



# Cooking Safety 2024

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## Campaign Performance

08/07/2024 - 02/08/2024

# Overall Campaign Performance



## Total Spend



**£3210**

+102% £1039

## Total Reach

Incl. media



**1,178,149**

-67%% 2,375,988

## Organic Reach



**572,067**

-80% 1,341,971

## Paid Reach



**606,082**

-52% 1,034,017

## Overall Engagement Rate

Excl. media



**19.7%**

+70% 9.4%

## Total Engagements

Excl. media



**110,545**

-10% 122,966

## Key highlights from survey results

**Methodology:** A telephone survey conducted in April 2024 with 59 respondents who had experienced cooking-related fires within the past three years.

### Respondent Profile

#### Demographics:

- Gender: 72% female, 28% male.
- Age: Over half (53%) aged 55+, with 19% aged 75 or above.
- Ethnicity and Religion: Predominantly White (90%), and 59% identified as Christian.
- Household Context: 45% have pets, and 31% have children under 16 living with them.

### Key Findings

#### Cooking and Appliances:

- 70% of fires occurred while cooking, predominantly during evening meals.
- Grills (26%), gas hobs (21%), and electric induction hobs (19%) were frequent ignition sources.

#### Causes of Fire:

- 56% involved the ignition of cooking oil or fat.
- Distractions (22%), careless handling (20%), or flammable materials near heat sources (20%) were major contributors.
- Appliances left on or unattended accounted for 20%, while faulty appliances caused 13%.

#### Contributing Factors:

- 58% of respondents were not in sight of the fire when it started.
- 59% admitted being distracted, with TV watching and household chores cited as distractions.
- Alcohol (6%) and medication use (4%) were rare influences.

#### Impact and Damage:

- 69% reported heat and smoke damage limited to the kitchen.
- Injuries were rare (11%), all minor, treated on-site or at hospitals.
- 18% lacked working smoke alarms; 75% had alarms that activated during the fire.

#### Prevention:

- 49% suggested remaining in the kitchen or not leaving cooking unattended could prevent fires.
- Other suggestions included better appliance care (e.g., cleaning and regular checks) and keeping flammable items away from heat sources.

# Radio Advert



## Organic Reach



**512,519**

## Cost of advertisement



**£2420**

## Length of time on air



**14 days**

## Number of times advert was on air



**138**

## Commentary

This is the first time a radio advertisement has been included in a prevention campaign. The strategy was to highlight to listeners how easy it is to lose focus in the kitchen and cause a fire. The script focused on telling a story to gain the listeners attention rather than giving direct safety instructions. The story was centered around a mum on the phone to her husband, taking care of a child and doing some housework all whilst she was cooking dinner, ending with a smoke alarm sounding and fire crackling in the background.

The advert was well received, with comments from colleagues and people from outside the organisation saying how effective it was with grabbing your attention.

# Air fryer competition



## Number of entries



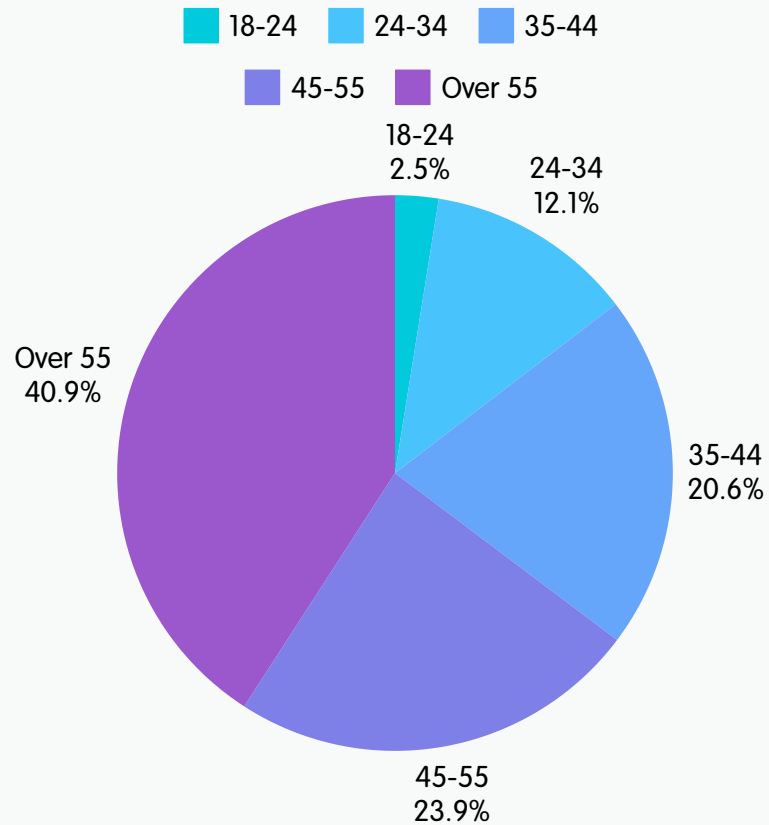
5635

## Cost

Cost of the prize



£249



## Commentary

The campaign aimed to educate the public on how to cook safely in the kitchen and safe use of appliances. As a way to educate the public and gain insight into trends amongst different demographics, we ran a competition to win an air fryer. The aim of the competition was to give an appealing incentive for the public to take part in a quiz on cooking safety. This resulted in 5635 applicants and gave valuable insight into cooking habits across the different age groups. The questions for the competition were written around the campaign key messages, meaning each entrant had to actively read each key message and absorb that information in order to enter the competition. Most entrants fell into a higher age bracket, this was expected as 35-over 55s make up the majority of our followers on Facebook.

# Organic Social

Facebook, Instagram, X, Nextdoor and TikTok performance



## Organic Reach



**228,670**  
+136% 42,847

## Number of posts



**12**  
-40% 18

## Post Engagements

Number of likes, comments and shares



**15,976**  
+137% 2973

## Total Shares



**154**  
+62% 81

## Engagement Rate



**7%**  
+0% 7.3%



## Commentary

A large portion of the social media reach and engagement for this campaign came from the air fryer competition. However, the other 11 posts also had good engagement rates at around 4%. One post stood out in particular, about using a hob as an extension of a worktop and inadvertently setting fire to the items on top. A lot of the engagement on this post was from people telling their stories of how this had happened to them or tagging their friends who it happened to. This goes to show this is a common issue in Lancashire and this is spot on to get the key message across.

# Organic Social cont.

Facebook, Instagram, X, Nextdoor and TikTok performance



**Julie Crawley**

Years ago we had a dog that accidentally turned the gas on which was on top of cooker. Lesson learnt never leave a dog alone in the kitchen. We would've all been gassed.

**Joanne Wilkes**

I set fire to my kitchen putting deep fat fryer on year ago and son turned it on, hubby had just joined fire service and was so embarrassed

**Michelle Collins**

Bk at my old house I once put shopping onto the workside and ontop of the hob, didn't realise or hear the hob clicking 😬 I put the shopping away but the hob was leaking gas, then went to just sit found for a few mins and smelt gas all in the house, luckily i turned the hob off and had to open all windows and doors. Moral of the story I learnt my lesson and never did that again (I've never had a gas hob ever since either) we were very luckily the house didn't blow up with us inside.

**Ashley Pearson**

Tbis is why I turn my cooker off at the wall!, my kids are forever turning the hobs on if I don't!

**Mick Cockerill**

My neighbour left hers like this and went shopping in Manchester with the dogs stuck in the house the hob was still on the dogs lived fire brigade saved them

**Kathryn Moss**

I've done this although it was a glass top cooker and the basket was overhanging slightly and hadn't realised, the dog jumped up excited turned the hob on and I was scraping plastic of the cooker top for weeks

Top fan

**Derek Robertson**

OMG what a silly thing to do.

6 w Like Reply Hide 6 👍



**Adam Charnock**

**Derek Robertson** sadly this is why they have to post things like this. never underestimate the predictability of stupidity. seen it with my own eyes! (Ex Lancs firefighter)

6 w Like Reply Hide

2 👍



**Michelle Collins**

**Adam Charnock** oh I'll agree I was stupid but learnt my lesson from just putting bags of shopping ontop of the cooker hob and side.

**Kara Jade Cook**

Did this with my toaster one and set a lunch box on fire 🙄🙄

## Commentary

This is a selection of comments we received on the social post about using a hob as an extension of a work surface, showing how common it is for people to have a near miss that isn't always reported and reflected in our cooking ADF figures.



# Paid Social

Facebook, Instagram, X, and TikTok performance



## Total Spend



**£500**

-40% £750

## Impressions

Number of times the ad was seen



**86,104**

-151% 623,242

## Ad Engagements

Number of likes, comments and shares



**5,753**

-189% 217,822

## Overall Channel Engagement



**6.7%**

-137% 36%

## Commentary

For this year's campaign, we used a different strategy for paid social advertisements. In 2023, we targeted the whole of Lancashire with both Google and social ads which reached a huge audience. This year paid social ads were used to reach only the high-risk target areas which were Blackpool, Ribble Valley, Lancaster and Blackburn with Darwen. This has resulted in a dramatic reduction in reach and engagement, however the people who did see the ad were deliberate and the most in-need of safety messaging about cooking.



# In the Know

Emails to the In the Know database



## Emails sent



**155,257**

+73% 71,959

## Open rate



**38%**

-1% 39%

## Emails read



**59,474**

+71% 28,188

## Commentary

In The Know is an excellent resource for our campaigns as it is a pool of engaged users who are already interested in our messaging as they have signed up for updates. We have consistently good results with this platform, which shows the information is well received with a high open rate, way above the industry average of 28%.

It is an option to target emails to people in the database who live within our highrisk areas, however since there is no difference in cost to send to all or a smaller group, the decision was made to send to the whole database.

As mentioned in previous campaign evaluations, it is possible that the people who have signed up to receive news and advice from LFRS aren't the target audience for this campaign as they are already aware of what we do and are actively listening to us, but it is still good for campaign awareness and a friendly reminder for anyone who may have slipped into some bad habits or for people to share to family members who may be unaware of the dangers.

# Media Coverage



## Number of articles

Number of times the article was published



2

-111% 7

## Equivalent advertising cost



0%

+0% 0%

## Reach

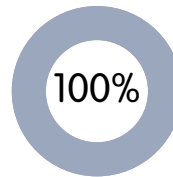
Number of people who read the article



104,556

-168% 1,230,000

## Split by media



● Broadcast

## Commentary

A press release to the media is excellent value for money as it reaches a high volume of people for zero cost. This press release was not as successful as previous year's campaigns with only 2 pieces of press recorded. This could be due to numerous high profile LFRS stories circulating the media at the time of the campaign such as multiple drownings across the country, a fatal e-bike fire in Blackpool and the passing of a beloved LFRS firefighter to name a few.

## Objective 1

Reduce the number of overall cooking related fires in the home in the campaign period.

Outcome: Accidental dwelling fires in for July increased from 16 in 2023 to 20 in 2024. There was a reduction in ADF's in Blackpool and Lancaster which were both high-risk areas for the campaign, with residents being targeted specifically with cooking safety messaging.

## Objective 2

Increase audience campaign engagement

Outcome: This year's campaign engagement rate was 19.7% which is a 70 per cent increase from last year's 9.4%. This could be due to a change in content strategy, using only a couple of key messages and focusing more on how that message is absorbed by the audience rather than reaching the largest amount of people.

## Objective 3

Change target audience behaviour - reduce the number of casualties from ADFs – particularly focusing on how many are cooking related.

Outcome: We saw a 40% reduction in casualties, from 3 to 2.