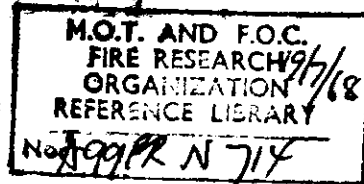


LIBRARY REFERENCE ONLY



Fire Research Note

No. 714

SELECTED FIRE PREVENTION SLOGANS

by

E. D. CHAMBERS

June, 1968.

FIRE
RESEARCH
STATION

**Fire Research Station,
Borehamwood,
Herts.
Tel. 01-953-6177**

SELECTED FIRE PREVENTION SLOGANS

by

E. D. Chambers

Crown copyright

This report has not been published and should be considered as confidential advance information. No reference should be made to it in any publication without the written consent of the Director of Fire Research.

SELECTED FIRE PREVENTION SLOGANS

by

E. D. Chambers

INTRODUCTION

Entrants to a competition held in Leicester in October 1967 were required to identify fire hazards in a simple drawing. They were also required to compose a fire prevention slogan, and the winner was chosen from among the "all correct" entries by comparing the merits of the slogans.

Visitors to the Open Days of the Fire Research Station in May 1968 chose those that they liked from a sample of the 1700 or so slogans submitted (including those not examined at the time of the competition).

METHOD

Members of the staff of the Fire Research Station extracted slogans that they felt had some merit, reducing the number to 143.

These slogans were then typed on A6 cards, which were spread out in a shallow tray. A notice invited passers by to place a tick on the back of cards carrying slogans that they liked. To give some encouragement, and also to reduce "bandwagon" effects, three ticks were placed on each card beforehand. The cards were shuffled several times a day.

In four days, perhaps about 200 visitors took some interest in the exhibit. Groups tended to stay longer than individuals.

Very few of the visitors are thought likely to have had much specialised experience that would qualify them to assess the merits of slogans, but most had some professional interest in fire.

RESULTS

Table 1

Slogans on cards acquiring ten or more ticks from visitors

	<u>Ticks</u>
Think twice before going to bed	25
Wakened up, found you're dead? Remember mate, you smoked in bed	24
Watch that wire. Prevent that fire. Overload - no fixed abode	22
A little learning saves a lot of burning	21
If you smoke in bed, the ashes on the floor may be yours	19
Fire can warm, fire can thrill. Out of hand, fire can kill	18
You've had to earn it, so don't burn it	17
Frayed wires start fires	16
Cremation after death - not before	16
A fire prevention check is better than a fire insurance cheque	13
After you've checked, go out or to bed with a clear conscience	13
If you must admire yourself, don't do it over the mantleshelf	12
Never play with fire, it cheats	12
Don't let fire be the death of you	12
A bit more thought, a lot more care, will make fires very rare	11
Fire sweeps where carelessness creeps	11
Make one mistake and you're fired	11
Fire can kill, fire can maim, let fire precaution be your aim	10
Think and look before you leave, a house, a room, a child	10
Don't be a flaming nuisance in your street	10
Use the crematorium, not your home	10

ACKNOWLEDGEMENTS

Thanks are due to Deputy Chief Fire Officer J. E. Slack, County Borough of Bolton Fire Brigade, formerly Senior Fire Prevention Officer of the City of Leicester Fire Department, for supplying the competition entry forms.

The work described in this paper forms part of the programme of the Joint Fire Research Organization of the Ministry of Technology and the Fire Offices' Committee; the paper is published by permission of the Director of Fire Research.

