔥

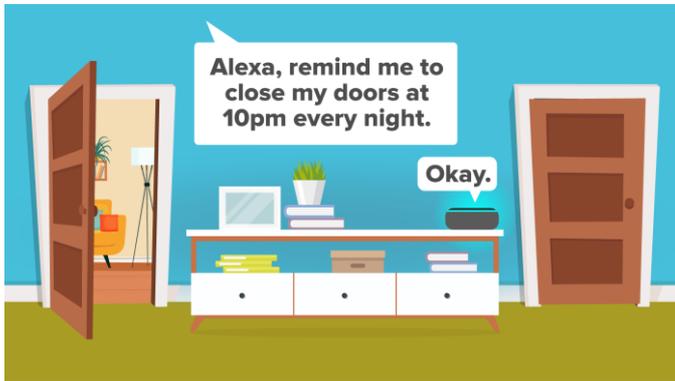
Have you entered our competition to be in with a chance of winning an Amazon Alexa Echo Dot?

All you have to do is watch our #ShutFiresOut animation and answer a question...
www.westsussex.gov.uk/ShutFiresOut 🏠🔥

Front door = locked
Dog = inside
Children = tucked up
TV = off
Internal doors = CLOSED

Close your doors at night to prevent the spread of a fire and toxic smoke up by to 20 minutes! Find out more:
www.westsussex.gov.uk/ShutFiresOut
#ShutFiresOut 🏠🔥

Resources



The animation and images can be downloaded here:

<https://www.dropbox.com/sh/be6iulf1gmi1dt/AAAt83c78ZkEXISu7lo70vN9a?dl=0>