

Fire Research Report

Kitchen Fire and Advertising Campaign Research

UMR Research Ltd

December 2008

This work set out to evaluate the effectiveness of New Zealand Fire Service kitchen fire campaigns. This was done by means of 8 focus groups of various age ranges and household types (young people flatting, single males, older households). This was followed up by a telephone survey of 750 respondents. Both surveys focussed on people's attitudes to kitchen safety, what advertising or promotional material they had seen and what their views were on effective promotional campaigns. Recall of campaigns was high, and people were taking the right messages away. The report recommends a combined 'fire prevention and dealing with fires' campaign and identifies some primary target audiences for the messages, mainly young people. The report found that our key messages 'don't drink and fry' and 'keep looking while your cooking' were effective but suggests some alternative advertising styles that could be adopted, including realistic images showing the negative consequences of fires.

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Final Report

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1. Introduction – Background and Objectives

1.1 Background

The New Zealand Fire Service has identified **kitchen fires** as a significant category of fire. In response, a number of national and local programmes have been developed targeting improved fire safety knowledge and behaviour when cooking. National programmes include:

- 'Don't Drink and Fry'
- 'Keep Looking While You're Cooking'.

In addition, several kitchen fire demonstrations have been developed and local programmes run using the demonstrator.

The Fire Service conducts a fire knowledge survey every year to assess whether there is an improvement in fire knowledge among the general public. Included in this survey are questions covering:

- The perceived level of fire risk for given situations, including cooking with fat
- Activities in the home, including cooking with fat/ oil.

There was a need to see whether the messages and campaigns targeted at the general public have been absorbed and whether behaviour has changed, resulting in fewer kitchen fires.

1.2 Research objectives

The key objectives for this research were identified as:

1. To assess the current kitchen fires promotion programme in respect of:
 - Level of awareness
 - Where the campaign has been seen
 - Penetration
 - Comprehension/ understanding
 - Communication - primary messages/ themes/ perceived target market.
2. To gauge if and how behaviour has changed with regard to cooking and kitchen fire safety and prevention:
 - Equipment purchased/ looked at
 - Procedures put in place
 - Family meetings/ discussions
 - Actual vs. planned changes.

3. To identify what, if any, call to action the kitchen fire promotions programme has prompted and barriers to uptake:
 - Equipment purchased/ looked at
 - Procedures put in place
 - Family meetings/ discussions
 - Actual vs. planned changes
 - What issues are hindering changes?
 - Real or perceived barriers/ emotional or physical
 - How these can be addressed - practical/ physical help or more information.

4. To identify any gaps in knowledge and understanding:
 - Areas of confusion/ misunderstanding
 - Other information/ clarification needed
 - Where should this information come from?
 - Method of delivery and most important sources of information.

The key outcomes will be used to identify gaps in current knowledge and understanding among general and targeted sectors of the New Zealand population and make recommendations for future campaigns.

2. Methodology and Sample

Given the need for both a statistical measurement of behaviour change and a more in-depth understanding of consumer motivation, a qualitative and quantitative methodology was required.

■ Stage 1 - Qualitative research

Qualitative research was conducted by means of eight 1½ hour focus groups among the general public. The group specifications were as follows:

QUALITATIVE SPECIFICATIONS			
Group	Scenario	Secondary specifications	Location
1	People who do the cooking	Mix of gender and ethnicity, 30-45 years, middle/ higher income, mix life stage, at least 2 Maori.	Auckland
2	Young people who are flatting	Mix of gender and ethnicity; 18-30 years, mix living alone or with others, at least 2 Maori.	Auckland
3	People who do the cooking	Mix of gender and ethnicity, 46-60 years, low/ medium income, and mix life stage.	Auckland
4	Young males aged 20-35 years	Mix single/ with partner/ living alone or with others. Mix of ethnicity.	Auckland
5	People who do the cooking	Mix of gender and ethnicity, 30-45 years, middle/ higher income, mix life stage, at least 2 Maori.	New Plymouth
6	Young people who are flatting	Mix of gender and ethnicity, 18-30 years, mix living alone or with others, at least 2 Maori.	New Plymouth
7	People who do the cooking	Mix of gender and ethnicity, 46-60 years, low/ medium income, mix life stage.	New Plymouth
8	Young males, aged 20-35 years	Mix single/ with partner/ living alone or with others. Mix of ethnicity.	New Plymouth

The groups were conducted on Tuesday 10th and Wednesday 11th June in New Plymouth and 17th and 18th June in Auckland.

The limits of qualitative research should be noted. Qualitative research can identify the range of views on issues, enable an assessment of the intensity with which views are held and provide a feeling for language used. Quantitative research is necessary to establish with certainty the extent to which views and attitudes expressed in qualitative research are held through wider populations.

A topic guide (see appendix 1) was developed in close consultation with the New Zealand Fire Service. This formed the basic structure and content of the groups, although relevant new themes were discussed when raised.

■ Stage 2 – Quantitative (Omnibus) research

Quantitative research was conducted by means of UMR's fortnightly Omnibus survey, to provide benchmark statistical validation of the qualitative findings and to track opinion over time.

Interviewing for the telephone survey was carried out at UMR's centralised 35-line CATI facility in Auckland. More details about the methodology and the Quancept CATI system used by UMR are outlined in Appendix 2.

■ Report structure

The main focus of the research was the qualitative focus groups and the report has been structured to reflect this. Standalone quantitative findings are included where relevant and at appropriate points to support and provide statistical validation of the qualitative findings.

Common themes are reported and the verbatim comments used to support these themes were selected from across the focus groups. Each quote is ascribed to a certain group, although not to an individual respondent.

Respondents' verbatim comments are not corrected for grammar or accuracy.

■ Kitchen Fire Safety Advertising Campaigns

Two specific kitchen fire safety campaigns were explored in this study: 'Don't Drink and Fry' and 'Keep Looking While You're Cooking'. Executions from the '15 Second Fire Checks' campaign with a 'Don't Drink and Fry' and 'Keep Looking While You're Cooking' message were also explored. Executions from all three campaigns are discussed in detail in Section 7.3 – Fire Safety Advertising Awareness - but are also referred to in other sections of the report.

3. Executive Summary

■ Conclusions

3.1 Safety in the home

3.1.1 Introduction

Dangers regarding fire safety are top of mind, with many respondents mentioning dangers around open fires, wood burners, gas heaters, candles, and faulty wiring and electricity fires.

They are also aware of many other hazards within the home, including wet floors, falling off ladders, sharp implements, unsecured furniture during an earthquake, guns, water hazards, driveways, trampolines, bikes and skateboards.

Those with children are aware of the specific safety issues that children face in the home.

Electricity is also regarded as a major danger. However, while all respondents have a healthy respect for fire and electricity, many continue to take risks with these, despite knowing the consequences of their actions.

3.1.2 Fire is a primary safety issue in the home

Many respondents identify fire as the primary safety issue in their home. The opportunities for fire, the speed with which they spread and the potential devastation they cause have been well documented.

Respondents identify the kitchen and garage as the most dangerous areas in the home and believe the risk of fire and other accidents are heightened in these areas, especially when children are present.

3.1.3 Relative importance of safety in the home

The relative importance of safety in the home is dependent on a number of key factors, the most influential being **life stage**. Those in pre- and post-children life stages tend to be less safety conscious than those with children.

Young males are the least safety conscious of all and demonstrate a much greater disregard for their own and others' personal safety than their female peers.

Home owners tend to be more safety conscious than those who are living in rented accommodation, where there is less of a shared responsibility mentality. Families who are renting tend to adopt the safety habits of home owners.

Landlords do not always provide safety equipment and some refuse to allow tenants to install smoke alarms.

There may be potential to introduce voluntary or compulsory safety legislation to provide smoke alarms in rented accommodation.

3.1.4 Current precautions and changes over time

The safety precautions taken by respondents generally reflect their current life stage and mindset. Households with children usually include a combination of habitual safety practices and the use of specific safety equipment.

3.2 Fire safety generally

3.2.1 Awareness of fire dangers

Fire is a real danger for respondents and the kitchen is identified as the most likely place for a fire to start. Fire is a threat in all parts of the home, however, especially where naked flames are present. These dangers are known and acknowledged by all respondents.

However, there are lesser known fire dangers, which could be highlighted in future fire safety education e.g. sparks from power tools, appliances left on standby mode, chemicals igniting.

3.2.2 Respondent experiences of actual and potential fires

Most respondents can cite at least one example of an actual fire or near miss in their homes. Many were small, easily dealt with kitchen fires, although others were more serious.

Most were the result of unthinking actions and/or distraction. Others were the result of ignorance about the danger, which may indicate a need to educate the public about the less obvious causes of fire.

3.2.3 Actions taken in response to fires

A serious fire is a call to action for respondents to re-evaluate fire safe procedures around the home. Near misses often prompt an initial vow of vigilance followed by a relapse into previous behaviour.

Fire safety actions taken include a combination of safe practices and purchasing/ installing specific safety equipment.

Most respondents have smoke alarms, although some admit to having flat batteries or disabling them due to over-sensitivity. Other respondents have equipment that is out of date or out of reach.

3.3 Kitchen fire safety

3.3.1 Cooking arrangements and style

Three key findings with respect to cooking arrangements and style may have implications for kitchen fire safety:

- Deep fat frying is less common than in the past, although still popular among young, single males.
- All respondents acknowledge the importance of vigilance in the kitchen although they do not necessarily watch over cooking continuously.
- Respondents believe that distractions and resulting accidents are a fact of life in a high fire-risk location such as the kitchen.

3.3.2 Kitchen fire safety knowledge and behaviours

Overall, respondents' fire knowledge is patchy. Most are aware that different fires need different attention, although not necessarily what actions should be taken when. Some do not know that not all fire extinguishers are suitable for all fires. Others do know how to operate fire extinguishers.

3.3.3 Fire safety behaviours and knowledge

➤ Behaviour Profile

New Zealanders fall into two main behavioural types in regard to fire safety behaviours:

Nearly half of New Zealanders are fire conscious (45%). They are more likely to live in rural or provincial areas, be retired and declare they know a lot about cooking safely in the kitchen.

Just over half of New Zealanders (52%) feel they could be doing more fire safe behaviours. They are more likely to be younger, on lower incomes, live in Auckland and declare they know a fair amount about cooking safely in the kitchen. There are also indications that Maori also feel they could undertake more fire safe behaviours. (Note small sample size).

Only 3% of New Zealanders have no thought for fire safety.

➤ **Knowledge of cooking safely**

New Zealanders fall into two main groups in regards to cooking safety knowledge:

59% know a lot about cooking safely. They are more likely to be female and to make a conscious effort to make their house fire safe.

35% of New Zealanders know a fair amount about cooking safely. They are more likely to be male and to take some precautions towards fire safety.

Only 6% of New Zealanders know not that much or hardly anything about cooking safely.

➤ **Awareness of cooking dangers**

Fire specifically is identified as the second biggest cooking danger (after injuries), although other cooking dangers mentioned also have a fire danger component e.g. cooking with fat, cooking with gas or naked flames and cooking while drunk.

➤ **Summary of New Zealanders' behaviour and knowledge**

Three key groups of New Zealanders have been identified:

- Those who undertake fire safety behaviours and who know a lot about cooking, characterised by being more rural, aged over 60 and retired.
- Those who could undertake more fire safety precautions and know a lot about cooking safely, characterised by being more female and aged between 30-44 years. This group requires encouragement and guidance to convert fire safety knowledge into proactive fire safety practices.
- Those who could undertake more fire safety precautions and have a fair amount of knowledge of cooking safely, characterised as being aged 30 years or under. This group offers potential for additional fire safety information and guidance to convert this knowledge into fire safety actions.

3.3.4 Barriers to addressing kitchen fire safety

The barriers to addressing kitchen fire safety include:

- Some respondents do not take fire danger seriously even after a fire. Others respondents do not feel it is their responsibility to take responsibility for fire safety, especially tenants in shared accommodation.

- The young and single, particularly males, are less concerned than others about safety in the home generally, including fire safety.
- Some respondents are not practicing safe habits, installing or keeping fire safety equipment up to date.
- Respondents perceive the cost of installing and maintaining fire safety equipment to be expensive. They particularly resent throwing away unused, out-of-date fire extinguishers.
- Other respondents cite a lack of visibility of fire safety equipment and believe more could be done to promote equipment, including having trained staff on hand to help and give advice.

3.4 Fire safety campaigns

3.4.1 Social marketing campaigns generally

Overall, recall of public information campaigns is high. Specific safety campaigns that are top of mind currently include intersections, speed, drunk driving, domestic violence, fire and water safety.

However, it is an extremely crowded marketplace and there is evidence from this and other studies of an increasing boredom and intolerance for these campaigns among some sectors of the population.

Respondents are divided regarding the use of realistic graphics to communicate key safety messages. Some feel this approach is the only way to force people to take notice. Others feel clever, subtle and empathetic campaigns or those with unpredictable outcomes are more likely get and retain the watchers' attention.

3.4.2 Fire safety advertising awareness

Unprompted recall of fire safety campaigns is high; 78.8% of New Zealanders can recall one or more campaigns. The following campaigns are most top of mind currently:

- Smoke alarms (36.6%)
- Speed of fire (cigarette dropping on sofa) (21.3%)
- 'Don't Drink and Fry' (19.7%)
- 'Keep Looking While You're Cooking' (18.5%)
- '15 Second Fire Checks' (14.9%)

When prompted, 69% of New Zealanders declare they have heard of 'Don't Drink and Fry' and 47% declare they have heard of 'Keep Looking While You're Cooking.'

3.4.3 'Don't Drink and Fry' and 'Keep Looking While You're Cooking' – Summary of awareness and responses to campaigns

'DON'T DRINK AND FRY' AND 'KEEP LOOKING WHILE YOU'RE COOKING' SUMMARY OF AWARENESS AND RESPONSES TO CAMPAIGNS SPECIFICATIONS		
	'Don't Drink and Fry'	'Keep Looking While You're Cooking'
Unprompted awareness	19.7%	18.5%
Prompted awareness	69% Higher among those under 30 years, blue collar workers and those who recalled 'Keep Looking While You're Cooking'	57%
Sources of awareness	Primarily television. Also, newspapers, the radio, billboards and bus shelters (small minority).	Primarily television. Also, newspapers, the radio, posters, billboards and bus shelters (small minority).
Actions in response to campaign	Avoiding cooking. Paying more attention to the cooking. Using alternative to cooking.	Keep looking while cooking.
Peripheral fire safety actions	Making fire checks. Teaching and tutoring others.	Making fire checks. Adopting safer cooking practices.

Both campaigns have prompted fire safety actions that do not correlate exactly to the campaign message, indicating that all fire safety campaigns have spin-off benefits for fire safety education generally.

3.5 Kitchen fire safety – communication and information

3.5.1 Fire safety education

All respondents feel that a combined 'Fire Prevention and Dealing with Fires' approach is necessary.

Fire prevention would encourage a more proactive approach to fire safety, including initiating safe fire practices, installing and maintaining fire equipment. The New Zealand public should be encouraged to take personal responsibility for fire safety, including educating children.

Dealing with fires would provide respondents with the knowledge to deal with small, manageable fires but also to know when to get out, stay out and call the Fire Service.

3.5.2 Kitchen fire promotional material (Fridge magnet, '15 Second Fire Checks' poster featuring Station Officer Rachel Lind and leaflet)

Both the poster and fridge magnet work well communicating and reinforcing the 'Keep Looking While You're Cooking' message.

The leaflet is less successful, with respondents criticising the repetitive and perceptually conflicting information.

3.5.3 Effectiveness of communications media

The following promotions are rated most effective (rated 7-10) by 20% or more respondents:

- Promotions at workplaces (27%)
- Advertising on meat packaging (26%)
- Promotions at retail outlets (24%)
- Advertising at shopping malls and supermarkets (21%)
- Advertising at council facilities (21%).

All of the above except advertising on meat packaging are rated as particularly effective by younger New Zealanders.

Advertising at pubs and bars and promotions at sports clubs, were both rated ineffective across the general New Zealand public, but rated more effective by younger New Zealanders.

3.5.4 Potential information sources – qualitative

Focus group respondents made the following suggestions about potential fire safety information sources:

- Mass media channels, including television advertising, bus sides, shelters and roadside billboards, radio including ethnic radio stations and print
- A documentary style Fire Service reality programme, including coordinated advertising breaks
- Fire Safety presence at University orientation week
- Fire Safety Awareness Week
- Workplace promotions and demonstrations
- Fire demonstrations and/or fire safety presence at shopping malls
- Promotions and coordinated displays at retail outlets, including trained sales staff
- Advertising at council facilities
- Advertising/ promotions at community centres, churches etc.

➤ Potential promotional ideas

The following ideas may offer potential for future New Zealand Fire Service campaigns:

Young males:

- beer branded smoke alarms
- advertising on beer packs/ beer cans
- tasty and affordable microwave food, as an alternative to Drinking and Frying.

General population:

- free smoke alarms or other fire safety equipment as an incentive to purchase services
- promoting fire safety equipment as gifts
- Insurance discounts for those with sprinkler systems or smoke alarms.

■ Recommendations to consider

3.6 Kitchen fires safety strategy

It is recommended that a combined 'fire prevention and dealing with fires' education and information strategy is adopted to encourage a more proactive approach to kitchen fire safety and to provide respondents with the knowledge to deal with small, manageable fires.

KITCHEN FIRE SAFETY		
	Fire prevention	Dealing with fires
Key aim	Raise awareness about less obvious and peripheral kitchen fire dangers.	Educate the New Zealand public about how to deal with small, manageable fires in a decisive and effective manner.
Key aim	Stress the importance of vigilance when using perceptually safe cooking methods such as microwaves and stove tops.	To know when to get out, stay out and call the Fire Service.

3.6.1 Target audiences

The **primary** audiences for kitchen fire safety education and campaigns are:

- Pre-family respondents, for whom safety issues are less top of mind
- Males, young men in particular, who have a less serious attitude to fire safety than their female counterparts
- Those in rented accommodation, who tend to take less responsibility for the property they live in than owner occupiers and, consequently, for their personal safety.
- Those who could undertake more fire safety precautions and have a fair amount of knowledge of cooking safely, characterised as being aged 30 years or under.

The **secondary** target audiences are:

- Those who could undertake more fire safety precautions and know a lot about cooking safely, characterised by being more female and aged between 30-44 years, likely to be in busy family household, where distractions are commonplace.

3.6.2 Converting cooking safety knowledge to fire safe behaviours

Findings indicate a significant sector of the population know a lot or a fair amount about cooking safely, yet could undertake more fire safe behaviours. For this audience, the task is less about highlighting cooking dangers and more about providing help and guidance implementing and maintaining fire safe behaviours.

3.6.3 Encouraging good fire safety habits

A major barrier for the New Zealand Fire Service is the relaxed attitude toward safety still common in New Zealand, especially among males. It is unlikely that certain members of the public will adopt safe practices or purchase fire safety equipment while these attitudes persist. Life changes, such as the purchase of a home or the arrival of children, however, may prompt changes in attitudes towards kitchen fire safety in the longer term.

Educating and encouraging good fire safety habits will be a lengthy process, involving three overlapping stages, namely:

1. Challenging relaxed and lax attitudes towards and actions in response to fire safety
2. Encouraging ongoing habitual safe practices
3. Encouraging the installation and maintenance of fire safety equipment, including updating fire extinguishers, testing and replacing batteries.

3.6.4 Advertising style/ tone/ content

We recommend that the following elements are considered when developing future kitchen fire safety advertising campaigns:

- Clever, subtle, humorous and empathetic campaigns and those with unpredictable outcomes are well liked by consumers across all age groups, especially younger respondents and males. These are more likely to gain attention and approval in a busy public information marketplace than a more dictatorial approach.
- Use simple, clear and consistent messages. 'Don't Drink and Fry' and 'Keep Looking While You're Cooking' both work well in this respect.
- Use relevant and recognisable scenarios. For example, 'Steak' and 'Mum and Children' could both be adapted for a younger audience.
- Use real and believable actors/ scenarios. Again, 'Mum and Children' works well in this respect. Station Officer Craig Bain ('15 Second Fire Checks' has an approachable manner and a good tone of voice.

- Have ongoing and constant reminders, such as the '15 Second Fire Checks' campaign, to keep fire safety awareness of fire safety top of mind.
- Offer a solution (e.g. Station Officer Craig Bain – get takeaways instead). This is a positive and proactive approach to fire safety and management.
- Use real-time demonstrations of the speed and ferocity of fire.
- Show the consequences of real fires to highlight the human side of carelessness in the kitchen.

3.6.5 Information sources/ locations

We recommend that the following information channels as most relevant and meaningful for all target audiences:

- Documentary style reality television show, with coordinating educational advertising breaks
- Television advertising to spearhead or lead any fire safety campaign
- Advertising and/or advertorials on prime time television and during sports/ test matches when the audience is less likely to channel surf
- Radio in a supporting and complementary role
- Bus sides, bus shelters and roadside billboards to capture the attention of a captive and often bored audience
- Fire safety awareness week, to raise awareness about fire safety across all the New Zealand public
- Advertising on meat packaging.

The following are more relevant to a younger (male) audience:

- University orientation week
- Promotions at education facilities, workplaces, council facilities, retail outlets, shopping malls and supermarkets, sports clubs, clubs and bars.

3.6.6 Fire safety promotions

The following ideas may offer possibilities for raising fire safety awareness among (younger) males:

- Beer branded smoke alarms
- Self adhesive smoke alarms
- Warnings on beer packs or beer cans
- Warnings on deep fried food
- The development of tasty and affordable microwavable food (to avoid Drinking and Frying).

The following ideas may offer possibilities for raising fire safety awareness among all target audiences:

- Supporting and continuing to provide free smoke alarms and batteries, to overcome the attitude where people are aware that they should have smoke alarms, but do not go out of their way to buy and install them.
- Fire safety equipment incentives could be offered by insurance companies or others involved in property maintenance and management.
- Insurance premium reductions could be given for those with fire alarms.

4. Safety in the Home Generally

4.1 Introduction

In order to explore awareness and attitudes towards fire safety in the home, respondents were first asked to talk about their own experiences regarding safety in the home.

Dangers regarding fire safety are certainly top of mind, with many respondents mentioning dangers around open fires, wood burners, gas heaters, boiling water, candles, faulty wiring and electric shocks from old equipment.

The fireplace, we've got a really big fireplace. If someone didn't keep an eye on it, and we left the house or something, that could be a problem. [How do you manage that?] We don't use it. [Because you don't think it's very safe] Not until the door is fixed. We just use heaters at the moment. It's an old house as well. It's all made of old wood, I guess. So if the door opened itself and burnt the house down, that would be a bit of a problem. (Auckland, 18-30 years, female)

The power box, the meter board. We're just going through renovations and at the moment it's just hanging there. It could be a hazard during renovations. It will get fixed. (Auckland, 18-30 years, female)

My brother's friend did, he decided to look at my mother's dryer and he had switched it off at the wall and I said "I don't think you should pull it out" and he said "nah, nah, I know what I am doing" and got thrown 5 metres, his head was steaming. By the time he had crawled around and hit the carpet, he was really grateful that there was actually carpet, that he could see, and he has never ever done it again. This is an adult. So yes. You usually find it's more adults than children usually. Because they just think, oh it's alright, I will be fine. And yet they will tell a child take it out of the wall before you touch it. (New Plymouth, 30-45 years, female)

It is apparent that respondents are aware of many other hazards within the home. These include wet floors resulting in slips, falling off ladders, sharp implements, unsecured furniture during an earthquake, guns, swimming pools and spas, driveways, trampolines, and bikes and skateboards.

The only thing I can think of that is dangerous is DIY, odd jobs on ladders and stuff like that. [Have you had problems at all?] No, I am a builder so I am pretty careful at home. I just treat it like a work site but that is where a lot of accidents are happening in the home, people doing stuff on ladders and DIY and they hurt themselves and fall off a ladder or something like that. Without any kids around the house it isn't really that hazardous. [Unless you have kids that DIY. (Interjection)] I wouldn't be having that. (New Plymouth, 30-45 years, female)

Those with children are also very aware of the specific safety issues that children face in the home.

A number of respondents mentioned using electricity safely as a major danger area in the home. Some respondents claim to take risks with electricity, despite knowing the potential consequences of their actions.

We don't have exposed wires but we are really bad spaghetti people. We have multi boards all over the house. Play station, TV, some of our sockets are quite dangerous. I wonder do we overload it too much? Also the boys tend to run an extension cord right across the room and not under the carpet or anything. (New Plymouth, 18-30 years, female)

One of our biggest things at the moment is four pin plugs in the kids room. They have got quite a lot of electrical stuff in their rooms and it's making sure they are safely unplugged or away from things that have just been thrown on top of them. That is the thing we are trying to deal with for us at the moment. The multi plugs, that is something we are just trying to work out. [So electrical?] Yeah. (New Plymouth, 30-45 years, female)

KEY FINDINGS:

- Dangers regarding fire safety are top of mind for many respondents.
- Respondents are aware of many dangers/ hazards around the home, but those with children are the most aware.
- Some respondents still take risks despite knowing the potential consequences of their actions, particularly where electricity is concerned.

4.2 Fire is a primary safety issue in the home

➤ Fire is a high safety issue

Most respondents identify fires as the primary safety issue in households. The potential for fire is felt to be higher than for many of the other danger areas and the speed, ferocity and fatal implications of fires have been well documented.

Fire is a particular concern for rural respondents for whom there is sometimes a lack of water available to put out fires. Some respondents live in old, wooden houses and worry that in the event of a fire their home will burn down very quickly.

[Physical safety: fire is the major safety concern. If you don't think of intruders, what would your next call be, coming from a rural background?] Probably fire, something like that. [Is that a particular issue in rural areas?] Yeah... going to run out of water pretty quick. [So relying on tap water] Pretty much just rainwater. (Auckland, 18-30 years, male)

I think the wood thing is a big thing for me. Ours is an old wooden villa and it wouldn't take long to burn down. (Auckland, 18-30 years, female)

➤ **Kitchen and garage are the main danger points in the home**

Many respondents identified the kitchen, garage and/or tool shed as the main danger areas in the home. The risk of injury from fire, electric shocks, slips and spills, boiling water and sharp implements all occur in the kitchen.

Gas is always fun when you lean over it and forget that you have turned it on. Or you have turned over the wrong ring and you are reaching over it, it gets hot so that could be a safety issue. (New Plymouth, 18-30 years, female)

4.3 Relative importance of safety in the home

The relative importance of safety in the home is dependent on a number of factors, the most influential being:

- Life stage
- Home owner versus tenants
- Past experience
- Attitudes/ mindset.

➤ **Life stage**

Those in the pre-children life stage tend to be much more relaxed than their peers with children. They have only themselves or other adults, who are capable of looking after themselves, to think about. Safety is not dismissed out of hand but it is definitely less important than when children are involved and is not a daily consideration.

The arrival of children highlights a huge number of potential danger areas, many of which have never occurred to respondents before. While some parents are more relaxed than others and of the opinion 'they have to learn', this was a time of reappraisal, when hidden dangers in the home are reviewed and addressed.

I told her and told her not to touch it (stand alone gas heater) but of course she did so she got a blister on her hand. She hasn't touched it again. [Isn't there a guard around it?]. No, you can't put gates and guards up everywhere, as you'd be forever tripping over them yourself. They learn eventually. (New Plymouth, Female, 20-30)

In our house we sleep upstairs and the kids sleep downstairs, which is why I am so conscious of electric blankets and the heater and things because you wouldn't sense the smoke or anything. (New Plymouth, 30-45 years, female)

And when you have got young kids you learn very quickly. You know the saucepan handle is not where they can tip them off. I had a 6 month old that managed to climb up into a very high cupboard and get into some poison, which I couldn't reach. It was higher than me standing up. And luckily it was just an alcohol based thing, which didn't cause trouble. But kitchens can be dangerous for little kids. (New Plymouth, 18-30 years, female)

Respondents whose children are grown up still carry some of the habits of their child-rearing days, especially when grandchildren are visiting. However, the general trend is for a more relaxed attitude towards safety, although to a much lesser extent than their younger peers.

You start relaxing when the kids get older. As they learn, you stop locking the knives away and the medicines. When I think about to when mine were young, the place was like Fort Knox, locks on everything. Now, when the grandchildren come around, I've got to run around putting things up high and moving my breakable objects. (Auckland, 40-60, Female)

Young males often demonstrate a much greater disregard for their own and others' personal safety than their female peers. While it is expected that some of this is posturing and male bravado, the fact is that, for young males, safety in the home is an extremely low priority. Minor accidents and near misses are as much a cause for humour and anecdotal fodder as a prompt to take more safety precautions in the home.

When I was at Uni down at Otago we lived in a complete dive. I don't know why it wasn't condemned. But when you are that age, you don't care, you don't even think about the dangers. You are too busy having a good time. (Auckland, 20-30, Male)

[Do you have smoke alarms?] *No.* [Have you thought about getting smoke alarms?] *No.* [Why?]. *Just never even thought about it until tonight. Suppose I think it is easy enough to get out of our house, being all on the ground floor. (New Plymouth, 20-30, Male)*

Many can recall actual or near miss kitchen fires, often when they were under the influence of alcohol and accept this as normal. Even older male respondents have fond memories of this time, before the advent of responsibilities and a more mature, safety conscious mindset.

When you come home from a night on the beer you are always starving. Fried egg sandwiches, they were a big thing when I was at Uni. Come home, cook up a load of fried eggs and leave the element on. There's been a few times when the elements have been smoking... but no fires. (Auckland, 18-30, male)

We left a pizza in there and forgot about it. There was loads of smoke and we could see the flames inside the oven. [What did you do?] Turned the oven off and threw a load of salt on it. [Salt?] Yeah, salt is what you throw on fires. [No pizza for tea that night then – (Interjection)]. No, there wasn't much left of it. (New Plymouth, Young Male)

➤ Home owner versus tenant

Those living in rented accommodation and who have no children also show a more relaxed attitude towards property and their possessions. There is less of a shared responsibility mentality than in a family or owner occupier situation. Although tenants are concerned for the safety of their flatmates, they do not feel it is their role or place to intrude upon or force safety precautions on other adults.

If it was family then it's completely different, because you'd have control, or those people would have a vested interest in that home. When you're in a flat no-one has a vested interest in their home. They only have a vested interest in their own personal safety, so when they leave the flat they don't really care if they've left something. (Auckland, 18-30 years, female)

I guess for me, I would do it for my own room, but being in a flat with a whole lot of people, you kind of just accept the fact that you can't do so much about it at all, like you have no control over what's on in that person's room, so I've probably got to a stage where I've just kind of given up, but I probably did when I first moved into a flat and then I was just over being a power Nazi. So not really top of mind at all, but when you do come across an ad or you read something in the paper, you're like wow, that's not very cool at all. It's not like it's not a threat or not scary. It's just not something I think about. [Is flatting different than having your own place?] Yeah. I think you have a lot less responsibility. If you have good insurance, then you know it's safe while you're there. (Auckland, 18-30 years, female)

Families in renting situations tend to adopt the safety habits of families in their own homes, although they are sometimes frustrated by the lack of support from landlords. Some respondents reported that their landlords have refused to allow them to install alarms.

[So what is the barrier to getting a smoke alarm?] Not my property, landlord her property, doesn't want the damage to the building so it's not my call. [So it is not a legal requirement?] No. It is not a requirement. It is for Housing New Zealand Homes now but it is not for normal rented properties and it's about do you pay or do we pay? I offered to pay but no, she doesn't want them. (New Plymouth, 30-45 years, female)

[Obviously it is winter now so I don't know if anybody has got open fires at home?] We do, we have an open fire. [How do you handle that with your family?] We have got quite a large hearth which is marble and it's probably about half the table around it, so basically the rule is you don't go past that and when they were younger we had those cot things you have for kids playing in, we had three sides and had that around the heater like a guard, around the whole fire and now they have got older they know not to touch it. And the only problem we have got are the logs rolling out. Because the farmers tend to give us big rounds and I had that today. They roll out on to the hearth and you put them back. And sometimes they sparks – it is a real open fire and we have tried to get the landlord to get something else but he is happy how it is. (New Plymouth, 18-30 years, female)

Those renting believe there may be potential for the introduction of safety legislation for rented accommodation, for example, the compulsory installation of smoke alarms by landlords. This view is consistent across respondents in both family and non-family life stages.

Make it legislation, make it compulsory for all landlords to install smoke alarms. Make it compulsory like they are trying to do with drivers licenses, do the same thing as far as insurance policies for homes. It would be the only way you can.
(New Plymouth, 30-45 years, female)

Other respondents feel it is not necessarily the sole responsibility of the landlord and that other interested parties, for example, insurance companies could take more responsibility for promoting fire safety.

I don't think it's realistic for a landlord to be responsible and I don't think it's really that fair either, like I think that, at the end of the day when your house burns down you claim insurance and to have insurance you're supposed to have all these things in place, and so I think if anybody had to bear the responsibility it would either have to be like a government directive or it would have to be through – like I think it should just be through insurance companies and if it has to be subsidised or whatever by the government then it could be. I think through the insurance company is definitely the way to go because then you've got the landlord's buy-in because he can't get insurance until he's got those things in place, and then you as a person get your contents insurance, and your contents insurance, you are not going to get any payout if you don't maintain the things that he puts in place. So then you have ownership of those parts and it's your personal responsibility for your stuff.
(Auckland, 18-30 years, female)

Respondents who are landlords acknowledge and agree with these sentiments, but claim it is disheartening when fire extinguishers in their properties are stolen by tenants.

I've stopped bothering (installing fire extinguishers). They kept getting stolen – I've got smoke alarms up all over the place, but it's up to the tenants to check the batteries. They've got to take some responsibility. (Auckland, 40-60, Female)

➤ **Past experience**

Past experience of fires, falls, burns, burglary etc. generally has heightened some respondents' awareness and safety precautions in these areas, although not in all cases. There are some who believe that lightning never strikes twice or that you can spend too much time worrying about things that might never happen.

And it is not until something actually happens to them and they wake up or it comes close to them. But they wake up and say, okay I am going out to buy that fire extinguisher, I am going to go out and buy that First Aid kit or whatever it is. I am only fire conscious in a sense that our neighbours had a fire in their house and through the school education. (New Plymouth, 30-45 years, female)

Other respondents work or have worked in industries where fire is a real and constant danger and have learned to respect and deal with fires.

[What about in the kitchen, are you fairly vigilant and careful, you mentioned in terms of them catching fire and burning sausages, is the kitchen somewhere you take more care than the rest of the house?] *I probably do but then I worked in a kitchen as a cook for three years so it becomes second nature to watch everything, watch your knives and I think you do tend to be a bit more careful when you have been trained.* (New Plymouth, 18-30 years, female)

➤ Attitudes

There are a range of attitudes towards personal and general safety. Overlaying life stages or living situations is a spectrum of attitudes towards safety.

There are those who take every precaution possible.

But I wouldn't leave home with it going. To me it's the same as leaving an iron on. You know, I just don't leave anything on. I would never walk out of the house with anything cooking. (New Plymouth, 30-45 years, female)

I guess you think about it every day. I get reminded about it as well. "Don't do this." You hear about all those things in the news as well and you see like such and such died of smoke inhalation or whatever, things like that, and you just think that would be a horrible way to go. Then you'd think "I'd hate that happen to me, all my things would go". [Does that mean you go and look at your own stuff?] Yes, before I leave the house I always click off all the switches, that kind of thing, just in case. (Auckland, 18-30 years, female)

Others adopt a 'cross their fingers and hope it doesn't happen to them' approach.

The insurance company will always replace everything. (Auckland, 18-30 years, male)

You can spend your life worrying about things that never happen. You can take every precaution in the world, and then something entirely unexpected will backhand you. Like people who run every day, then die of a heart attack. It's the same with fire safety. You can take every precaution and then there will be a power surge or something which starts a fire. Something completely out of your hands. (Auckland, 20-30, Male)

When asked who died in most house fires, all respondents agreed it is likely to be men. Respondents believe that men are more relaxed, careless and forgetful regarding safety issues generally and that some New Zealand males are reluctant to take fire and other safety issues seriously.

I am definitely starting to think we are the wrong target group, though when it says 25% of all home fires, most people I know that would be more likely to leave their cooking or oil or anything unattended, no offence, but probably tend to be male. I think we would be a little bit more diligent simply because we do so much more of the cooking. (New Plymouth, 18-30 years, female)

New Zealanders in general have just got such a laidback attitude. I wouldn't say that we're a country that thinks about other people first, but we just get up and do it and then all the cautions come later. That's the way I think we are. (Auckland, 18-30 years, male)

We think we've got this little bubble around us really. (Auckland, 18-30 years, female)

KEY FINDINGS:

- Those with children (or post-children) tend to be much more aware of and proactive towards safety than their pre-children counterparts.
- Those who are renting tend to take a more relaxed approach to safety, particularly those without children.
- Past experience of a fire tends to heighten awareness and safety precautions, although not in all cases.
- Attitudes towards safety tend to overlay life stage and living situations, with some respondents much more cautious than others, regardless of their personal situation.
- Men are identified by all respondents as more relaxed and careless with respect to safety and more likely to die in house fires.

4.4 Current precautions and changes over time

Precautions taken reflect the life stage and mindset of respondents to a large extent.

As indicated above, the arrival of children is a key turning point for many caregivers. As children grow up, safety standards gradually decrease, albeit not to the same lax standard as in pre-children days.

In my case, my boys are pretty active and they are into everything, so really every room in the house is a hazard. Kids find stuff, you think that room is safe; the toilet is safe you know and they can still fall in it when they get to that age. Every room is a hazard; there is no safe room for kids. (New Plymouth, 30-45 years, male)

Elderly relatives replace children as a safety concern for some respondents, as their forgetful ways are both a danger to themselves and others. Adult children have taken on the role of protector in some cases and claim to be installing safety equipment and implementing safety routines on behalf of their parents.

My mother is over 80 and is always forgetting to turn the element off. I give her a ring every night to remind her to check the stove and to unplug the TV and to turn

off her electric blanket before she goes to bed. She gets fed up with me, but rather than her house caught fire. (New Plymouth, 40-60, Female)

I know with my nana, she would be cooking and she would think she had turned the dial off but it would be on. And hours later it would still be on. And if you are cooking dinner at 5.00 she would go to bed at 8.00 so it wouldn't be danger probably until midnight or something and she would be in bed and half blind and couldn't see. (New Plymouth, 30-45 years, female)

The safety precautions taken differ by respondent and are more prevalent in households with children. They include a combination of habitual safety practices and the installation and use of specific safety equipment.

The main safety precautions undertaken include:

- Kitchen safety, including safe cooking practices, knives in a separate drawer to other cutlery or turned so the handles are all facing the same way
- General security, including window locks on upstairs windows, locks on doors, burglar alarms
- Household hazards, including safety catches on cupboards, dangerous substances, matches and tools etc locked away or kept up high
- Electrical hazards, including socket covers, unplugging electrical appliances
- Bathroom safety, including baths immediately emptied after use, non slip mats in baths and showers
- Outside safety, including checking and re-checking driveways when reversing, paths and steps kept moss-free and painted with non slip paints, hand rails, fences, gates and locked doors around swimming pools or spas.

5. Fire Safety Generally

5.1 Awareness of fire dangers

As mentioned previously, fire is a real threat to many respondents and the kitchen is identified as the most likely place for a fire to start. The use of naked flames (gas cooking), flammable cooking products (oil, fat), potentially hazardous cooking methods (frying, sautéing) and the abundance of electrical appliances in a kitchen all contribute to the high fire risk. In addition, even the most vigilant of cooks can be distracted from time to time.

Fire danger is not restricted to the kitchen, however, and respondents cite numerous examples of danger areas and products in other parts of the house, particularly where naked flames and electricity are concerned.

- Naked flames, open fires, wood burners, hot ashes, matches, lighters, candles, smoking, chimneys, cooking with gas, bonfires, barbeques.

I get paranoid about chimney fires. I know that it's really important that you get your chimney cleaned every year to every six months. This guy arrives with all his equipment and he comes and does it. It's a ritual thing that I knew happened and if it didn't happen we might have not used the fire. But in our current flat the chimney hasn't been cleaned for like four years, but then someone told me that you don't need to clean the chimney – it depends whether it's an open fire or a closed fire or something like that, I don't know. [So you don't really know either way whether that should be done] I did ask a few people and there were mixed responses and then everyone in the flat was like "no, let's just light it, it's cold" and so now it's been lit anyway, so if a chimney fire was going to happen, I assume it would have happened by now. [Whose responsibility is that, the tenants or the landlord?] It's a landlord thing. (Auckland, 18-30 years, female)

We had a gas oven where you had to reach in through the wire thing to put your stuff on to light with a match at the back. You'd be trying to do it and the room would be filling up and start smelling of gas. That was just a student flat when we were studying and the landlord wouldn't fix it. It never did anything serious but it was always kind of scary and we were always careful or we avoided using it. (Auckland, 18-30 years, female)

- Electrical appliances and blankets, overloaded plugs/ multi-sockets and old or faulty wiring, appliances left on standby, lightning and power surges.

Do not wall mount LCD and plasma TVs. I've been to so many jobs where I've had to – I had a client a couple of weeks ago ring me up – I'm building a big industrial building for them and he rings me up and goes "I've got a bit of a stain on my wall, my house is only five years old". He had a 60 inch LCD TV on standby and they

produce a phenomenal amount of heat and it had started like a heat stain onto the gib. It was on one of those flat wall-mounted brackets. The TV had been on the wall for 18 months he reckons. (Auckland, 18-30 years, male)

Respondents also mention other less common fire hazards, including compost (grass clippings), sparks from power tools, rags used for cleaning paint brushes igniting, washing near or on heaters.

Your compost can catch fire if you're not careful. (Yes, it gets really hot inside it, the grass clippings – (Interjection)]. It happened to a neighbour of mine. (Auckland, 45-60, Male)

Children are often fascinated by and attracted to fire and cause real worry in some homes.

Kids are the worst. They are all fascinated by fire. If we ever have a bonfire or an open fire, they are always wanting to poke it and put more wood on it. It's like they are hypnotised or something. (New Plymouth, 30-45, Female)

The younger New Plymouth group were particularly concerned about cell phone battery chargers. A couple of respondents claim these are extreme fire hazards if left plugged in without the cell phone attached or the cell phone is left to charge for too long.

Cell phone chargers. Teenage children and cell phones, where they think they can have it hooked up next to their bed charging them while they are sleeping, my son, biggest problem. [You don't like that?] The batteries explode if they are left on too long, it has been reported in newspapers, I wouldn't trust a cell phone or they just pull the phone out and leave the whole thing going. And that is a constant complaint, children and their cell phones. (New Plymouth, 30-45 years, female)

KEY FINDINGS:

- The kitchen is identified as the most likely place to start a fire, although fire hazards are also identified throughout the home.
- Naked flames and electricity related fires are the most commonly identified fire hazards.
- Children are also identified as a potential fire threat in some households.
- While most fire dangers are known and familiar to all respondents, there are some that are not so well known, suggesting a need to remind respondents about the less obvious fire hazards around their home.

5.2 Respondent experiences of actual and potential fires

Most respondents can give at least one example of an actual fire or near miss in their homes. Many were small, easily dealt with kitchen fires, but others have been much more serious. For example:

- Cooking fires (including barbeques)

I was at my mate's place; we had a few beers and decided to make a pie in the oven. Kind of fell asleep and woke up, the house was covered in smoke right down to about this level. [Not big flames yet] In the oven. [How did you deal with it? What did you do?] Just threw some salt in there and shut the door. [How did you know to do that?] Just got told by a friend of mine whose Dad was a chef. If the oven's on fire you just chuck heaps of salt in there. [Did it do the trick?] Yeah. [A bit of a clean up afterwards] Yeah, smoke everywhere. (Auckland, 18-30 years, male)

I am a great one for forgetting to turn the elements off on our electric stove; my husband will come in and go, "are you still cooking something? No? You have left the element on again". (New Plymouth, 18-30 years, female)

We had lots of near misses. Always leave the element on. I never turn it off. [What kind of stove is it?] It's one where gas comes through and it lights an actual flame so it's quite easy to just take a pan off and then come back about 10 minutes later. [Do you put stuff on it later?] Just after you've had dinner kind of thing, like take it off, eat it straight away, come back, oh shit. It's happened a few times, which is pretty bad. (Auckland, 20-35 years, male)

- Children playing with matches

I haven't had a fire mishap since I was about 8 or 9 or 10, something like that and I was playing with matches in the back of dad's car and I pulled out the floor bung and I was striking them and dropping them on to the road and I didn't know there was an oil slick from the car parked there previously and it caught the oil on the road on fire and went up to the front and caught the engine bay of dad's car on fire. Kind of ruined his day a little bit. [So did the fire brigade come?] Yeah, they had to come and cool it down, wasn't gutted or anything, it just wrecked all the wiring. [Did that give you a bit of a fright as an 8 year old?] Yeah, I was like, shit didn't see that happening. Something you learn as a child. (New Plymouth, 30-45 years, male)

- Outdoor fires e.g. bonfires and burn-offs

We had quite a big fire on the farm a while ago when we were burning a tussock block and it got pretty windy and out of control and burnt through a fence and a paddock that wasn't supposed to be burnt. Then we had another one when Dad decided it would be a good idea to light the rubbish on fire really close to the hay barn, which didn't really end up being the best idea, but the whole thing didn't burn down. It started to. It was quite funny because we called all the local guys who are the firemen. We were out with them the night before and so they all thought it was a

bit of a joke but we were actually serious. [They were volunteers] Yes. Nothing in the home though. (Auckland, 18-30 years, female)

The only fire that we had was outside, my aunty she was burning dried rubbish and she decided it needs a boost so she went into the garage and got some petrol and she walked around the corner and started walking towards it and all you see is this fine line of flame, pick up, flew across probably about 8 metres, blew the glass up and caught her on fire. (New Plymouth, 30-45 years, female)

- Sparks from open fires and power tools. A house was completely gutted when the sparks from a power tool had ignited wood shavings in the garage.
- Electrical appliances. Older household appliances such as dishwashers, washing machines and televisions were given as examples where respondents had experienced a fire rather than as potential dangers.

KEY FINDINGS:

- Many fires are the result of stupid actions or distractions. A few, however, are a result of ignorance of the danger e.g. spontaneous combustion of electrical appliances, confirming the need for education about less obvious causes of fires.

5.3 Actions taken in response to fires

A serious fire is a definite call to action for respondents, with potential fire hazards and fire precautions taken much more seriously as a result. One respondent, whose house had burned down when he was a child, has installed a fire alarm, stand-alone smoke alarms and extinguishers, even though he is yet to have children.

Near misses or small fires are treated less seriously by some respondents. They are relieved to have escaped any real damage or injury and vow, in the immediate aftermath, to be more vigilant in the future, but some admit to falling back into their careless ways. These examples include small cooking fires that do not get out of hand or are relatively easy to deal with by covering.

As with safety in the home generally, fire safety actions taken either reactively or proactively are a combination of safe practices and safety equipment.

Fire safe practices include locking away matches and lighters, vigilant cooking both inside and outside, keeping chimneys regularly swept, taking care with flammable liquids and bonfire safety.

[What other precautions do you take?] We have one girl in the flat who's responsible for making sure every night when she goes to bed that all the elements are off. It sounds really stupid but we have this one Indian guy who loves to cook, but honestly every third time he cooks he leaves something on. He's useless. It's so annoying. I have done it once or twice myself, like just left the oven on or

something. I know I would have noticed before I went to bed. [Did you all get together and nominate someone?] No. The thing is, within a week I did it because I was real stressed out. Three of us in the flat – not this girl – within the space of like three days had left the elements or oven on but not with the house unattended. So we started joking about her being the fire warden in the flat because she was always complaining and saying “come on guys, it’s actually a serious issue”. Like it is funny but it’s not, but now she just always checks, which is really good. It’s just good to know that someone checks, because you check for yourself, but you don’t check for anyone else. (Auckland, 18-30 years, female)

Don’t you need it done anyway, every year, for insurance (chimneys swept), because if it’s not done every year they’ll say “no, it’s your fault”. [So that’s with the house insurance] With your contents insurance. If you actually read all the small print, it’s in the small print for your contents insurance. If there’s an open fire or a fireplace in the house, then it can be written into your insurance policy. (Auckland, 18-30 years, male)

Specific fire safety equipment includes stand-alone and in-built smoke alarms, fire blankets, fire extinguishers and fire guards. Surge protectors protect electrical equipment from damage and potential fires.

I am quite fire conscious, we haven’t got an open fire but I mean houses burn down so we have got smoke detectors and if I was cooking and we have got a supermarket over the road and occasionally you get caught out. I will turn everything off even if it’s just simmering. I just don’t risk anything and I always turn the oven off at the wall, which I used to look after kids through Barnados at home so we had to have all these safety things in place. So my house is safe, you got into the habit of things. But even now, sometimes I will turn it off and then I will look at the oven a bit later and it is just a little bit on, the element is a bit on still. And if the kids use the oven or anything they are in the habit of turning it off at the wall, we plug our jug and toaster into our stove top too; electric points so everything is always off. (New Plymouth, 30-45 years, female)

[You have a fire blanket and an extinguisher?] We have had it for like 15 years, we haven’t used it. We have it repressurised. (New Plymouth, 18-30 years, female)

[And you said you have a fire blanket as well?] And we used it once because my partner cooked tea and didn’t turn the element off and used the tea towel to grab something out of the oven and then just popped it on top and the element was still on. (New Plymouth, 18-30 years, female)

Most respondents have smoke alarms, although some admit to having flat or no batteries and others to purposely disabling them due to over-sensitivity i.e. alarms going off all the time. Some respondents question the efficacy of smoke alarms, as they have experience of them going off when not required (burnt toast) and not going off when it really matters. They wonder if there are quality standards for smoke alarms and that, besides testing the battery, are there other efficacy checks they can undertake?

My fire alarms didn't go off. [They didn't?] No and I am not impressed about that at all because they should of. I will cook toast twice and they will go off, two lots of toast and they will go off or you open the oven and get that blast of heat and they go off. But with the smoke it didn't. (New Plymouth, 20-30, Female)

I ended up taking the battery out of ours. It would go off all the time. It was more like a breakfast alarm than a smoke alarm. She's having toast for breakfast again. (New Plymouth, 20-30, Male)

Other respondents have equipment that is either outdated or they have discarded and not replaced.

[What other precautions have you got?] We had a fire extinguisher but it just sat there for about five or six years and then it was way past the use by date so we threw it away. (Auckland, 20-35 years, male)

We've got a fire blanket somewhere. I think it's still in my husband's shed from when we finished decorating. (New Plymouth, 20-35, Female)

Many in the New Plymouth and West Auckland areas have had smoke alarms provided free by local trusts. This is seen as an effective means to raise awareness about the importance of alarms and to overcome the attitude where people are aware that they should have smoke alarms but do not buy and install them.

The fire department in our area came around. They had something on that they were going to try and put smoke alarms in every house with young children in the area. You just rang them up, they came around, put a couple in. (Auckland, 20-35 years, male)

We've got one and we've got a fire blanket as well. It came as part of the Waitakere Licensing Trust. Every year they give out something really useful. We've had a couple of smoke alarms. First aid kits, they'll give out those as well. (Auckland, 20-35 years, male)

No respondent has installed a sprinkler system, although one or two have fire alarms that integrate into their monitored security system. Some mention they have considered them, but the potential price and upheaval during installation are perceived to outweigh the benefits.

We thought about it [installing sprinklers] when we were renovating our house but there were so many other costs to consider, it just wasn't a priority in the end. We do have a smoke alarm that is integrated with the burglar alarm, so I hope that will save us. (Auckland, 20-35, Male)

There is some debate about whether sprinkler systems and/or inbuilt smoke alarms should be compulsory for new or renovated buildings. While some respondents feel these should be legislated for and lower insurance premiums offered as compensation, others feel there are far too many rules and regulations already and that it should be up to the individual to make their own decisions.

Have you tried building a new house, or doing major renovations? There are so many rules and regulations. Resource consent for this, that and everything. It's (legislation) a good idea in theory, but it would be another bureaucratic nightmare.
(Auckland, 40-60, Male)

KEY FINDINGS:

- Fire safety actions are a combination of habitual safe practices and purchase and use of specific fire safety equipment.
- There is evidence of poor maintenance of fire safety equipment, however, even to extent of purposely disabling smoke alarms.
- The distribution of free smoke alarms overcomes both cost and attitudinal barriers to investing in these simple and effective fire safety tools.
- Although many respondents have taken steps to address fire safety in their homes, this is not always thorough, consistent or ongoing. Ongoing and constant reminders help to keep fire safety awareness safety top of mind. The current '15 Second Fire Checks' campaign is succeeding well in this respect.

6. Kitchen Fire Safety

6.1 Cooking arrangements and styles

➤ Overall

To reflect the primary focus of this research – kitchen fires - all respondents were recruited on the basis of being responsible for cooking or meal provision all or some of the time. It is apparent that meal provision is often a more accurate description for single or adult only households, where cooking for one or two is sometimes more trouble than it is worth. This is particularly true for single men, for whom cooking is often low priority. Cooking is often a hurried affair, relying on speed or meals that need little, if any, preparation or attention.

I live in the same house as my brother and he works shift work, so I pretty much do most of the cooking. If he is working nights I don't cook. I just grab something or eat it raw, vegetables. Otherwise that is about it. [Do you cook for yourself if it is just you around?] No. I will just get something, just rubbish, I don't like cooking that much. [It's a necessity?] Yes. [How about takeaways?] No. We almost never have takeaways. We eat enough junk food. (New Plymouth, 18-30 years, male)

Time is also at a premium in larger or family households, although there is more pressure to cook or provide proper meals.

Me and my husband both work fulltime. By the time we get home from work, it is full on to cook the tea and get homework done and take this one to rugby and that one to netball. [Do you cook every night?] Most nights, yes. They [children] are always starving and they are growing, so you can't be depending on takeaways or convenience food all the time. (New Plymouth, 30-45, female)

Time pressures and the stresses of modern life are a common complaint across all ages and life stages and respondents feel they are the primary cause of many cooking and other mishaps in the home.

We all know what we should be doing. If we went around the room here now, we all could list the safety precautions we should be taking and are taking most of the time. They are always in the back of your mind. Then you get home from work and you have to get tea and the kids are talking to you and you're unpacking the shopping and then the telephone goes to say your man is working late. Things just slip. (Auckland, 18-30, Female)

➤ Role of takeaways

Takeaways are still enjoyed but respondents feel they are too expensive for families to eat on a regular basis. For some families they are irregular or treat foods as opposed to being eaten more frequently. Takeaways are more prevalent for pre-children or single respondents.

I think it's more budget wise too. Three months ago, when you got fish and chips it was \$2.90 for a piece of fish, \$2.00 for chips and we got some earlier this week because I was working and my husband got fish and chips and it was \$3.90 for a scoop of chips and \$3.90 for a piece of fish. Yet wages haven't gone up so I think it's more that people are being more economical now because they have to. I mean, like I said before, I have an 8 year old that eats like an adult, so to go and get takeaways for him we rarely get Burger King or McDonalds mainly because to fill him up it's like three burgers and chips. He is not fat but he is growing. I look at that \$50 and sometimes I can make a nice stir fry or something at home and it's not elaborate but it will fill him up. Nutritional meat and three veggies is what my husband usually likes. (New Plymouth, 18-30 years, female)

[And how about takeaways?] *Not really, we are on a strict budget and we noticed a couple of years ago that we were buying takeaways once a week and that was \$30 or \$40 out of our budget so we thought no. And now when we do have takeaways the kids really enjoy it but my husband and I are sitting there paying for it. So we tend to not. Apart from pizza every now and then, McDonalds for the kids is their treat and that is about it. (New Plymouth, 18-30 years, female)*

➤ Cooking with fat/ oil

Deep fat frying and/or chip pans are a thing of the past for many in this sample. Many respondents do not own and have never used these appliances. A number of respondents have received them for gifts and never unpacked them. Respondents cite health, cooking and lifestyle changes and safety reasons for their rejection. Hygiene concerns are also raised.

There is always the danger of the kids touching it too. That is what used to freak me out with the deep fryer, was the kids. (New Plymouth, 18-30 years, female)

We do, we got given one for our wedding present. It is in my cupboard, we used ours for probably two years when I was working. My husband was doing a lot of the cooking and everything, if he figured it could be deep fried, it was deep fried and some things were good and some things weren't good. He learnt along the way. But I just put on a huge amount of weight, him and the kids didn't because they were active and whatever else, he is not prone to putting on weight. But that is why I said that is going in the cupboard and staying there because it's just no good for me personally. They are probably fine with it but I couldn't do it any more. I could eat it but I couldn't do enough work to get it off. So that is why that is in the cupboard. (New Plymouth, 18-30 years, female)

[And you said you have never used yours?] *No. It has never come out of its box, I think it was given to us as an engagement present and we have been married 9 years so probably been there around about 11. [Why is that is it a health thing?] No. I*

just think it would be a pain in the bum probably, more hassle than it's worth because by the time you put the fat in, I don't even know how you use it. I suppose you just put fat in it, heat it up and then you would have to clean it. (New Plymouth, 18-30 years, female)

Deep fat frying is still commonplace for single males in particular.

The one I have got has got a lid on it so I don't really see it as a risk. You can sit it back on the bench and it's not like it's going to be tipped over or anything. (New Plymouth, 30-45 years, female)

My husband was in a flattening situation and he had a deep fryer and I don't know what the hell they did to it but it had black stuff that thick. We spent probably 6 months trying to clean it and they had already ruined the non stick so it got ruined that is how much they used it. And one day they put on sausages and forgot them and left them all night and they actually caught fire so they are not that safe. [So you don't have one in your home either?] Had one for about 6 months but it was a lot of trouble, you had to get your fat out every time, you had to have somewhere to store the hot fat before it could cool down. My husband forgot one time and put it in plastic and the fat was so hot it melted the plastic. So it is a lot of hassle. (New Plymouth, 18-30 years, female)

Woks and frying pans are commonplace in many households. Although respondents acknowledge hot oil cooking to be dangerous, the smaller quantities used in these appliances give rise to less concern than chip pans or deep fat fryers. Oven baking foods such as chips and pizzas, as well as barbecuing, are mentioned as common alternative ways to prepare convenience food.

I cook a lot with oil but only like a couple of tablespoons, not like pan fulls. [Do you take any special precautions for that kind of cooking?] No. (Auckland, 18-30 years, female)

➤ **Vigilance in the kitchen**

All respondents acknowledge the importance of vigilance in the kitchen, although they do not necessarily watch over cooking continuously.

I don't stay in the kitchen when I cook, often the news is on and Wheel of Fortune is on and I have to get that text thing in. But I keep an eye on it but I don't stay in the kitchen. [So you are flitting about?] Yeah. I am in and out. (New Plymouth, 30-45 years, female)

Some cooking does not need constant attention e.g. roasts, slow cookers, stock pots.

You don't sit there for three hours watching a casserole cook. It is like watching paint dry. But yeah, stove top. (New Plymouth, 30-45 years, female)

I don't mind the oven being on. I use the automatic on the oven and I have got a crock pot which I will leave going. It is just more the stove top, I don't know if there is more risk or more perceived risk. (New Plymouth, 30-45 years, female)

Some other cooking is not perceived to be dangerous, for example, boiling, microwaving or baking. However, there are many anecdotal tales of pots boiling dry, microwaves catching fire and of oven contents catching fire, particularly when ovens are not clean. Microwaves have also been known to spontaneously combust, to set fire to contents and to set sparks flying when metal is used in the oven.

It depends on what you're cooking. We don't fry a whole lot of food at home. We boil a lot of meat. No-one's going to stand there and watch meat boil. It takes a long time. (Auckland, 20-35 years, male)

I'm more likely to chuck a bag of chips in the oven and leave that and let that burn than – I mean not now, but that's more likely what I would have done when I was at uni. [Easy to walk away from an oven. (Interjection.)] [If they put that ad on later on at night –] Makes you check it. (Auckland, 20-35 years, male)

➤ **Distractions are a key cause of accidents**

Respondents perceive cooking with oil or fat to be the most dangerous (fire and splash burns) style of cooking and, in an ideal world, they agree that cooking should not be left unattended. However, there is consensus that distractions are an inevitable part of any household, particularly when children are involved. Regardless of how safety conscious the person cooking is, there is always the risk of fire.

I had that last night. I decided I was going to cook some muffins for the kids' lunches and I got side tracked doing something else and my husband came in an hour later and said are you still cooking something and I had left the oven on and hadn't even noticed. It is just a switch. With my oven, when they first brought it in the guy who put it in said that you had to turn the bake on after the temperature and of course I always forget, so I will have everything off and still have the bake on. (New Plymouth, 18-30 years, female)

A lot of it can be distraction though. I remember back, I had three under three. I had a mum that would ring up every two hours to make sure I was still alive and it got to be the point where I would have my three year old getting upset with my one and a half year old and then I would have a baby to feed and three nappies to change and then you would be now, what was I doing? Because by the time you got through all of that you just forget. And you have got the elderly population still in their own home. My nana nearly had a fire in her house at her husbands' funeral because they went home after the funeral and she was distracted and upset and grieving and her sense of smell had gone so she had no idea that the fire was happening. It was only the fact that someone said a sausage roll has fallen on the bottom of your oven and you have a fire going on. (New Plymouth, 18-30 years, female)

All respondents understand the most appropriate and safest courses of action, but accepted that and expected accidents would occur as a fact of life.

Stupid, unthinking behaviour. I know someone who pushed their toaster back into the appliance consul, with the handle jammed down and her kitchen caught fire. It's not something you do on purpose. You don't throw lit matches around. Accidents happen. (Auckland, 40-60, female)

Although safety in the kitchen is ultimately the responsibility of the person in charge of cooking, respondents do not believe that cooks are always totally at fault. Faulty wiring, old equipment and distractions (including market research) can potentially result in a fire.

KEY FINDINGS:

- Deep fat frying is less common than in the past, although still popular among young, single males.
- All respondents acknowledge the importance of vigilance in the kitchen although they do not necessarily watch over cooking continuously.
- Respondents believe that distractions and resulting accidents are a fact of life in a high fire-risk location such as the kitchen.

6.2 Kitchen fire safety knowledge and behaviours

In the qualitative groups, respondents were given a number of kitchen fire examples and asked how they would deal with them, to help discover current fire safety knowledge and behaviour.

Respondents' fire knowledge is patchy and although many know what to do in theory, this may not happen in reality. Most claim to know what to do in the event of small fires or electrical faults, however, some are less knowledgeable regarding oil or fat fires. There are also some who state their lack of knowledge in the use of fire extinguishers and whether they would know how to use them in an emergency situation.

A summary of the scenario testing findings is outlined below:

- **Oven/ grill on fire** - assuming this is a small contained fire, respondents claim they will turn off the power and keep the door closed to remove the source of oxygen.

My oven's got a vent to let the steam out so I'd probably shut the door and then just block that off. [Do you do anything different now after your experience with the stove?] No, not really. I don't cook. My mate's done it three times now. (Auckland, 18-30 years, male)

- **Toaster on fire** – respondents claim they will turn the appliance off at the wall, let it cool down then clean out the burnt toast/ crumbs.

I have had the toaster catch fire, it was down on the on position and flames came out and we just pulled the plug out and put it in the sink, we didn't need the fire blanket or the extinguisher. (New Plymouth, 18-30 years, male)

- **Plug/ socket on fire** – respondents claim they will turn off the power at the wall and mains and then call an electrician.

You have got to use some other form other than extinguisher other than water because obviously that doesn't mix with electricity either. (New Plymouth, 30-45 years, male)

- **Kitchen curtains on fire** – if the fire is at this stage, most respondents claim they will get out and stay out and call the Fire Service. They agree that once a fire is too big to deal with quickly and safely, the safest option is to leave it to the experts.

- **Oil/ fat fire** – most respondents know to cover or smother a fat fire, although this knowledge is not across the board. Some younger, flatter respondents are unsure what to do and others assume water is the answer. Some are also unaware that a pan of oil on fire should not be moved.

When I was taught to cook that was what I was taught to do, never cook without a lid nearby because if you need to put a lid on in a hurry, you at least know where one is. (New Plymouth, 18-30 years, female)

[What would you do in a frying pan, fat type fire?] I think we always got told to put the lid on if you can if it's safe and put something over your arms if you're reaching over, like a wet towel over the top of your arms so when you're reaching over top of it, you don't risk burning your arms. (Auckland, 18-30 years, female)

Unless you have got an extinguisher, that is pretty much the only other way to get that sort of fire out. (New Plymouth, 30-45 years, male)

As opposed to pouring the jug on it if you have got the kettle next to it? (New Plymouth, 30-45 years, female)

You can't put water on an oil fire it just spreads it. (New Plymouth, 30-45 years, male)

[So you don't put water on an oil fire? That is obviously something everyone knows or have picked up?] Water is for paper and woods only not anything else. (New Plymouth, 30-45 years, male)

Respondents also raised some general questions and concerns regarding dealing with fires. Although there is a general awareness that different fires needed different responses, not all respondents necessarily know what action should be taken when.

Water is only good for paper and wood fires – no good for oil or electricity. (Auckland, Young Male)

You know at the back of your mind that foam is for some things and powder for another, but I can't honestly remember what. The main things in the kitchen are going to be oil and electricity and I know that you shouldn't use water on either of them, so perhaps I'd be okay. (New Plymouth, 20-30, Female)

Some respondents know that some fire extinguishers are for specific types of fires only and others are all purpose extinguishers. This is not known by all respondents, however.

Depending on what sort of fire extinguishers you've got, you can use like powder ones or whatever, but some you just can't use. I think a lot of them come that you can use on everything now. [Dry powder is like that. (Interjection.)] A lot of them are like that, not water ones any more. [Multi-purpose. (Interjection.)] [I haven't actually looked at our extinguisher. (Interjection.)] (Auckland, 20-35 years, male)

Our little kitchen one is designed for use around the kitchen. It's quite a small one, if the stove goes up or something. We're more worried about the gas heater. It's open so it doesn't have glass in front of it either. One of the old ones. (Auckland, 20-35 years, male)

Although some respondents have had formal training, many have never used or claim they do not know how to use fire extinguishers. They may have glanced at the instructions in the past, but they question whether they will have the presence of mind to remember them in an emergency situation.

Not many people know how to use a fire extinguisher. Many people are scared of them. (Young Males, New Plymouth)

[Are you confident that you know how to deal with different types of fires should it happen?] Yeah. I'm a science teacher so kids set fire to things and you kind of have to learn. [Is there any formal training involved in that?] In safety? Yeah, we do at teachers' college. A little bit, not a lot, but you kind of learn on the job when things arise. [You cover that off with the kids as well] Yes. [Assuming you do high school science] Yes. [Bunsen burners, non-flammable curtains. (Interjection.)] In that respect we go through it with the kids so we know what type of fire extinguisher to use or not use, and generally how to put stuff out. (Auckland, 18-30 years, female)

KEY FINDINGS:

- Fire knowledge is inconsistent and sometimes incorrect.
- Not all respondents know what actions to take when, particularly in relation to oil or fat fires.
- Findings indicate that respondents may not be able to use the fire equipment they do own or use it on the right type of fire.
- There is a need to remind respondents how to deal with small and manageable fires.

6.3 Fire safety behaviours and knowledge

The Omnibus survey asked a number of questions regarding fire safety behaviour and knowledge. These are reported on here.

6.3.1 Behaviour profile

New Zealanders fall into two main behaviour types in regard to fire safety behaviours. When asked which statement best describes them, 45% of New Zealanders declare they make a conscious effort to ensure their home is as fire safe as possible. A further 52% of New Zealanders declare they take some fire safety precautions but could do more. Only 3% declare they give no thought to fire danger in the home.

Looking at the demographics:

➤ **Fire conscious (45%)**

Nearly half of New Zealanders (45%) feel the statement 'I make a conscious effort to ensure my house is as fire safe as possible' best describes them.

They are more likely to live in provincial or rural areas, be retired and declare they know a lot about cooking safely in the kitchen.

➤ **Could do more fire safe behaviours (52%)**

Just over half of New Zealanders (52%) feel the statement 'I take some fire safety precautions, but there is more I could be doing' best describes them.

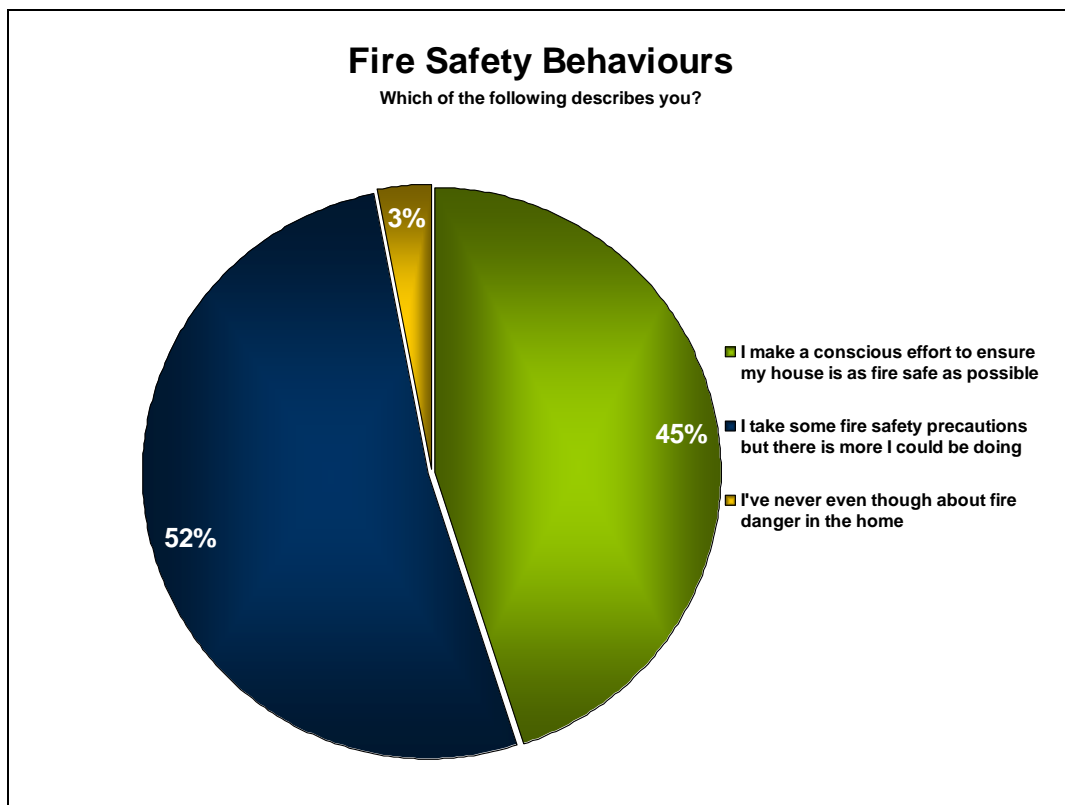
They are more likely to be younger, on lower incomes, live in Auckland and declare they know a fair amount about cooking safely in the kitchen.

There are also indications that Maori also feel they could undertake more fire safe behaviours. (Note small sample size)

➤ **No thought for fire safety (3%)**

Only 3% of New Zealanders feel the statement 'I've never even thought about fire dangers in the home' best describes them.

There are indications that this is more prevalent among students and those who claim they know little or nothing about cooking safely in the kitchen. (Note small sample size).



6.3.2 Knowledge of cooking safely

New Zealanders' personal belief in their high levels of knowledge about how to cook safely is confirmed in the Omnibus survey.

94% of the New Zealand public declare they know a lot (59%) or a fair amount (35%) about cooking safely. Only a few respondents felt they knew hardly anything (2%) or not much at all (4%) about cooking safely.

Looking at the demographics:

➤ **Know a lot about cooking safely (59%)**

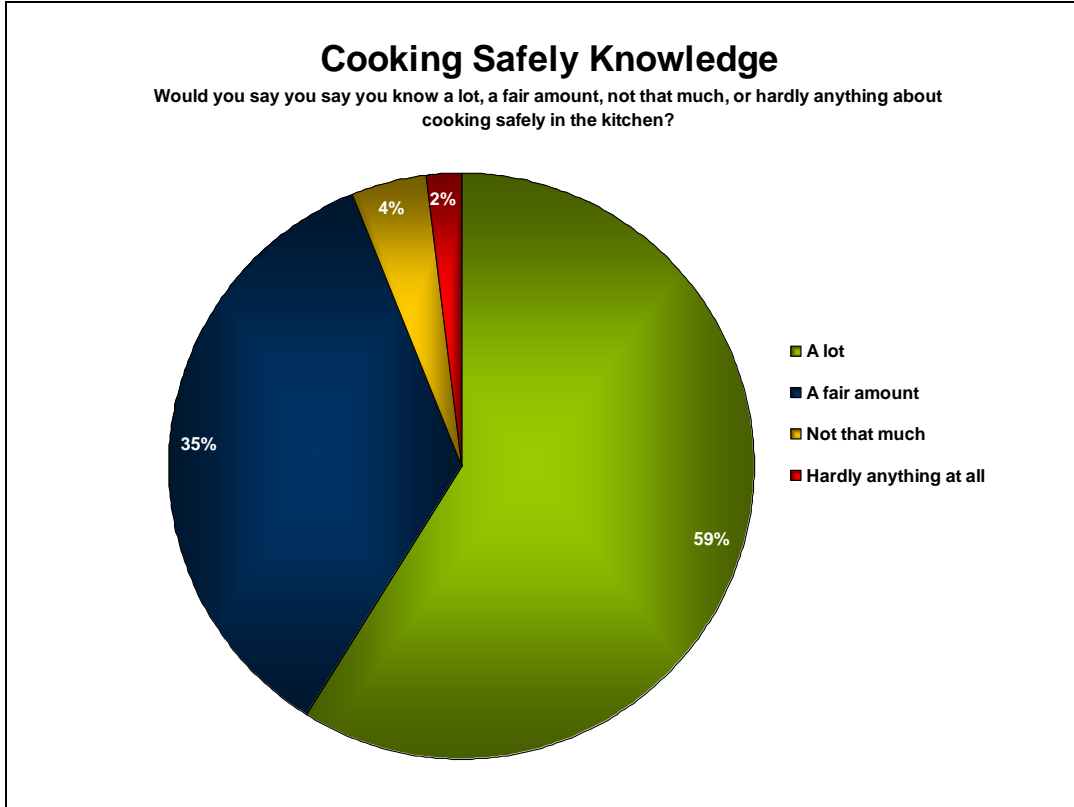
This group of New Zealanders are more likely to be female. They are also more likely to make a conscious effort to make their house fire safe.

➤ **Know a fair amount about cooking safely (35%)**

This group of New Zealanders are more likely to be male and to take some precautions towards fire safety.

➤ **Know not that much or hardly anything about cooking safely (6%)**

This group of New Zealanders is more likely to be under 30 years. There are indications that they are more likely to never think about fire dangers in the home. (Note small sample size)



6.3.3 Awareness of cooking dangers

In an unprompted question, New Zealanders were asked to nominate the biggest fire dangers in the kitchen.

The main cooking dangers identified are:

- Injury burns, cuts and slips
- Fire
- Distractions/ leaving things unattended.

Respondents identify **fire specifically** as the second biggest cooking danger (26.6%), although when some of the other cooking dangers are considered in more detail, this figure is actually much higher.

- 15.4% of respondents acknowledge cooking with fat as a danger
- 10.7% of respondents mention cooking with gas appliances or naked flames as a danger
- 4.1% of respondents recognise the danger of being drunk while cooking.

AWARENESS OF COOKING DANGERS	
<i>What would you say are the biggest dangers involved in cooking in the kitchen?</i>	
	Lt JUL 08 %
INJURY Burns and hot surfaces (20.1%), Scalds and boiling water (9.3%), Cuts and sharp implements (7.9%), Slips, falls and spills (5.7%)	43.0
FIRE	26.6
DISTRACTIONS/ LEAVING THINGS UNATTENDED Leaving things unattended (17.9%), Distractions, not concentrating (4.9%), Forgetting to turn stove off (1.9%), Cords, tea towels unattended near heat (0.9%), Falling asleep (0.5%)	26.1
STOVE COOKING Cooking with fat or oil (15.4%), Pan fires (0.3%), Frying (0.2%), Steam (0.2%)	16.1
FOOD & BACTERIA Hygiene of food, self and surroundings (3.9%), Handling food, food preparation (2.4%), Contamination (2.0%), Food poisoning (2.0%), Bacteria (1.8%), Not storing food correctly (1.1%), Undercooked food (0.2%)	13.4
APPLIANCES Electrical appliances (11.0%), Electrocutation (0.5%)	11.5
GAS APPLIANCES, COOKING WITH NAKED FLAMES	10.7
PEOPLE IN KITCHEN Kids in kitchen, kids cooking (5.3%), Other people (0.4%)	5.7
OTHER Being drunk while cooking (4.1%), No fire extinguisher, smoke alarms, smoke vents (0.9%), Coal use (0.3%)	5.3
UNSURE/ NONE	1.1
Base: All, n=750 This was a multiple response question so percentages may not total 100	

6.3.4 Summary of New Zealanders' behaviour and knowledge

By comparing the behaviour statements and the knowledge of cooking safely questions, some extra analysis has identified three groups of New Zealanders:

- **Those who undertake fire safety behaviours and who know a lot about cooking safely**

This group is characterised by being more rural, aged over 60 years and retired.

- **Those who could undertake more fire safety precautions and know a lot about cooking safely**

This group is characterised by being more female and aged between 30-44 years.

They may require encouragement and guidance to convert fire safety knowledge into proactive fire safety practices.

- **Those who could undertake more fire safety precautions and have a fair amount of knowledge about cooking safely**

This group is characterised by being aged 30 years or under.

They may require both fire safety education/ information and guidance to convert this knowledge into fire safe actions.

Please refer to the Appendix 5 for an explanation of how these groups were identified.

6.4 Barriers to addressing kitchen fire safety and potential ways to overcome them

In the qualitative research, the opportunity was taken to understand the barriers restricting kitchen fire safety, with a view to identifying potential ways of addressing them in future campaigns. The main barriers to kitchen fire safety correlate to a large extent with respondents' attitudes and behaviour to safety in the home generally, including:

- Mindset/ attitudes
- Life stage
- Cost
- Lack of visibility of fire safety equipment.

- **Mindset/ attitudes**

Some respondents do not take fire danger seriously, even after a near miss.

I think fire is something people go, "it doesn't happen to me, it won't happen to us. Why spend so much on a fire safety blanket if I am never going to use it? Why buy a fire extinguisher if you have to get it serviced and checked in a couple of year's time, why waste your time and money? And I spent \$80 on that and I can't even use it and it is out of date." [So is the cost a big factor do you think?] Most people know you should have a fire extinguisher in your car but nobody does. You look at the last accident two nights ago where they had the smash. If it wasn't for the passing motorist who actually pulled them, both vehicles would have gone up. And no one had a fire extinguisher yet most people should. In the States and everywhere else they do, but again it is one of those things, what am I going to need it for? Why do I need to have it? (New Plymouth, 30-45 years, female)

Others, particularly younger respondents in rented accommodation, do not feel it is their responsibility or role to take responsibility for fire safety.

[So what is the barrier to getting a smoke alarm?] *Not my property, landlord her property, doesn't want the damage to the building so it's not my call.* [So it is not a legal requirement?] *No.* (New Plymouth, 30-45 years, female)

A lazy or lax attitude is the reason why many respondents claim to have not installed smoke/ fire alarms or replaced dead batteries.

It's not the money; it's just getting around to doing it. After tonight I probably will but I know a lot of people, and if I hadn't come tonight, I'd probably be one of those people who would have thought "it's always nice to have a fire extinguisher, I wish I had one, but I don't" and that's about as far as it goes. (Auckland, 18-30 years, female)

We used to until we renovated and just having got around to putting it back up. [So it's there somewhere?] It's out in the shed. It is still useable but we would have to get out to the shed to get it and use it. (New Plymouth, 30-45 years, female)

Smoke alarms aren't compulsory. Fire safety isn't compulsory; it is something you should do but not something that everyone does. It is not like a driver's license that you require. It is not a license for you to carry fire arms or anything else. It is a take for granted kind of attitude, laid back, we will get to it. (New Plymouth, 30-45 years, female)

We also don't have any smoke alarms at the moment that have batteries in them. We've got smoke alarms all throughout our house but last the batteries ran out all at the same time, within hours of each other. We'd been wondering what the random beeps were and we never really put two and two together. We're not home enough to figure it out. We'd just be sitting in front of the TV going "I wonder what that was, maybe it was the TV". [Do you think they'll get replaced fairly quickly?] Yes, they will be. (Auckland, 18-30 years, female)

Some claim their landlords do not allow them to put up smoke alarms or that they do not have the means to attach a smoke alarm to the ceiling. Self adhesive smoke alarms are suggested to overcome the need for screws and negate these excuses.

Take the screws and everything off them. Just have a big sticker on the back of them to stick them to the roof. A barrier has got to be, for some people that you've got to get tools to install them. You've got to screw the mounting plate on and clip the rest of it on. Just get a big sticker on the back so you can stick it to the roof, make it easy for people. (Auckland, 20-35 years, male)

➤ Life stage

The young and single are often less concerned about safety in the home generally, including fire danger. The challenge will be to get these audiences to sit up and take notice in a crowded public safety/ social advertising context.

➤ Cost

Investing in fire safety equipment is perceived to be expensive. Respondents resent paying for fire extinguishers with a use by date that they may never use. While smoke alarms themselves are not expensive, the batteries are. One respondent had bought cheaper, own brand batteries, although these are noted by others to last only a short time, resulting in the frustrating situation of having to replace them more frequently.

I got annoyed with the smoke alarms because we are meant to have about six in our house, I think, and they all ran out at the same time, so I went to the Warehouse to get the cheapest 8 pack of the batteries and thought, right I am on to it this time and I am all sorted. And they wouldn't work, they weren't strong enough and they just kept beeping like the expensive ones do when they are running out. So I had wasted \$9 or something. But when you are buying 8 batteries, when you need 6 to 8 batteries depending on the size of your house and it's \$5 for 2. If you are having to spend \$45 because they do all run out at the same time, that is a big chunk for some people. And even though it's for your safety that money, sometimes it's, okay I will just get those two today and I will go the one by the fire and the one by the kitchen because that is where the fires are going to happen. But you don't know if your three year old is going to go and get a pack of matches and take it into their room. And unfortunately budget come in to a lot of peoples safety issues. (New Plymouth, 18-30 years, female)

We got ours put in when we had the Healthy Homes people come in and do insulation and that was great. We already had a couple in there but they put them where they were meant to go because we didn't know where they were meant to go. It is upkeep I think; it really is the cost of the upkeep for some people. (New Plymouth, 18-30 years, female)

➤ Lack of visibility of fire safety equipment

Some respondents claim to rarely, if ever, see fire safety equipment. They believe it is something that needs to be sought out versus overt promotion. Respondents suggest that Mitre 10/ Placemakers etc could have a fire safety promotion, with a special stand, special offers, information etc. It would also be useful to have trained staff on hand to advise what equipment is recommended where and how to use it.

KEY FINDINGS:

- Some respondents refuse to take fire dangers seriously and/or to take responsibility for fire safety.
- Young, pre-family respondents are the most unconcerned about fire safety.
- Fire safety equipment is perceived to be expensive and a waste of money if never used.
- Fire safety equipment is rarely displayed prominently and unlikely to be spontaneously purchased.

7. Fire Safety Campaigns

7.1 Social marketing campaigns generally

In the focus groups overall recall of social marketing campaigns is generally high and many respondents can discuss a number of campaigns in detail, including fire safety campaigns. Most top of mind are road safety campaigns, although mention is also made of KiwiSaver; Buy New Zealand made; Domestic violence – it's not okay; It's not what we're drinking, it's how we're drinking; water safety (summer); obesity; anti smoking; and energy conservation campaigns.

[Road safety ads] *The mines come up on the road, ABS. [I thought they were advertising a car to start with. It really looks like they're advertising a car and how safe it is on the road until he runs over it. (Interjection.)] [He goes around the corner and starts skidding. (Interjection.)] (Auckland, 20-35 years, male)*

The intersection one where the guy spins the wheel. [Is that getting the message across?] Maybe. I was thinking about that when I went out driving, but I think you become a bit immune to some of those ads because they're on quite a bit. (Auckland, 20-35 years, male)

While individual campaigns were not discussed in detail, two general themes were identified that impact on the uptake of fire safety messages.

➤ A busy public information marketplace

Most respondents accept and acknowledge the need for social marketing campaigns. However, these and other research findings indicate boredom with and increasing intolerance for these campaigns among some sectors of the population. The marketplace is extremely crowded and some respondents claim they are tired of being treated like children and being told what to and what not to do.

We are just bombarded with everything though, we are bombarded with don't eat this, don't use this, don't drink this, don't smoke, it is just constant. And really all you can do is sit in your nice little box with your veges and water. You are just so bombarded. It is just another ad telling you what you should or shouldn't do. It gets to be a bit like, oh turn it over. (New Plymouth, 18-30 years, female)

I don't think we should have the ads on TV at all, it is too expensive. Just leave people to their own devices. (New Plymouth, 18-30 years, male)

If it's not drink driving, it's life jackets or get out there and take some exercise or make your children walk to school. I get sick and tired of them. Anyone visiting New Zealand would think we are all a load of idiots. It's like being at school – don't do this, don't do that. (New Plymouth, 18-30, Female)

I know they are on for a reason and there must be some people out there who honestly don't know they should stop at intersections or that smoking is dangerous but come on. We are adults here. We don't need it drummed into us non-stop. (New Plymouth, 45-60, Male)

➤ Respondents debate the use of graphic images

There is much debate over the use of overt horror or gory graphics to reinforce public safety information messages. Some respondents believe this is the best and only way to force people to sit up and take notice.

[What things will make adults take action because the kids come home and can tell you to do so much but the adults have to feel...] Unfortunately for adults, I think the more horrific an ad, the more inclined we are to take notice. As sad as it sounds but that is just a fact. (New Plymouth, 30-45 years, female)

Or more graphic, maybe they need the burns units and things, show them what it's like when they come home from the pub and cook, put the realistic pictures out rather than say have you just arrived home, go and get a takeaway rather than cook. (New Plymouth, 30-45 years, female)

And the kids are relating to that guy who has that thing in his throat from oral cancer because did you know you can get that. It has to be graphic otherwise people don't get it. When you see a child that has been burnt from a jug or a kettle because they have tipped the whole lot and you have got them in their masks, they are far more reaching. (New Plymouth, 30-45 years, female)

Because we do have the hard hitting ads like the drinking ads where that drunk guy spins that kid around. My children react and people react. (New Plymouth, 30-45 years, female)

Others feel these are too off-putting and that messages can be lost when people recoil from horrific images. They believe clever, subtle and empathetic campaigns or those with unpredictable outcomes are more likely to get and retain the watchers' attention.

You think about the ads they are running at the moment for the collision courses, which ones do you pay more attention to, the wheel or the actual crash that you see. [The wheel is very effective (Interjection)] Because you could use the same concept for fire. You are taking the same risk when you walk about and leave something burning and come home drunk and start frying up in your deep fryer. It is the same thing but you need that hard hitting image. My kids will stop for that death ad. (New Plymouth, 30-45 years, female)

And the other one where that guy gets pulled up for speeding and he is taking the kid to soccer and he comes back and it's the same cop that gave him a ticket for speeding. It is that screaming, that scene and that women relating to her husband who is injured. (New Plymouth, 30-45 years, female)

That makes it personal, because you start with an ordinary situation which you could put yourself in, anyone having a barbecue or a party or just sitting there watching TV or whatever and then a fire starts or someone is injured or whatever and you are lulled into watching this normal every day. And it could be you and then a tragedy happens and you think it is not some freak that this accident has happened to, it is not people being careless. It is just normal people who have got caught up on the phone. (New Plymouth, 30-45 years, female)

But then every ad doesn't have to be so graphic though. I mean you have one graphic ad and you have seen that graphic ad and from there onwards every time you hear something that is not so graphic, it is in the back of your head anyway. (New Plymouth, 30-45 years, male)

Young males in particular mention the 'Mate, mate' drink driving advertisement as an extremely clever and subtle illustration of the implications of drink driving.

I know the one where they say mate about 50 times and then the last word is Dave, like they are not friends any more. That is probably more effective than all the shock and gore and blood. More subtle than in your face. (New Plymouth, 18-30 years, male)

This diversity of views indicates how difficult it is to take a 'one size fits all' approach to public safety campaigns. A subtle, clever approach may appeal to some but lack the impact to retain others' attention. Campaigns that are too graphic are off-putting to many. A mix of both approaches, as is common in many public information campaigns, is relevant and necessary to reflect the views of the New Zealand public.

KEY FINDINGS:

- There is high recall of social marketing campaigns.
- The busy nature of the social marketing marketplace is starting to annoy and alienate some respondents.
- Care is needed when using graphic images as these can be extremely off-putting.
- There is a preference for clever, subtle and unexpected campaigns, especially among younger, more advertising-literate respondents.

7.2 Fire safety campaigns

7.2.1 Recall of fire safety campaigns

In the groups, all respondents could recall one or more New Zealand Fire Service campaigns. The current '15 Second Fire Checks' are most top of mind and most respondents know of at least two or three different campaigns.

Or there is that new one where the firemen are actually out there telling you to move your clothes away from the heater, if you are cooking right now go back to the kitchen. I mean those ads are more realistic because they are the front line. (New Plymouth, 30-45 years, female)

I actually really like their ads at the moment, which remind you about ash if you have got an open fire, checking that the oven is turned off that come on during the night when you are watching TV, those reminders are really good for someone like me who is absent minded. (New Plymouth, 18-30 years, female)

Other commonly recalled campaigns include the 'Fire Wise' campaign fronted by Tana Umaga, the 'Speed of Fire' campaign, 'Fire Strategy' and 'Don't Drink and Fry' beer can. Young males are more likely to recall the 'Don't Drink and Fry' message.

[What about any other ones, anyone else seen any ads on TV?] *The smoking one, and they leave their smoke lit on the chair and they knocks the chair and sets the couch on fire. (New Plymouth, 18-30 years, female)*

Don't Drink and Fry people. People that get home from a few drinks and then decide to cook. A couple of years ago a guy died in Waitara from that, he died. He started cooking whatever he was cooking on the stove and fell asleep and he died. (New Plymouth, 18-30 years, female)

It's not even like you... it's just having a wide variety of people so everyone feels they can relate to whatever. I reckon the most effective one used to screen when I must have been around 10 or 11 and it was all about "do you have a fire strategy in place at home" and when you're little and you're like glued to the TV that kind of hits you and then hits a lot of parents as well, because then you're going "what do I do if the house burns down?" and they're like "we don't know" or "we've got a fire extinguisher but we haven't got an assembly point or whatever" and it makes you think about – like if they were targeting families and I think that's a really good strategy because the kids put it on the parents and then the parents think about their kids. (Auckland, 18-30 years, female)

7.2.2 Actions taken in response to fire safety campaigns

The '15 Second Fire Checks' have prompted a call to action by some members of the public. This has included checking smoke alarm batteries and electric blankets, moving clothes away from the heater or going back into the kitchen to check on the cooking.

[Ads] *To be honest I've never tested a smoke alarm up until now. If it starts beeping ...* (Auckland, 20-35 years, male)

My daughter immediately got up and pulled the cat blanket away from the heater. We've got one of those little oscillating halogen heaters. Our cat sits about this far away from it. We smell her burning sometimes. (Auckland, 20-35 years, male)

[Have you checked your alarm or checked?] *It has reminded me to move my clothes away from the heater actually because I am bad at that.* (New Plymouth, 18-30 years, female)

I make sure I turn off the wok if I'm going to the door. (Auckland, 20-35, female)

Other respondents mean to and plan to take action but have not done so. This is another indication that, while the New Zealand public is aware of and many are concerned about the threat of fire, a reactive as opposed to proactive stance to fire safety is still commonplace.

A few respondents have taken offence at some of the '15 Second Fire Checks', claiming they get very little time to sit and watch television and they do not intend to stand up to check smoke alarms etc when they have just sat down.

I was actually quite annoyed the first time I saw that one with the blonde girl [(Rachael from New Plymouth – (Interjection)]. Yes, that's the one. Telling me to go and check my cooking – I'd only just sat down for goodness sake. (New Plymouth, 18-30 years, female)

The 'Speed of Fire' campaign has shocked people. None claim to have given up smoking as a result of viewing it, but have learned to respect how quickly fires can spread and the importance of being able to get out of a house quickly.

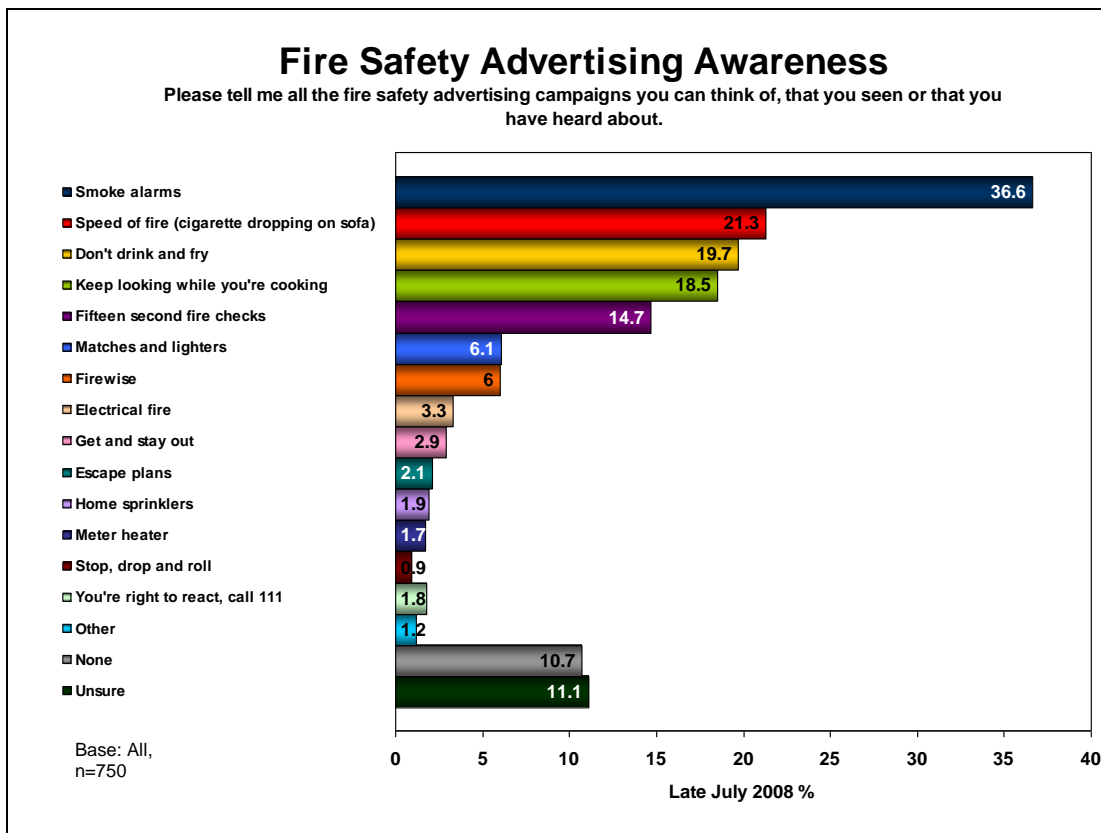
One respondent claimed to have hidden matches from his little brother as a result of the 'Fire Wise' campaign.

Qualitative respondents claim no specific action in response to the 'Don't Drink and Fry' campaign, although it has prompted respondents to at least think carefully about cooking after drinking.

Respondents also mention other fire safety actions they have taken in response to fire safety campaigns, but cannot attribute them to a specific campaign. For example, one respondent claimed to keep a lid on or nearby when frying and another had removed flammable material from the cooking area.

7.3 'Fire Safety' advertising awareness

- In an unprompted question, when asked what fire safety advertising campaigns they could think of, 78.2% of New Zealanders can recall one or more campaign, 10.7% can recall none and 11.1% are unsure.
- The following fire safety advertising campaigns are currently most top of mind for New Zealanders:
 - Smoke alarms (36.6%)
 - Speed of fire (Cigarette dropping on sofa) (21.3%)
 - 'Don't Drink and Fry' (19.7%)
 - Keep Looking While You're Cooking (18.5%)
 - '15 Second Fire Checks' (14.9%).



- Those New Zealanders who had not mentioned 'Don't Drink and Fry' and/or 'Keep Looking While You're Cooking' in the unprompted questions were asked about the following two kitchen fire campaigns. 69% of New Zealanders then declared they had heard of the 'Don't Drink and Fry' campaign and 47% declared they had heard of the 'Keep Looking While You're Cooking' campaign.

PROMPTED AWARENESS OF 'KEEP LOOKING WHILE YOU'RE COOKING' AND 'DON'T DRINK AND FRY' CAMPAIGNS

Have you heard any of the following fire safety campaigns?

	JUL 08 %	
	'Keep Looking While You're Cooking' (n=611)	'Don't Drink and Fry' (n=602)
Yes	47	69
No	45	28
Unsure	8	3
TOTAL	100	100
Base: Respondents who did not mention the respective advertising campaign in the previous unprompted question.		

We then looked at the campaigns that are the focus of this research in more detail.

7.3.1 'Don't Drink and Fry'

➤ Awareness

- As mentioned previously, unprompted 19.7% of New Zealanders mention 'Don't Drink and Fry' when asked which fire safety campaigns they can think of. A further 69% of New Zealanders, who did not recall this campaign unprompted, did recall it when prompted.
- Prompted recall is higher among those aged under 30 years, blue collar workers and those who recalled 'Keep Looking While You're Cooking'.

➤ Sources of awareness

- The majority of New Zealanders who are aware of 'Don't Drink and Fry' have seen this campaign on the television (91.1%). Other much less frequently mentioned sources of awareness are newspapers (2.6%), the radio (2.9%) and billboards or bus shelters (2.5%).

SOURCES OF AWARENESS OF 'DON'T DRINK AND FRY'

Where have you seen or heard the 'Don't Drink and Fry' campaign?

	Late JUL 08 %
Television	91.1
Radio	2.9
Newspapers	2.6
Billboards or bus shelters	2.5
Friends/ Word of mouth	1.3
Magazines	0.8
Brochures/ Leaflets	0.8
Other Including: Posters (0.5%), Movie theatre (0.4%), Restaurant (0.4%), Donations (0.1%)	1.4
None	0.5
Unsure	1.6

Base: 75% of respondents, those who mentioned the 'Don't Drink and Fry' campaign in the unprompted question AND those who claimed awareness once prompted, n=565
This was a multiple response question so percentages may not total 100

➤ **Actions in response to 'Don't Drink and Fry'**

- 69.8% of New Zealanders who are aware of 'Don't Drink and Fry' claim to have taken no action in response to the campaign, while over a quarter of New Zealanders (28.7%) claim to have taken action in response to the campaign.

Those New Zealanders who have taken no actions are more likely to be living in urban areas.

- The most common courses of action are:
 - Avoiding cooking
 - Paying more attention to the cooking
 - Using alternatives to cooking.
- Other peripheral actions mentioned include making fire checks and provisions and teaching and tutoring others.
- A number of these actions do not correlate directly to the main message of the 'Don't Drink and Fry' campaign, although they illustrate that the campaign has spin-off benefits for fire safety education generally.

ACTIONS IN RESPONSE TO 'DON'T DRINK AND FRY'	
<i>What, if anything, have you done in response to this campaign?</i>	
	JUL 08 %
DON'T COOK Don't Drink and Fry (8.3), Don't do the cooking (0.4%)	8.7
MORE ATTENTION Never leave cooking unattended (7.1) More vigilant, pay more attention (1.2)	8.3
COOKING ALTERNATIVES Bought, ordered takeaways (4.2), Prepare uncooked food (0.2%)	4.4
CHECKS & PROVISIONS Purchase fire safety equipment for kitchen (1.6%), Reviewed fire hazards (1.6), Check smoke detectors (0.6), Double check everything turned off (0.2%)	4.0
TEACH, TUTOR OTHERS Tutor children (1.2), Talk with friends and family (0.2%), Discourage friends/ family from drinking and frying (0.6%), Discourage family/ friends drinking around me frying (0.9%)	2.9
OTHER Don't drink and drive (2.8%), Smoke outside (0.3%)	3.1
NONE	69.8
UNSURE	1.5
Base: 75% of respondents, those who mentioned the 'Don't Drink and Fry' campaign in the unprompted question AND those who claimed awareness once prompted, n=565 This was a multiple response question so percentages may not total 100	

➤ Qualitative feedback

A selection of 'Don't Drink and Fry' advertisements were shown and discussed during the qualitative group discussions.

In order to provide clear direction for future advertising development, the findings outlined below are discussed according to which elements worked well and less well in respect of tone, communication, relevance and appeal.

- **Beer can**

The following elements generally work well:

- This execution has high spontaneous and prompted recall.
- The campaign message is strong and clear – Don't Drink and Fry.

Don't drink and have a fry up. (New Plymouth, 46-60, Male)

Only cook when you are sober. It isn't safe when you are drunk. (New Plymouth, 30-45, Female)

It's dangerous to cook with hot fat when you're not in full control. (New Plymouth, Young Male)

A lot of NZ men cook and fry and die. (Auckland, Young Male)

[And the beer can with the timer, can you remember what the line for that was?] *Don't drink and fry.* [How does that capture?] *Drunk people shouldn't be cooking. You are impaired; you shouldn't drive a car when you are drunk so why do you want to operate a stove.* (New Plymouth, 30-45 years, male)

- The cooking while drunk scenario is a relevant and familiar one. Many respondents (males in particular) can recall incidences of cooking while drunk that could have resulted in a serious fire.

Or if they are drinking at home and they are hungry at 2.00 or 3.00 in the morning, because drinking at home, because we are country people at the houses and you have got 8 or 9 drunk guys in the one place and then suddenly someone goes, I am starving. (New Plymouth, 30-45 years, female)

- The voiceover, while slightly sinister, is arresting and definitely demands the attention of the listener. Some respondents recognise the voice of the actor from *Once Were Warriors*, and draw parallels between the scenario and the movie.

You think back to Once Were Warriors. [Is that why the ad works?] *I don't know, it's got the voice, it does remind me.* (Auckland, 20-35 years, male)

- The sound effects - beer can opening and the dial clicking around - are recognisable and a call to attention, particularly to male respondents who claim to be often distracted or dismissive of advertising. They complement the voiceover as well.

The sound effects were better. You knew exactly what was happening. (Auckland, 20-35 years, male)

Anybody have a preferred ad out of those we have seen, to back up what we have said?] *Probably the beer can one is the only one is about the only one that makes noise that is appealing. Makes sounds like the beer can. That is the only one that if you are doing something you might look up. Otherwise someone just talking does nothing.* (New Plymouth, 18-30 years, female)

- The visual device (beer can/ element control) is praised for its cleverness and simplicity, although some female respondents do not make a strong connection with it. The two images work well together and reinforce the key message of the campaign. The meltdown at the end further underlines the seriousness of the tone and message.

- There is an obvious target audience. Respondents feel the target audience is most definitely male, although respondents differ in their opinion as to whether it is aimed at an older or younger audience. The scenario is equally relevant across the age groups, from young, partying students to older, retired men living alone.

The following elements work less well:

- Despite high awareness, relevance and appeal among the target audience, the campaign has only prompted a response among 28.7% of the New Zealand population and not necessarily among the target audience. Of these, only 8.3% claim not to drink and fry and a further 1.5% claim to discourage others from drinking and frying.
- Some respondents feel the campaign is too clever and not graphic enough to force a change of behaviour among the target audience.

Some guy telling you what to do is just not effective. You don't see it for yourself. People learn from experience, they're in there. People who've been through a fire would be really careful with it. One of my friends has and he's all fire safety and all that now because he's actually been in a fire. Once you have been in there, you know what it is, otherwise you're just, "who cares, she'll be right mate".
(Auckland, 20-35 years, male)

- The campaign is not necessarily liked, especially by females, although they acknowledge they are not the target audience for this campaign.
- Respondents feel the campaign is now so familiar it has lost its initial impact and shock value. They acknowledge this is true of any well known campaign, but feel it is now time for another equally innovative and memorable campaign.

It's an awesome ad but it's just a bit overdone. [Overdone because it's been around too much, or overdone -] Overdone just because it's been around too much. I think you've got to change stuff to make an impact. (Auckland, 18-30 years, female)

- **'15 Second Fire Checks' - Station Officer Craig Bain**

The following elements work well:

- Although not all respondents are familiar with this particular execution, all are aware of the '15 Second Fire Checks' campaign and recognise this execution as one of the series.
- It has a simple and clear message – 'Don't Drink and Fry'.

Don't cook under the influence. (New Plymouth, Young Males)

Alcohol and cooking is not a good mixture. (New Plymouth, Young Males)

- The campaign offers a pro-active and sensible solution to the potentially dangerous scenario of cooking while drunk, yet does so in a fairly light-hearted and low key manner. New Plymouth and some Auckland respondents comment on the absence of late night takeaways available, however.

Or you get really sad if they play the one, if you are drunk get takeaways don't cook. And we live in Taranaki and our takeaways are shit. In Auckland where they have the 24 hours, yeah I can understand it. It is late night for drunk people. Don't turn on your stove get takeaways, phone up for takeaways and it is inappropriate in small country towns because we don't have that. (New Plymouth, 30-45 years, female)

There's no takeaways open at three in the morning sometimes. (Auckland, 20-35 years, male)

- The protagonist, Station Officer Craig Bain, is real and approachable and uses a friendly tone.

The following elements work less well:

- Some respondents note that this is a difficult message to drive home as, while it is well recalled, habits associated with drinking are often well established and not well considered. They feel the style and format of the campaign are, perhaps, not hard-hitting enough to prompt a change in behaviour amount New Zealand's drinking and frying population.

[Don't drink and fry as opposed to keep looking while you are cooking?] I think if it's aimed for New Zealand men then slap it at New Zealand men and not a beer can. Like the Burger King ads with the women, do the prevention before and if you prepare yourself properly before you go out and start drinking when you get home you can slap it in the microwave and you are not on the stove frying. [Would that be a realistic scenario?] We are talking about men and they want something hot to soak up the piss that they have just drunk so they can roll into bed and say giddyay. (New Plymouth, 30-45 years, female)

7.3.2 'Keep Looking While You're Cooking'

➤ Awareness

- As mentioned previously, unprompted 18.5% of New Zealanders mention 'Keep Looking While You're Cooking' when asked which fire safety campaigns they can think of. A further 47% of New Zealanders who did not recall this campaign unprompted, did recall it when prompted.

➤ Sources of awareness

- The vast majority of New Zealanders who are aware of 'Keep Looking While You're Cooking' have seen this campaign on the television (88.9%).

- Other much less frequently mentioned sources are newspapers (1.6%), the radio (2.8%), posters (1.2%) and billboards or bus shelters (1.1%).

SOURCES OF AWARENESS - 'KEEP LOOKING WHILE YOU'RE COOKING'	
<i>Where have you seen or heard the 'Keep looking while you're cooking' campaign?</i>	
	JUL 08 %
Television	88.9
Radio	2.8
Newspapers	1.6
Posters	1.2
Billboards and bus shelters	1.1
Brochures/ Leaflets	0.9
Demonstrations	0.8
Magazines	0.3
None	0.6
Unsure	4.4

Base: 57% of respondents, those who mentioned the 'Keep looking while you're cooking' campaign in the unprompted question AND those who claimed awareness once prompted, n=425
This was a multiple response question so percentages may not total 100

➤ **Actions in response to 'Keep Looking While You're Cooking'**

- 41.7% of New Zealanders who are aware of 'Keep Looking While You're Cooking' claim to have taken some action in response to the campaign. 58.3% of those who are aware of 'Keep Looking While You're Cooking' have taken no action in response to the campaign.
- The key message appears to be getting through, with the most common course of action being to pay more attention when cooking.

Other actions taken at a more peripheral fire safety level are making fire checks and provisions and adopting safer cooking alternatives.
- As with 'Don't Drink and Fry', the actions taken in response to 'Keep Looking While You're Cooking' do not always correlate exactly to the campaign message, illustrating that the campaign has spin-off benefits for fire safety education generally.

ACTIONS IN RESPONSE TO 'KEEP LOOKING WHILE YOU'RE COOKING'	
<i>What, if anything, have you done in response to this campaign?</i>	
	JUL 08 %
MORE ATTENTION Never leave cooking unattended (27%), More vigilant, pay more attention (4.6)	31.6
CHECKS & PROVISIONS Purchased fire safety equipment for kitchen (3.4%), Reviewed fire hazards (3.1), Double check everything turned off (0.6), Check smoke detectors (0.4%)	7.5
COOKING ALTERNATIVES Prepare, eat food before coming home (0.8%), Bought takeaways (0.4%)	1.2
OTHER Tutor children (1.3), Move phone (0.2), Don't Drink and Fry (0.5%), and Keep heaters away from curtains (0.3%)	2.3
NONE	56.6
UNSURE	1.7
Base: 57% of respondents, those who mentioned the 'Keep looking while you're cooking' campaign in the unprompted question AND those who claimed awareness once prompted, n=425 This was a multiple response question so percentages may not total 100	

➤ **Qualitative feedback**

A selection of 'Keep Looking While You're Cooking' advertisements were shown and discussed during the qualitative group discussions. The findings outlined below are discussed according to which elements worked well and less well in respect of tone, communication, relevance and appeal.

- **Steak (Sausage)**

The following elements generally work well:

- The message is clear and easily understood - 'Keep Looking While You're Cooking'.

If you don't watch your cooking it could burn your kitchen. (Auckland, 46-60, Female)

Unattended cooking is a hazard. (New Plymouth, 46-60, Male)

Keep an eye on your cooking. (New Plymouth, Young Males)

If you've got something cooking, you shouldn't be watching the TV. (Auckland, 31-45, Female)

- The scenario is relevant and meaningful and one with which everyone can identify.

It's realistic too, because going off to meet people coming in can easily distract you from cooking. (Auckland, 20-35 years, male)

- The campaign recognises that common, everyday distractions are a cause of fires.
- The implications of a short time away from the kitchen are well demonstrated. Respondents are surprised at the speed at which the fire spreads and how potentially devastating a distraction can be.
- The campaign provides a clear illustration of the bottle of oil catching fire, which illustrates how important it is to move flammable liquids away from naked flames/ heat.
- Respondents approve of the use of a frying pan, as this is more relevant to their style of cooking than deep fat fryers or chip pans.

The following elements are less successful:

- The campaign has low recall. No respondent spontaneously recalled this campaign and only a minority recall it when prompted.
- The campaign does not provide any details of how the fire should have been dealt with. There is some debate as to whether the campaign instructs the viewer to call the Fire Service and respondents feel this should have been stated more clearly, perhaps with a voiceover at the end.
- There may be missed opportunities in the campaign. For example, the presence of kitchen towels, tea towels, recipe books, oven gloves or other typical kitchen accessories, will make viewers even more aware of peripheral kitchen hazards.

Move flammable objects away from the stove top. (New Plymouth, 18-30, Male)

Kitchen curtains and electric kettles plugged into stoves, with the cord draped over elements, are two fire dangers well known to respondents and demonstrate the danger of innocuous kitchen equipment.

- ***Mum and children***

The following elements generally work well:

- The message is clear and simple – ‘Keep Looking While You’re Cooking’.
- The scenario is familiar and believable. This campaign is very well received across all demographic groups. While younger and post family respondents cannot directly identify with the life stage, all empathise with the scenario - how simple it is to be distracted even for a short time and how quickly fires can start.

And she hadn't gone out to the clothes line or out to the mail box or gone to watch TV, she was still basically in the kitchen but with her eyes off it. (New Plymouth, 30-45 years, female)

Don't leave even for a minute – fire happens quickly. (New Plymouth, 30-45, Male)

It only takes a second for fires to start. (Young Males, New Plymouth)

It's showing how fast and easy a fire can start. (New Plymouth, 30-45, Female)

- The scenario is adaptable. Younger respondents comment that it could easily be adapted to reinforce the 'drink and fry' message by altering the scenario to after a night out.

[Are they the kind of ads that would get attention if they put them on at times when you were watching?] *They could change the people. Obviously that was a family and would probably be on about dinner time. They could have one later on with the lads coming home from a game. They've just played footy in the afternoon. They've had a few on the way home down the club. Just change the people in the scenario. [Something like don't pour beer on it (Interjection.)] I wouldn't change the message, just change the people. Same sort of thing, "come and watch the game, they've just scored a try" and the guy rushes out to watch it and forgets about the stove. [Has another beer as he's sitting down. (Interjection.)] (Auckland, 20-35 years, male)*

- Preventing and dealing with fires are both well demonstrated. The campaign fulfils a dual role to an extent, emphasising the importance of prevention through illustrating consequences and educating about how to deal with fires safely. The campaign fulfils respondents' requirements for information on what should be done to prevent the fire, but also shows how to deal with the fire.

It was good because it showed her doing what you are not supposed to do and then it showed her doing what you are supposed to do. (New Plymouth, 30-45 years, male)

Do not move a pan on fire. (Young Males, New Plymouth)

Smother the fire – don't try to move it and don't throw water on it. (Auckland, 20-30, Female)

- It depicts real-life distractions in a real-life family and demonstrates that fires can and do happen to everyone.

That was a lot better than the first one. [What's better about it?] It tells you what to do, like for me I would have thrown water on that because I wouldn't know what else to do, but it said "don't do it" so I didn't know that. (Auckland, 18-30 years, female)

Prevention helps as well as knowing what to do. (Auckland, 18-30, Female)

- The fat fire demonstration is clear and effective. Using a lid and/or wet tea towel to deal with the fire is helpful to some respondents and a reminder for others that small fires can be dealt with quickly and efficiently using standard kitchen equipment.

[Ads: what's good about those ones?] *They show you how to stop it, not only how it happens but how to stop it if it does. It's pretty realistic.* (Auckland, 20-35 years, male)

The first one actually was better because they showed what happened with water and then they showed you what you should do. They did two things, one that you shouldn't do and one that you should do. (Auckland, 20-35 years, male)

I'd have probably moved the pot. I wouldn't have known probably to put the wet towel on it. (Auckland, 20-35 years, male)

- This campaign also strongly illustrates that fire awareness and responsible actions can have positive implications for the whole family. The opposite is also true.

It also tells you that there's not just one person to look out for. [It's got a bit of emotion involved. (Interjection.)] *In most households there's more than one person.* (Auckland, 18-30 years, male)

By your carelessness, you can put your kids' lives in danger. That's what really got to me. (New Plymouth, 31-45, Female)

The following elements work less well:

- Only a minority of respondents recall this campaign upon viewing it, but it is not generally or spontaneously recalled.
- There may be an opportunity to provide some guidance as to when not to deal with a fire, i.e. to get out and call 111.
- **'15 Second Fire Checks' - Station Officer Rachel Lind**

The following elements generally work well:

- The campaign has good recall. Many respondents, particularly New Plymouth respondents, spontaneously recall this campaign and the majority recall it when shown. They recognise it as part of a series of similar, short and punchy advertisements.

Pretty much seen them all, they play them regularly enough. [And are they what to do in fires or how to prevent fires?] *It is just really friendly, it is not really hard hitting. It is not invasive. It is just really friendly statements and a reminder. Do this or do this or don't do this.* (New Plymouth, 30-45 years, male)

- New Plymouth respondents are particularly receptive to this campaign, recognising and appreciating that Rachel is local.

I look for the New Plymouth fire woman because it's local. [Are there New Plymouth ones there?] Yes Rachel Lind. (New Plymouth, 30-45 years, female)

[Has anyone else seen that one?] Yes. [Is local content important?] Yeah, Taranaki. Hard core. (New Plymouth, 30-45 years, female)

- The message is simple, clear and succinct – ‘Keep Looking While You’re Cooking’.

Stay at the stove until you have finished cooking. (Auckland, 46-60, Female)

Go and finish the cooking – don't watch TV whilst things are unattended. (Young Males, New Plymouth)

Go check your stove and don't leave until you are finished cooking. (New Plymouth, 46-60, Female)

- Respondents comment favourably on the television timing of this campaign, many having seen it while they were cooking the evening meal.

I've actually watched that ad twice. I've been sitting down at quarter to five watching Wheel of Fortune with the kids and that ad's come on and I've stopped. I know I haven't got anything on, that's alright. I've actually stopped and thought about it. I don't know why, just that time of night and I do the cooking while my wife's on her way home. (Auckland, 20-35 years, male)

Because most of the time when they are on, you are sitting down and having tea and it's like you see Rachel or whoever it is come on and you go, oh yeah did I turn the stove off, I think so, yeah. Whether you go and actually physically double check that you have turned it off. (New Plymouth, 30-45 years, female)

The following elements work less well:

- Some respondents take slight offence at the ‘school marm’ tone and claim they do not like to be told what to do quite so bluntly.

It's like a school teacher type situation that you do listen to but you're not going to act on it. It's just not as effective as seeing something devastating or realising you couldn't take care of the situation or perhaps what you thought you would do wouldn't have worked, like not throwing water. (Auckland, 18-30 years, female)

- One or two younger respondents do not respond to messages from uniformed people, although most hold fire officers in high regard.

I like that it wasn't actors. It was real firemen..Rather than just actors paid to tell us something. (Auckland, 18-30 years, female)

I'd probably have a different opinion on that. Someone who fights fires every day I'm going to trust more than someone who doesn't. [A good idea having the engine and the bloke in the uniform] I suppose, yeah. (Auckland, 18-30 years, female)

Knowing that she is a real fire person does nothing for me. (New Plymouth, 18-30 years, female)

8. Kitchen Fire Safety – Communication and Information

8.1 Fire safety education

The New Zealand Fire Service currently conducts a range of educational and promotional activities focusing mainly on fire prevention. In the qualitative research we asked respondents their views on how best to balance the education messages regarding fire prevention and also how to deal with fires.

➤ Fire prevention

The Fire Service spends considerable time and money educating the public, but respondents feel ongoing education and information programmes are necessary to remind and educate the public about fire danger. Respondents talk in terms of risk avoidance, pro-activity, precaution and prevention. Although they have an almost fatalistic assumption fires will happen, most feel that as much as possible must be done to prevent them.

Fire safety programmes are expected to be overseen by those with expert knowledge in the area – the Fire Service – but also involve community and other organisations with a vested interest in reducing the incidence of house fires (insurance companies, real estate agents, letting agencies and landlords, building authorities, government agencies and ACC). The involvement of the wider community (local councils, Housing NZ, schools, charities (Rotary), trusts and community groups) will ensure a broader target audience is reached.

[When you talked about the Stratford Fire Brigade handing out the smoke alarms have they got a bigger budget?] *It was community funded, it was the council, the fire brigade, fundraising, it was a big combined effort.* (New Plymouth, 18-30 years, female)

Build it into the tenancy agreement because everyone who rents has to sign a tenancy agreement, so when you get your tenancy agreement they could put a whole range of pamphlets with it. (Auckland, 18-30 years, male)

Some respondents believe legislation is necessary to encourage the wider involvement of all interested parties although others reject this, believing there are already too many rules and regulations and that it is up to individual organisations to choose to be involved or not.

[So what do you think, we have to stop houses burning down what would you do?] *Make it legislation. Make it compulsory for all New Zealand homes to have smoke alarms. Make it compulsory like they are trying to do with drivers licenses, do the same thing as far as insurance policies for homes. It would be the only way you can.* (New Plymouth, 30-45 years, female)

I totally agree. I think insurance companies can put the onus on themselves and I think it should be legislation. No smoke alarms, no insurance regardless, because at the end of the day they have just had a thing go through in Stratford where Safer Homes have come around free of charge and put smoke alarms in every house free of charge. And you go through them. So in my opinion there is no excuse whatsoever not to have a smoke alarm in your house. So legislation and make it compulsory on your insurance. (New Plymouth, 30-45 years, female)

All respondents expect the New Zealand public to take some responsibility for fire safety themselves, however, and do not expect to have everything done for them. This includes taking responsibility for their own safety and property and educating their children about cooking safely.

Last week my 8 year old decided he wanted to cook fried eggs and my husband was in another room in the house and the next minute he is screaming and apparently some fat from the frying pan splashed on the ceramic top and so my husband went in and told him to calm down, this is what you do, so now he is not scared but extra careful. If I move the spoon too fast is it going to splash oil. And it's a good lesson to learn that early rather than learn it at 18. (New Plymouth, 18-30 years, female)

Some respondents have the extreme view that fire safety, along with all other public information campaigns, should stop and that the individual must take full responsibility for their own education and action.

I don't think we should have the ads on TV at all, it is too expensive. Just leave people to their own devices. (New Plymouth, 18-30 years, male)

Although this opinion is not widespread in this research, UMR Limited has noticed that some of the New Zealand public has reached saturation point where public information campaigns are concerned.

Respondents in both New Plymouth and Auckland know that free smoke alarms have been distributed in some areas and understand that the local Rotary (NP) and Licensing Trust (Auckland) have been the initiators. These initiatives are complimented and respondents hope they will be repeated across the cities. These initiatives work well because they simultaneously overcome the barriers of cost and apathy.

In Inglewood the local rotary were the ones that funded the smoke alarms in every house. The rotary put a whole heap of money towards fire alarms because they felt it was an important feature. [So community groups and would someone like rotary have an ulterior motive?] No, I don't think so. They do a lot of funding for a lot of different things, I don't think they particularly wanted anything out of it. (New Plymouth, 18-30 years, female)

I live in Stratford and they have just done it. They have gone around every house in Stratford and installed the alarms or, if you have alarms, they have checked the batteries and given you fresh ones. (New Plymouth, 18-30 years, female)

Parents report that young children enjoy trips to the Fire Station. These are prime opportunities to connect with and explain the basics of fire safety to children and their adult caregivers. Children also absorb messages more readily and often become a vocal reminder at home for what they have learnt at school. However, targeting children in order to remind their parents targets an already relatively vigilant population but does not target the young and single population.

They get a wee booklet where they have to say what do they do if there is a fire. Do they ring 111? What do they do? My kids are 5, 6 and 7 and they do it every year. Fire safety at school. They come home and the first thing they say is mum we have got to have a fire evacuation plan and you have got to do this and you must do this and you must do that. (New Plymouth, 18-30 years, female)

I think more the dealing with fires is more what they do in school, I think they teach the kids hoping the kids will take it home to the parents so the parents will learn, I think that is more the strategy I see. Because you don't see much prevention in the TV ads but the kids will bring home the book and then they will say look mum this is what you will do if you have a fire. [So that suits the population with kids but there are a lot of people who haven't as well.] Yes. (New Plymouth, 18-30 years, female)

That is how I got my smoke alarms because the kids nagged me to get them. Do it mum, do it, because I used to smoke and just in case. (New Plymouth, 30-45 years, female)

Some respondents suggest a list of the top 10 fire dangers in your home/ kitchen will educate them about issues they have not considered before e.g. leaving appliances on standby, rags igniting, leaving chargers plugged in with no cell phone attached, and other lesser known fire hazards.

Just letting us know what are the most common ways that fires actually start. Are toasters a big deal or not? Do most start on the stove, or most start with heaters? So that you become aware that you do have hazards in your house. (Auckland, 20-35 years, male)

Respondents suggested that this could complement the current '15 Second Fire Checks' campaign, with each advertisement focusing on a hazard from 1 to 10. Alternatively, regularly changing, eye-catching and clever billboards at strategic points around major cities or on buses may be effective at communicating simple, catchy messages.

➤ **Dealing with fires**

As discussed, there is a general feeling that accidents happen and that, despite the best education and extreme vigilance, there will still be occasions when the public will be faced with a fire. If this happens, they have to know how to deal with it. This might not necessarily mean putting out the fire, but being aware when to get out and stay out and call the Fire Service.

I don't think you can take more precautions. You can be aware of everything that you are doing and you just have to be a little bit tired or a little bit hung-over or distracted. My husband was sitting in the lounge for 20 minutes, half an hour, so he was just being a man. But I think you can be totally aware of everything that can happen and accidents still happen. That is why it's an accident. Baby brain

having a 3 month old and just being so into your baking and then all of a sudden you have got your baby crying and the two year old having a go at your older one and your baking has just gone completely out the window, you have left your ring on with your butter on it and next thing you know you have got a kitchen fire. And there is nothing you could have done because you can't do five things, you can't focus. (New Plymouth, 18-30 years, female)

I really think the ads they have at the moment are fine for preventing but I do think that they need to perhaps help in putting out fires, dealing with fires. (New Plymouth, 18-30 years, female)

One Auckland respondent had seen the Fire Service demonstration on the dangers of and dealing with fat fires. He had been surprised at the speed at which fires spread and the consequences of pouring water on a fat fire. While he was already aware of how to deal with fat fires, the shocking visual reminder had definitely raised his level of awareness in this area.

Other respondents reported seeing various fire demonstrations and commented how frightening and effective they were.

It is something that has got to be constantly pushed because otherwise they get lax and then they just forget about it and they forget everything they ever learnt. But witnessing it and seeing how fast something burns has a far better impact on children than a video or anything else because it's real and they see what they actually have to do. And they need more often in schools because it is young children that pick up the lighters or play with the matches. (New Plymouth, 30-45 years, female)

Some respondents have had fire training through their places of work such as using fire extinguishers. This has been extremely useful and has given them the confidence to believe they can deal with a limited fire in their own homes. There is a suggestion that workplaces could take more responsibility in educating their workforce regarding fire safety and that this will have a knock-on effect for fire safety in the home.

At work we just did a fire extinguisher course and it is drummed into us what to do, so I guess that is why it's so fresh especially for me. We had a fire extinguisher course about two weeks ago. (New Plymouth, 18-30 years, female)

They have pictures and they have either a cross through them or they have just the picture on the extinguisher. An extinguisher either has a blue band or a red band depending on what colour it is and at the course they tell you what extinguisher is which and it is written on it. (New Plymouth, 18-30 years, female)

Just seems pointless. [Do you know how to use a fire extinguisher?] We had the fire guys come around to our work. [Did they do that in the neighbourhood?] This was a workplace one, so came into work, had the training session out the back and we just went out in groups of 10 or 15 employees, Start a fire in the back and then each person goes and puts it out. [Was that really quite useful? Did you learn anything?] We learnt how to use it. It was good. (Auckland, 20-35 years, male)

In the air force they drum it into you that you do fire training and then when you're on overseas deployments and stuff, the fire guys ... learn how to use the water, the hand-held pumps, and I've had to use it once when I was at work at the air force. We had to put out of a fire some little shits had set off. You know those plastic parks, like little McDonalds type things, some little shits had set one on fire at Hobsonville..I soon learnt how to use the fire extinguisher pretty quickly. (Auckland, 20-35 years, male)

KEY FINDINGS:

- A combined fire prevention and dealing with fire information programme is expected and needed to remind **and** educate respondents about fire danger.
- A collaborative approach, including the Fire Service, those with a moral and vested interest in reducing (preventing) the number of house fires, and respondents themselves, is necessary to reach as broad a target audience as possible.
- However, fires will and do happen and it is also important that respondents to know how to deal with fires, be it physically putting them out or calling the Fire Service.
- Fire demonstrations and workplace training initiatives are reportedly effective in this respect.

8.2 'Kitchen Fire' promotional materials

Following the general discussion about public safety campaigns, respondents in the qualitative groups were introduced to three current 'Keep Looking While You're Cooking' promotional materials: a leaflet, fridge magnet and the poster of Station Officer Rachael Lind. (See appendix). Respondents' feedback is detailed below.

➤ Leaflet

The leaflet is the least well-liked of the information tools, mostly because of its transitory, throw away nature.

This would just go in the recycling to be honest. (Or on the fire – (Interjection)]. You'd have a quick glance and just chuck it away. There would be no need to keep it. (Auckland, 18-30, Female)

If this came with all the other junk mail I wouldn't even look at it. It all goes straight in the bin. [How about if you were handed it in the mall?]. Yes, I'd have a quick read then, but I wouldn't take it home and file it or anything. (New Plymouth, 20-30, Male)

Respondents perceive leaflets such as these to be temporary and disposable. Respondents do not plan to keep and reuse them and the leaflet is generally discarded once the information is read.

This is really flimsy as well. It's not like a solid piece of cardboard. It would get really ratty really quickly. (Auckland, 30-45, Female)

The message on the front - one third of all fire deaths in New Zealand are caused by unattended cooking – is initially interesting and newsworthy. However, upon further investigation, it raises the questions:

What about the other two thirds? What causes the fires they die in? (New Plymouth, Young Males)

That sounds a lot but when you break it down, 66% of people die in other ways. I honestly would have thought more people would have died through unattended cooking. (Auckland, 45-60, Male)

The statistics on the reverse serve to confuse many respondents. They do not understand how, if only 25% of fires begin in the kitchen, one third of all fire deaths are caused by unattended cooking, despite explanations by both the moderator and other group members.

On the front it said 25% of all home fires begin in the kitchen and now it's saying that one third of all fire deaths are caused by unattended cooking. It doesn't make sense to me. [Yes, it does, it means that a disproportional number of fire deaths are caused by unattended cooking – (interjection)] – I don't get it. (New Plymouth – 20-30, Female)

The paragraph telling the reader never to leave cooking unattended is straight to the point and easily understood, although it adds no further information to that already stated elsewhere.

It's a bit overkill to tell you the truth. Never leave cooking unattended, you must never ever leave it unattended, keep looking while you're cooking. I think I've got the message. (Auckland, Young Males)

➤ **'15 Second Fire Checks' Poster depicting Station Officer Rachel Lind**

The poster is generally well liked by both male and female respondents, who recognise it as part of the '15 second Fire Checks' series.

There's our Rachel again. She's the one from the TV ad – the one from New Plymouth. (New Plymouth, 45-60, Female)

Although some respondents criticise Rachel's 'school marmish' tone and style in the television advertisement, this is not evident with the poster. Respondents describe Rachel as attractive and approachable and representing the modern, contemporary face of the New Zealand Fire Service.

I like the way they use a woman fire officer as everyone always thinks about men when you think of the Fire Service – firemen. (New Plymouth, 20-30, Female)

Respondents comment that the information contained in the poster is minimal, yet simple and impactful. 25% of house fires are a sizable proportion of fires, although as with the leaflet above, respondents question where all the other fires in the house start.

The 25% sort of jumps out at you. It sounds like a lot of fires. (New Plymouth, 20-35, Female)

You would sort of expect 25% of fires – maybe more – to start in the kitchen, because that's where people are dealing with heat and fire on a daily basis. (New Plymouth, Young Males)

'Keep Looking While You're Cooking' is clearly communicated and easily understood.

Get back in the kitchen while you're cooking tea. Don't get in the washing, bath the kids and talk to your mate on the phone at the same time. (New Plymouth, 20-30, Female)

➤ **Fridge magnet**

Respondents respond well to the fridge magnet, commenting positively on the striking visual and colours, and simple direct message – 'Keep Looking While You're Cooking'.

It's pretty striking. That would stand out on your fridge next to all the boring telephone numbers and civil defence stuff. (Auckland, 45-60, Female)

I like it. Most people have their fridges in the kitchen near the cooker, so that would be a little reminder every time you opened the fridge – [You'd soon start to ignore it though – (interjection)]. Maybe, but it's better being in front of you than a notice thrown away in the bin somewhere. (Auckland, 20-30, Female)

Respondents also like the magnet's permanency, claiming it will be kept and put on the fridge. It will not be thrown away as per the leaflet or other printed media.

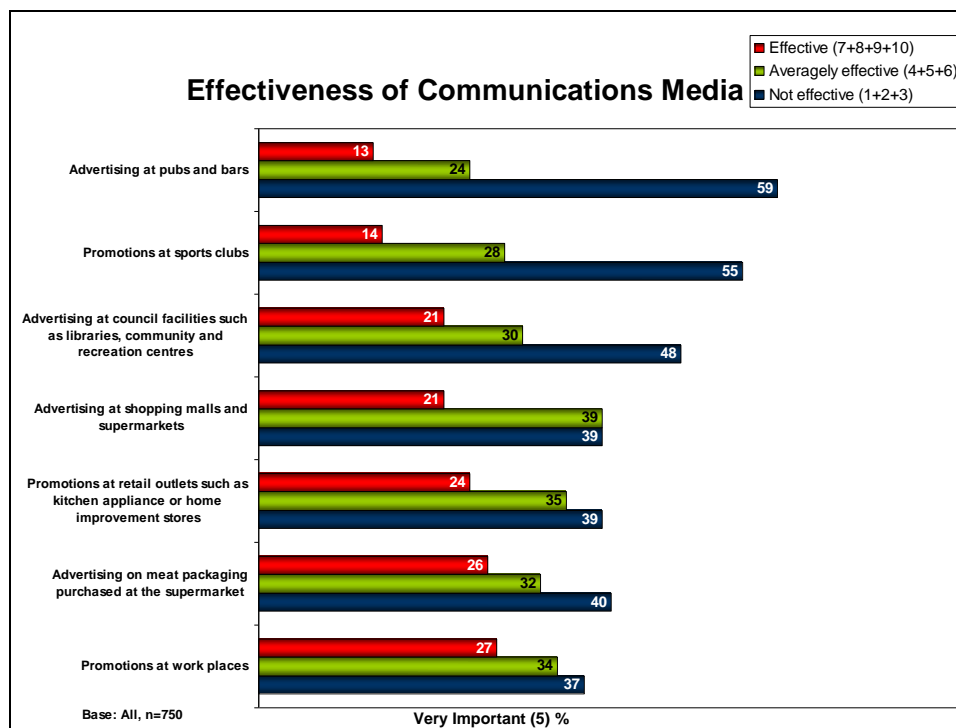
You'd definitely keep it – you can never have too many fridge magnets. (Auckland, 20-30, Male)

UMR understand it is not the intention of the New Zealand Fire Service to distribute fridge magnets in the future. However, they do act as a constant reminder in the kitchen and an alternative, permanent promotional tool will help to keep cooking vigilance top of mind.

8.3 Effectiveness of communications media

Across a range of seven forms of communication tested in the Omnibus survey, New Zealanders ranked promotions at workplaces, advertising on meat packaging and promotions at retail outlets as the most effective approaches to informing them of the hazards that may occur when cooking.

The communication tools viewed as least effective were advertising at pubs and promotions at sports clubs.



The demographic groups who rated communication as more and less effective (on a combined 7-10 basis) are outlined below.

- Promotions at workplaces
 - More effective: those aged under 30 years, those earning between \$25,001-\$30,000 per annum, Maori
 - Less effective: those aged older than 30 years, New Zealanders who are retired
- Advertising on meat packaging
 - More effective: females, those aged under 30 years, those earning under \$30,000 per annum.
 - Less effective: males, those aged over 60 years
- Promotions at retail outlets
 - More effective: those aged under 30 years, those earning between \$25,001-\$30,000, Maori
 - Less effective: those earning more than \$50,000 per annum

- Advertising at shopping malls and supermarkets
 - More effective: those aged under 30 years, those earning less than \$15,000
 - Less effective: Wellingtonians, sales and service workers, those aged over 45 years, those earning more than \$70,000
- Advertising at council facilities
 - More effective: those aged under 30 years
 - Less effective: Wellingtonians, sales and service workers, those earning more than \$70,000
- Advertising at pubs and bars
 - More effective: those aged under 30 years, those earning between \$30,001-\$40,000, Maori
 - Less effective: those aged over 45 years, those earning over \$50,000
- Promotions at sports clubs
 - More effective: those aged under 30 years, Maori.

8.4 Potential information sources – qualitative

Focus group respondents spent time brainstorming and discussing potential fire safety communication and information sources. The following were not discussed in detail in all groups but may provide ideas for future fire safety campaigns.

➤ Mass media

- Television

Respondents believe the multi-sensory medium of television – sight and sound - is the most potent communication and education tool available, although respondents admit to channel surfing during advertising breaks and to fast forwarding through advertising breaks when watching pre-recorded material. Many use advertising breaks as opportunities to visit the kitchen or toilet.

The news and sports test matches are times when respondents claim they are less likely to switch channels. Respondents acknowledge that fire safety advertising is shown during the news, but could not recall if this is true of sports and test matches, a time when cooking and frying and kitchen distractions often occur.

You're with a group of mates watching the match with your dozen beers. Someone will always get up and cook a feed – maybe they should have those [Don't Drink and Fry] ads on then when blokes are really watching the telly. (New Plymouth, Young Male)

- **Bus sides, shelters and roadside billboards**

Respondents suggest bus sides and shelters and clever, eye catching and evolving roadside billboards as possible information sources for captive and bored audiences.

There's a KiwiBank billboard in the city and it's got numbers going off all the time. I think it's something like the number of Kiwis joining KiwiBank and it's up to 500,000. It's just interesting because the numbers are going up all the time. That place used to have countdown to the world cup. Now it's changed and it's KiwiBank. It just seems a little strange because the numbers are always going up, but when I come past the next day they're down at a lower level. Something's changing. (Auckland, 20-35 years, male)

Used to be a billboard down by Ellerslie roundabout for the TV programme Weeds on Prime. They had a big weed there. You'd drive past it and laugh every time. It's sticking up from the billboard. It's classic. It doesn't really get much better than that. (Auckland, 20-35 years, male)

- **Radio**

Radio does not have the visual aspect of television, but respondents believe it has a captive audience and is an important support to television campaigns.

You're in the car with the radio on. There's no distractions. Quick 10-15 second ads, just little reminders, I can see them working. (Auckland, Young Males)

But seeing it on TV and then you hear it on the radio later. It does jog your memory. Often it is the same thing, but I think you have to have a visual first, kids are really visual learners and if it's just the radio they wouldn't pick up. (New Plymouth, 30-45 years, female)

- **Ethnic radio stations**

Respondents also recommend ethnic radio stations and (printed media) for those with English as a second language and who might not understand other mass market campaigns.

There's a lot of migrants coming in now with other languages. You can't really tell them how to deal with a fire because they probably wouldn't even have a fire extinguisher in the first place. They probably don't even know there's supposed to be fire extinguishers or smoke alarms in the house. So education. Get into some of those ethnic radio stations and throw a few deals out for them. [Again maybe some deals or cheaper or free things around that] (Auckland, 20-35 years, male)

- **Print**

This is also true for printed media. Respondents believe that print media (standalone brochures, leaflets and posters) play an important complementary or supporting role to television, although they question the power of print in a standalone context.

I think buy New Zealand made would fit well in print media, but I don't think something like the violence or alcohol ones would go down too well. It's not like we'd look at it and go "wow, what's happening there?" but when you see it on TV it's in your face. It's a bit more effective. I don't think you could do an ad like that on paper. (Auckland, 20-35 years, male)

Usually reading it too fast to look at the ads. (Auckland, 20-35 years, male)

Respondents suggest doctors' and other health professionals' waiting rooms, public and council facilities, education facilities and workplaces as potential outlets for printed media.

This suggestion is confirmed in the Omnibus survey, where advertising on meat packaging, at shopping malls and supermarkets, and at council facilities are all rated as effective by over 20% of the New Zealand population.

➤ **Reality television**

The potential for a Fire Service reality television show or series was raised in some groups.

Respondents have diverse views about the effectiveness of these shows and of the use of graphic horror to illustrate the implications of poor safety habits. Some respondents find them amusing, light entertainment and enjoy a laugh about the stupidity of some members of the public.

That Piha Rescue one is a bit different. They might show someone doing CPR but other than that ... just a laugh. (Auckland, 20-35 years, male)

The police shows when someone comes on, "I know that fellow". The police ones are a bit of a laugh. (Auckland, 20-35 years, male)

Other respondents believe they play an important communication and education role and that illustrating how stupid, unthinking actions can have serious consequences may prompt people to question their own behaviour.

I think the ambo ones are a bit more serious. The police ones are a bit more of a laugh. [So the ambulance ones are still entertainment rather than informative, or are you learning something subliminally in there?] Probably learning something subliminally but there's not really a message coming across saying "don't do this". There's heaps of tradies on there with ladders and stuff that have come down and have done some serious damage.

Respondents feel that a reality show or series focusing on the Fire Service has the potential to show the New Zealand public at their most stupid. However, they feel a more serious tone, semi-documentary style, with coordinating advertising breaks, highlighting little-known danger areas and demonstrating how to use equipment and deal with small fires may be the best approach.

[If there was a show with firemen on it, would it be an effective way of getting a message across?] Put advertising on in between to do with fire safety, I think it would be really effective because you're seeing the whole effects of it in the programme and you're seeing what you can do to stop it. [So reinforcing what you do. (Interjection.)] Have fire safety ads in between the fire programme. (Auckland, 20-35 years, male)

With Police 10-7 they show the scene and then afterwards they say this guy got this much. With the fire they could say this is what was causing it. When it was investigated it was found to be this, this and this. Then you'd know at the end that that fire was caused by some guy leaving something on the stove. (Auckland, 20-35 years, male)

When they advertise it they can chuck a fire safety ad in the same ad break as the ad that advertises the show. [Advertising it at other times as well] When they're advertising the show, chuck a fire safety ad in the same block. One reinforces the other. (Auckland, 20-35 years, male)

➤ **University orientation week**

Respondents mention university orientation week as a time when students are a captive and attentive audience. They feel orientation packs could include fire safety information or, better still, a smoke alarm. Respondents question how successful or well recalled fire safety messages will be following a nights' drinking, however.

When I went to Otago, like in your first year, before you even start, orientation week and everything, they got all the people living in student flats and said "hey look, come to this lecture hall" and they had a big meeting on how to keep yourself safe in the house. That was when I was at uni, I don't know what they do now. [Was that well attended?] Yes, the majority of first-year students went. (Auckland, 18-30 years, male)

I think if it's other students telling you, not just some old person saying it. (Auckland, 18-30 years, female)

Orientation packs. Orientation week at campus, simulated fires and stuff. It's something you'd probably look at. There's generally one area that everyone hangs for the first week and just have it in the centre of that. [Fire demonstrations] (Auckland, 20-35 years, male)

➤ **Fire Safety awareness week**

Respondents are aware of various awareness weeks during the course of the year e.g. cancer, Maori language and obesity, which include a concerted and combined effort by many community organisations and the media. They believe there may be an opportunity for the Fire Service to adopt this approach if it does not already do so.

They have loads more ads on for fires in the winter. I can see them having a fire safety week, like the charity ones, where there is loads on TV and demonstrations at the mall and the kids get stickers and stuff. It all happens together – really hit you with it. (New Plymouth, 30-45, female)

Like with the cancer society, there is daffodil day and there is loads going on around that. They could do the same for the fire. Really intense for a few weeks ... [They'd still need to do it the rest of the year too – (Interjection)] – yes, but really get your attention before everyone starts turning on their electric blankets and lighting their fires. (New Plymouth, 46-60), female)

➤ **Workplace promotions**

A number of qualitative respondents have received fire safety education and training through their workplaces, for example, those working in catering, teaching, the Air Force and manufacturing plants. Respondents accept that certain workplaces pose more of a safety risk than others, but many concur that fire safety training at work is invaluable and has spin-off benefits for fire safety in the home. They feel employers could take a more proactive stance to fire safety.

The potential for this idea is confirmed in the Omnibus findings, where promotions at workplaces are rated effectively by 27% of New Zealanders. This is the highest rating of all of the suggestions for potential information sources made.

➤ **Fire demonstrations**

Respondents accept that these are not a new idea. However, those who have seen them applaud their effectiveness for demonstrating, in real time, the speed and ferocity of fire. They also provide an opportunity to demonstrate how to deal with fires, fulfilling respondents' requirement for information about how to deal with fires.

I saw one at the shopping centre. They were demonstrating fat fires. I was shocked how quickly the fire went up, but then how quickly it was under control with the fire extinguisher. [I'd be wary of getting too close even with a fire extinguisher – (interjection)]. Yes, but they were telling you what to do and what to do as well. It was good, interesting. (Auckland, 45-60, Auckland)

➤ Promotions at retail outlets

Respondents mention lack of visibility of fire safety equipment as a potential barrier to taking more fire safety precautions. They suggest retailers, with the support of the Fire Service and other interested organisations, could have a fire safety display, including equipment, literature and trained staff to guide and advice. Respondents would expect promotions to run concurrently with such displays.

You could see it as you walk into Placemakers or wherever. A big display with all the smoke alarms and extinguishers, all sorts of extinguishers and brochures. (And someone to tell you which one to buy (interjection)] Yes, one of the staff could be responsible for it. (New Plymouth, 20-35, female)

Again, the potential for this idea is confirmed in the Omnibus survey, where 24% of New Zealanders rate this idea effective.

➤ Potential promotional opportunities – (young) males

Respondents made suggestions for more novel and unusual fire safety promotions or product opportunities targeting males. These are suggested here as potentially innovative ways of reaching and retaining the attention of this difficult target audience.

- Beer-branded smoke alarms and/or beer and smoke alarm-linked promotions.

It could be a marketing ploy for the beer companies. Buy a box of beer or something and you get a free smoke alarm. They could work in with insurance or whatever. (Auckland, 20-35 years, male)

Buy a box of beer and get a free smoke alarm. It's on branded like Lion Red or something. Students would put those up. (Auckland, 20-35 years, male)

- Collaboration with food manufacturers to produce tasty and realistic convenience food as an alternative to drinking and frying.

If they could make stuff that cooked in a microwave without going all goopy, that would be the way to go. If people want a quick feed they'll just chuck a pizza in there, cook it, it's out, but once it goes goopy, people don't want it. (Auckland, 20-35 years, male)

➤ Potential promotional opportunities – all consumers

- Smoke alarms or other fire safety equipment could be used as an incentive to purchase an organisation's services.

Respondents comment that landlords, letting agencies, estate agents and other organisations involved in property sales or management may also be encouraged to think along similar lines.

- Promotion of smoke alarms or other fire safety equipment as house warming gifts.
- Insurance discounts for those with sprinkler systems and smoke alarms.

If you've been a member for – say you've been buying insurance, for every year you are a member you get a free smoke alarm. In a few years you'll have a house full of smoke alarms. (Auckland, 20-35 years, male)

I'd probably change my insurance if I didn't have smoke alarms and an insurance company said, "hey, we'll come and install your smoke alarms for free, we'll calculate how many you need for your house and install them for free if you move your insurance to us". I'd consider it definitely. (Auckland, 20-35 years, male)

9. Appendices

Appendix 1: Qualitative topic guide

Kitchen Fire Promotion and Advertising Campaign Research Final Question Line – 9th June 2008

Introduction

- Explanations; qualitative research/ confidentiality/ all views valid/ respect for others views etc.

Background/ context setting (10 minutes)

- Living/ working situation
- Family dynamics
- Cooking/ evening meal arrangements
- Describe a typical week; what/ how cook/ what time of day
- Role of takeaways
- Ownership/ use of kitchen appliances such as deep fat fryers, frying pans, chip pans
- How vigilant/ attentive when cooking; typical distractions/ scenarios when called away from the kitchen while cooking.

1 Safety in the home generally (10 minutes)

Brainstorm – what comes to mind when you think about “**safety in the home**”. Probe - fire, security, water, hot water, poisons and chemicals, falls.

- Identify danger points in your homes

Which ones come to mind more easily? Which are the most/ least worrying/ important?
Explore where fire ranks among the others, reasons why?
- Relative importance of safety in the home

How important for them personally is keeping their homes safe? Do they think about it much or are other things more important? Is it a consideration/ concern? Why/ why not?
- Current precautions

What are the safety precautions taken? How do they decide what to do and how to do them?

Have these attitudes towards safety in the home changed over time? What, if anything, would prompt them to rethink/ change of their behaviour?

2 Focus on fire safety and kitchen fires specifically (15 minutes)

- Awareness of danger/ problem areas

Thinking more specifically about fire safety what situations, can they recall where fire was a real danger that they/ or a friend/family member had experienced?

- What, if any precautions were taken?
Prompt - equipment, processes and procedures, research, literature
- What do they do now as the result of that experience? Have their behaviours changed at all?
- Explore in more depth those who have mentioned kitchen fire situations/ experiences
- Scenario testing

Give respondents imaginary scenarios and ask how they would deal with each one:

- Fat/ frying pan on fire
 - Oven/ grill on fire
 - Toaster on fire
 - Plug/ socket on fire
 - Kitchen curtains on fire
- Develop list of kitchen fire safety precautions on whiteboard.

3 Barriers to take up and Overcoming Barriers (15 Minutes)

- What do they think makes it difficult for more New Zealanders to take up kitchen fire safety precautions? Why is this? [Refer to list above]

Respondent self completion exercise – Preventing and Dealing with Fires (See attached)

- Do they believe more work should be done on how to deal with home fires rather than concentrating on preventing them in the first place? Why?
- Whose role/ responsibility? (probe Fire Service)

- What should the Fire Service be doing/ telling them regarding fire safety? What would help them to listen and take notice?
- What would help more New Zealanders take up kitchen fire safety precautions/ deal with fires?
- What do they want to know?
- How should they be communicating this information? What messages, media, format?
- Who should they be communicating it to?

(Focus on each specific group/ lifestage – particularly young males. What/ how will reach/ appeal to them personally)

4 Fire Safety Campaigns (10 minutes)

- Unprompted awareness of any fire safety campaigns
What kitchen fire safety campaigns can they recall? Where and when? What were the key messages that they can remember?
- Response
What, if anything, was done in response to the campaigns?
- Did they prompt a call to action; why/ not?
- What suggestions do they have for making the fire safety campaigns more relevant to them? What would help them to listen and take notice?

5 Introduce kitchen fire promotion material – look at and discuss each in turn (15 Minutes)

Play advertisements/ Show posters etc.

- Respondents to write down their immediate thoughts/ understanding, then discuss as a group
- What were the key messages/ learning? Was this new or different information? What did they like or dislike about the advertisements?
- Is this interesting/ newsworthy? Why/ why not?
- What, if any, points prompt a call to action; why/ not?
- Has anyone made changes in response to any of these campaigns? If so, describe/ explain to the group

- If they don't prompt a response, why is this?
- What further information is required e.g. fire fighting as opposed to safety
- How should this be presented? Where/ format?

Final thoughts/ comments ... (5 minutes)

“You are NZ's Chief Fire Safety Officer. How are you going to help stop New Zealander's burning to death in their homes/ kitchens?”

Appendix 2: UMR Omnibus survey methodology

■ The sample

All interviews are conducted from UMRs' centralised 35-line CATI phone bank and national interview facility in Auckland. The sample universe is the New Zealand population aged 18 years old and over living in private households with telephones. The sample universe is stratified into 23 telephone directory regions. The number of people 18 years or over is determined by cross-referencing the telephone directory regions with the 2006 Census data from Statistics New Zealand. A quota is then specified as to the proportion of the sample that must fall in each region.

The following tables show the number of respondents for each area to be surveyed for the sample size of 750 respondents. To control for age and sex within each region additional quotas are included. The sample frame below is used in all UMR fortnightly Omnibus Surveys.

OMNIBUS SAMPLING REGIME			
	Male	Female	TOTAL
Auckland - 2	23	26	49
Auckland - 3,6	17	19	36
Auckland - 4	20	22	42
Auckland - 5	20	22	42
Auckland - 8	25	27	52
Outer Auckland	10	10	20
Bay of Plenty	22	25	47
Christchurch	40	42	82
Gisborne	4	4	8
Hawke's Bay	13	14	27
Manawatu	13	15	28
Marlborough	4	4	8
Nelson Bays	7	7	14
Northland	13	14	27
Otago	18	20	38
Southland	8	9	17
Taranaki	10	11	21
Timaru	8	9	17
Waikato	34	36	70
Wairarapa	4	5	9
Wanganui	6	7	13
Wellington	37	40	77
West Coast	3	3	6
	359	391	750

■ Call-backs and calling times

Up to five call-backs are made to initially selected respondents to ensure that non-response has a minimal impact on the representativeness of the sample. Appointments are made to ring back respondents if the time they are first contacted is not convenient.

Respondents are called from 5.30pm to 9.00pm during the week, from 9.30am to 6.00pm on Saturday and from 9.30am to 9.00pm on Sunday.

■ The telephone sampling scheme

A random sample of telephone numbers is generated from all number ranges found in Telecom's White Pages for New Zealand.

Random digit dialling is conducted off this sample so that unlisted numbers are captured in the sample.

To limit the sample frame to "private households with telephones" the following types of telephone numbers are filtered out from the sample:

- Telecom Yellow Pages
- Disconnected or fax lines
- Where the interviewer determines that contact is not a private household/ business line.

■ Accuracy

According to sampling error statistics, provided the survey is conducted on truly random probability methods, the accuracy levels for n=750 interviews can be stated as follows:

"For a figure of 50%, there are 95 chances in 100 that the maximum error will be plus or minus 3.6%."

If the figure is less than 50%, or greater than 50%, the margin of error would be reduced.

Appendix 3: Omnibus questionnaire

NZFS – Kitchen Fire Promotion and Advertising Campaign Research

Final Omnibus Questions

Q1 How much would you say you know about cooking safely in the kitchen?

- A lot
- A fair amount
- Not that much
- Hardly anything

Q2 What would you say are the biggest dangers involved in cooking in the kitchen?

PRECODES – DO NOT READ

- 1 Sharp implements; cuts
- 2 Electrical appliances
- 3 Hot surfaces; burns
- 4 Fire
- 5 Boiling water; scalds
- 6 Spills; slips and falls
- 7 Gas appliances; cooking with naked flames
- 8 Cooking with fat/ hot oil
- 9 Other (specify)
- 10 None
- 11 Unsure

Q3A Please tell me all the fire safety advertising campaigns you can think of, that you have seen or heard about.

PRECODES – DO NOT READ

- 1 Speed of Fire (Cigarette dropping onto sofa)
- 2 Keep Looking While You're Cooking – **GO TO Q4a**
- 3 'Don't Drink and Fry' – **GO TO Q5a**
- 4 '15 Second Fire Checks' (Operational fire fighters speaking to camera giving fire safety/ advice)
- 5 Escape plans
- 6 Smoke alarms
- 7 Meter heater
- 8 Matches and lighters

- 9 Get Out, Stay Out
- 10 Electrical Fire
- 11 Home sprinklers
- 12 You're right to react - Call 111
- 13 Fire Wise (Children)
- 14 Volunteer Recruitment
- 15 Other (specify)
- 16 None

IF 2 OR 3 NOT MENTIONED, GO TO Q3B

Q3B Have you seen or heard of any of the following fire safety campaigns? Yes, no, unsure

READ LIST- ROTATE

- 1 'Keep Looking While You're Cooking', yes, no, unsure
- 2 'Don't Drink and Fry' ?W, yes, no, unsure

IF ANSWER YES AT 1 GO TO Q4A

IF ANSWER YES AT 2 GO TO Q5A

IF ANSWER NO AT 1 AND 2 GO TO Q6

IF MENTIONED 'KEEP LOOKING WHILE YOU'RE COOKING 'AT Q3A OR ANSWERED YES TO KEEP LOOKING WHILE YOU'RE COOKING AT Q3B, ASK Q4A

Q4A Where have you seen or heard the 'Keep Looking While You're Cooking' campaign?

PRECODES – DO NOT READ

- 1 Television
- 2 Movie theatres
- 3 Radio
- 4 Magazines
- 5 Newspapers
- 6 Internet
- 7 Text messages or emails
- 8 Billboards and bus shelters
- 9 Direct Mail
- 10 Beer coasters
- 11 Demonstrations
- 12 Brochures/ leaflets
- 13 Posters

Q4B What, if anything, have you done in response to this campaign?

PRE CODES – DO NOT READ

- 1 Ordered takeaways
- 2 Bought takeaways on the way home
- 3 Prepared food before going out in the evening
- 4 Prepared uncooked food after coming home in the evening
- 5 Make sure you never leave cooking unattended
- 6 Reviewed fire hazards in the kitchen for example moved hazards away from the cooking area
- 7 Purchased fire safety equipment for the kitchen (house)
- 8 Other (specify)
- 9 Nothing
- 10 Unsure

IF MENTIONED 'DON'T DRINK AND FRY' AT Q3A OR ANSWERED YES TO 'DON'T DRINK AND FRY' AT Q3B ASK Q5A

Q5A Where have you seen or heard the 'Don't Drink and Fry' campaign?

PRECODES – DO NOT READ

- 1 Television
- 2 Movie theatres
- 3 Radio
- 4 Magazines
- 5 Newspapers
- 6 Internet
- 7 Text messages or emails
- 8 Billboards and bus shelters
- 9 Direct Mail
- 10 Beer coasters
- 11 Demonstrations
- 12 Brochures/ leaflets
- 13 Posters

Q5B What, if anything, have you done in response to this campaign?

PRE CODES – DO NOT READ

- 1 Ordered takeaways
- 2 Bought takeaways on the way home
- 3 Prepared food before going out in the evening
- 4 Prepared uncooked food after coming home in the evening
- 5 Make sure you never leave cooking unattended
- 6 Reviewed fire hazards in the kitchen for example moved hazards

- away from the cooking area
- 7 Purchased fire safety equipment for the kitchen (house)
- 8 Other (specify)
- 9 Nothing
- 10 Unsure

Q6 In terms of getting information to you about the hazards that may occur when cooking, please rate how effective the following ways would be to you personally, using a scale from 0 - 10 where 0 means not that effective and 10 means very effective?

READ LIST - ROTATE

- 1 Promotions at workplaces
- 2 Promotions at sports clubs
- 3 Advertising at shopping malls and supermarkets
- 4 Advertising at council facilities such as libraries, community and recreation centres
- 5 Advertising at pubs and bars
- 6 Promotions at retail outlets such as kitchen appliance and home improvement stores
- 7 Advertising on meat packaging purchased at the supermarket

Q7 Which of these best describes you?

(READ LIST)

- 1 I make a conscious effort to ensure my house is as fire safe as possible.
- 2 I take some fire safety precautions, but there is more I could be doing.
- 3 I've never even thought about fire danger in the home.

Appendix 4: Kitchen Fire Promotional Materials

- Fridge magnet



■ Leaflet



Never leave cooking unattended.

25% of all home fires begin in the kitchen. And one third of all fire deaths are caused by unattended cooking.

The lesson is simple. Protect your family and yourself. If you're cooking you must never ever leave it unattended. Even for a short time.

Stop fires starting. Keep looking when you're cooking.



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Appendix 5: Summary of New Zealanders' Behaviour and Knowledge

Objective

- To identify any links between knowledge of fire dangers and safety conscious behaviour

Method

- Knowledge of safe cooking – reduced to 3 groups; 1) know a lot 2) know a fair amount 3) know not that much + nothing at all.
- Fire safety behaviours – reduced to 3 groups; 1) make a conscious effort to ensure safety 2) take some safety precautions 3) never thought about fire dangers.
- Unsure responses were excluded (n=2)
- To find all possible pair-wise comparisons and find all mutually exclusive groups, a cross-tabulation matrix was undertaken.
- The result is a three by three matrix of knowledge and behaviour, resulting in nine possible groups.
- All 748 respondents fit into one of the nine cells. They cannot be in more than one cell as they are all mutually exclusive.
- Three significant groups were identified with a robust enough sample size for analysis. The three groups were:
 - Those who know 'a lot' and are very fire safety conscious (n=236)
 - Those who know 'a lot' and are not as fire safety conscious, i.e. could do more (n=196)
 - Those who know 'A fair amount' and are not as fire safety conscious, i.e. could do more (n=164)

		safety behaviour conscious			TOTAL
		Safe Behaviour	Could Do More	No Thought	
knowledge	Know A Lot	236	196	8	440
	Know A Fair Amount	89	164	5	258
	Know Not Much/ Nothing	13	29	8	50
TOTAL		338	389	21	748