



About the campaign

West Yorkshire Fire and Rescue Service (WYFRS) want everyone to be able to safely enjoy Halloween, Diwali and Bonfire Night across West Yorkshire this year, that's why we have re-launched our **#BanginBonfire** campaign.

The aim of this activity is to inform people how to keep safe around, and when using, fireworks and bonfires. It also seeks to increase awareness and understanding of the dangers and who to contact when needed.

We are working with our community safety partners including local schools and the Police to urge communities across West Yorkshire to do their bit this autumn.

In this toolkit you will find a range of resources to support outreach and amplify key messages to target audiences, which includes all adults across West Yorkshire with a focus on young people and parents.

By working together, we hope to get the community, parents and youth talking and thinking about more fire safety. **Let's all have a bangin' bonfire night!**

Resources and campaign support

This toolkit has been drafted to support activity run by WYFRS teams and external partners. It includes a range of creative assets ready for use, key messages and suggested social media posts.

All can be downloaded at our dedicated campaign webpage:

westyorksfire.gov.uk/bonfire-safety

Further assets including print files for posters, flyers are available upon request. We have supplied ready printed versions along with pull up banners and vinyl scrim to our local prevention engagement teams.

Key messages

- West Yorkshire Fire and Rescue Service is urging the community to do their bit to keep safe this autumn so we can all have a bangin' bonfire night!
- Follow the fireworks and bonfire safety advice at westyorkshirefire.gov.uk/bonfire-safety
- Call 101 to report the misuse of fireworks
- In an emergency, or if you are in immediate danger, always call 999

Social media

Please help us get the message out there by using your social media channels to support the campaign. We have images available for Twitter, Facebook and Instagram – with suggested copy below to help you share on your social feeds. Please use the hashtag #BanginBonfire on social media to see and share safety messages throughout the bonfire season.

Find a safe way to celebrate this year. If you're having a bonfire in your own garden, please be extra careful as even small fires can easily get out of control.

Here's some alternative activities:

- #BanginBonfire baking
- Bonfire Crafts (Firework Painting, Cardboard rockets or make your own Guy Fawkes)

Find our #BanginBonfire safety tips here westyorkshirefire.gov.uk/bonfire-safety

We want you to enjoy #BonfireNight safely.

We advise going to an organised event where possible, but if you are planning your own firework display at home be extra careful:

- Only buy Fireworks from a licensed retailer & follow the safety advice on the packaging.
- Under 18's cannot purchase Fireworks.

Follow our #BanginBonfire safety advice westyorkshirefire.gov.uk/bonfire-safety

Stay safe during #BonfireNight and #Diwali Celebrations

According to NHS stats, in 2021 there were more than 100 hospital admissions due to firework injuries.

Please be extra careful when handling fireworks or sparklers, and follow our #BanginBonfire safety advice westyorkshirefire.gov.uk/bonfire-safety

You can also share from our accounts and tag us, at:

- [Twitter @WYFRS](https://twitter.com/WYFRS)
- [Facebook @West Yorkshire Fire and Rescue Service](https://facebook.com/WestYorkshireFireandRescueService)
- [Instagram @wyfrs](https://instagram.com/wyfrs)

Other resources

We have other digital resources available for you to download on our campaign webpage westyorksfire.gov.uk/bonfire-safety. These include:

1. Social cover images
2. Website banners
3. Email signatures
4. TV/desktop wallpaper/screen savers
5. A3 Posters (digital version)
6. A5 Flyers (digital version)



For more information

If you have any questions about any of the information in this campaign or would like to find out more about the work we do, please email <mailto:corporate.communications@westyorksfire.gov.uk>