



Electrical
Safety
First

Powering change +
saving lives.



TEST IT. CHANGE IT.
WORKING
SMOKE ALARMS
SAVE LIVES.

Help keep your communities safe.

According to government statistics, **smoke alarms were absent in more than one-third of fire-related fatalities in the past year.**

And **43% of Britons admit to not checking their smoke alarms** with the recommended frequency.

Not because they don't care, but because danger doesn't feel real when everything looks normal.

That tiny sound you keep meaning to fix? That's your early warning system, your chance to wake up and walk away.

Don't ignore the beep !

For **Electrical Fire Safety Week 2026**, we're raising awareness about the fire risks associated with not checking or testing smoke alarms regularly.

Our **Stakeholder Pack** is full of assets to share. As well as the video, there are **infographics, links, key messages, and suggested wording** for social media posts or newsletters.

Our **new short film 'The Beep'** kicks off this year's campaign, which **runs until Sunday 8 February**.

We'd love it if you could share on your channels to help keep everyone safe in your local community.

Use the hashtag #EFSW26.

Please help us spread the word and pass this email onto your social media colleagues.

Throughout the week, we'll be updating the pack and posting content on Electrical Safety First's social media channels, so please do repost our content to support our campaign and **help keep your followers safe**.

We have some links here to our posts to help kick things off.

- [LinkedIn](#)
- [Facebook](#)
- [Instagram](#)
- [YouTube](#)
- [X](#)

If you have any questions or need more information about our work keeping people safe in their homes, please contact me at nick.capeling@electricalsafetyfirst.org.uk.

With thanks for your support on this important issue.

Nick Capeling
Marketing and Communications Manager

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