

# FireStoppers Campaign Toolkit

## 2021

The graphic features a black background with white and yellow text. At the top right is the Kent Fire & Rescue Service logo, which includes a red shield with a white horse and a red cross, surrounded by a silver border, with the text 'Kent Fire & Rescue Service' and 'together' to its right. The main text reads 'Be a FireStopper.' in large white letters, followed by 'Call 0800 169 5558. 100% Anonymous. Always.' in yellow and red. Below this is a close-up image of a person's eyes with a fiery, orange and yellow glow. At the bottom, the text 'Together we will stop deliberate fire setters destroying lives' is followed by the website 'firestoppersreport.co.uk' in yellow. A small number '202104-002' is visible in the bottom right corner of the graphic.

 Kent Fire & Rescue Service | together

# Be a FireStopper.

Call 0800 169 5558. 100% Anonymous. Always.

Together we will stop deliberate fire setters destroying lives [firestoppersreport.co.uk](https://firestoppersreport.co.uk)

202104-002



Kent Fire & Rescue Service

together

# Tackling deliberate fire setting

In the last five years, crews at Kent Fire and Rescue Service attended **8,988 deliberate fires**, involving buildings, vehicles and outdoor areas.

In a bid to **crackdown on acts of arson** across Kent and Medway, the service has joined the national initiative, FireStoppers. We are inviting local people to join in the anonymous fight against deadly fire setting.



Kent Fire &  
Rescue Service

together

# About our campaign

## Our aim and objective

The objective of this campaign will be to encourage customers living and working in hotspot areas to call FireStoppers anonymously and **share intelligence** about those responsible for arson or deliberate fires.

With this campaign we aim to achieve:

- A reduction of incidents involving arson
- Improve the safety of the neighbourhood

## Our target audience

Our campaign will target specific arson hotspot areas in Kent and Medway; based on our rolling operational data.



Kent Fire &  
Rescue Service

together

# How we're delivering the campaign

- We will achieve these outcomes through:
  - Generating awareness of FireStoppers through impactful and purposeful signage
  - Paid for social media advertising and activity through Facebook, Twitter, Instagram and Nextdoor
  - Email marketing
  - Press and broadcast media
  - Community engagement through our volunteers team



**Kent** Fire &  
Rescue Service

together

# Campaign assets

We have many downloadable assets available for use including:

- Social media graphics
- Posters (A3 and A4)



**Kent** Fire &  
Rescue Service

together

# Social media graphics

1024x512px



1040x584px



1200x1200px



1080x1920px



Kent Fire & Rescue Service

together

# Poster artwork

Poster artwork files are available in A4 and A3 format



Kent Fire &  
Rescue Service

together

# Get involved

Here's how you can support the campaign:

- Promote the campaign through your own communication channels (emails, newsletters, intranet, social media etc.) All artwork files can be sent across at your request
- Re-tweet and re-post our social media posts with #FireStoppers

For more information or support please email [marketing@kent.fire-uk.org](mailto:marketing@kent.fire-uk.org)



**Kent** Fire &  
Rescue Service

together