



# **Electrical Safety: good practice in awareness raising**

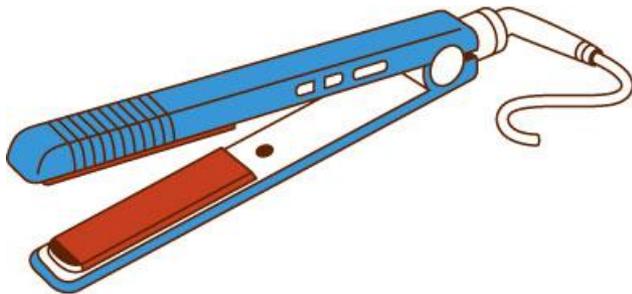
**Phil Buckle – Director General**

**14 October 2015**

# What we do

**Promoting changes in attitude and behaviour by raising consumer awareness of the issues and risks**

**Influencing other stakeholders to consider consumer needs**



**Campaigning in areas of risk (product safety, child safety, fire safety)**

**Promoting best practice across industry**

# What makes a successful campaign?

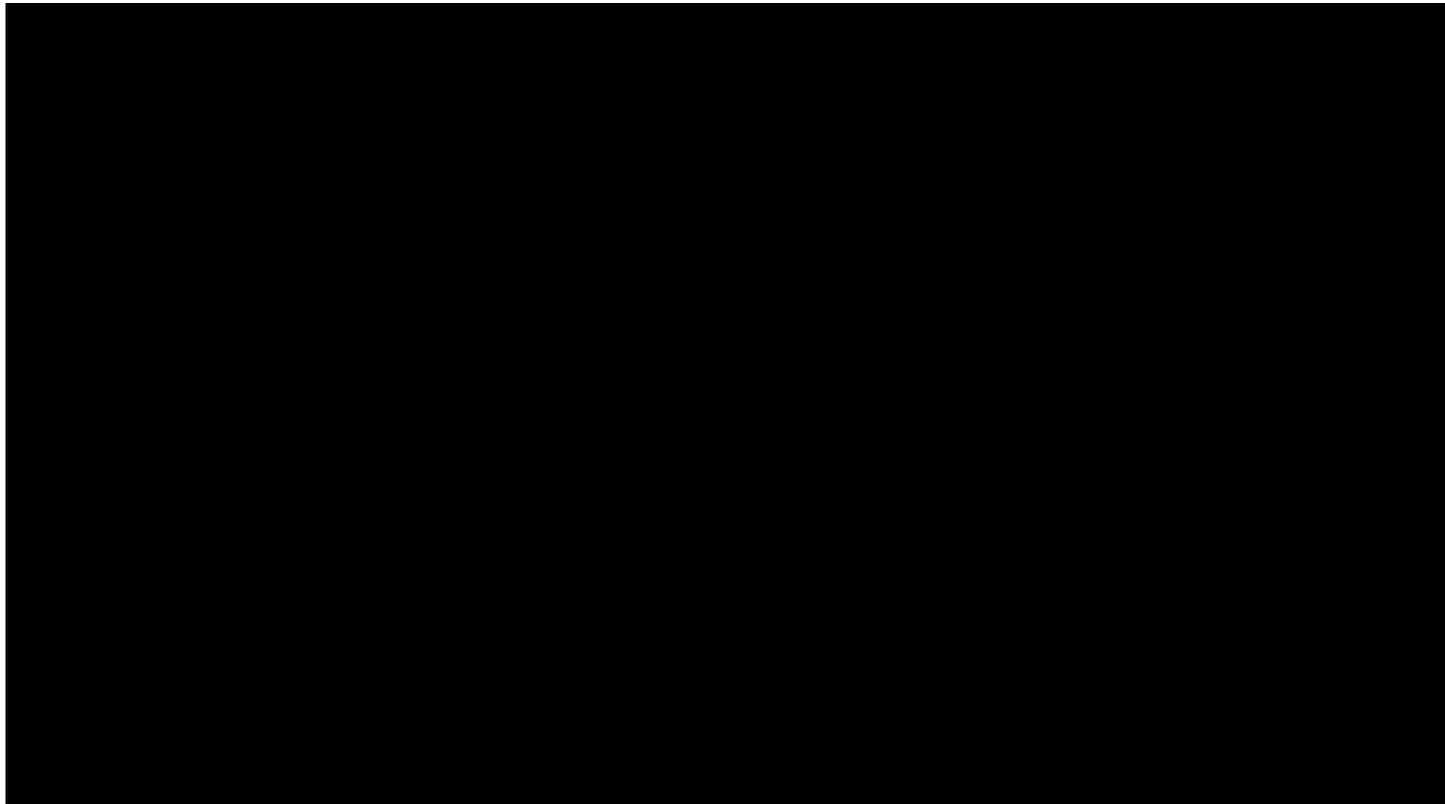
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- Evidence based
- Targeted – audience, timing, current
- Clear messages and outcomes
- Attention grabbing – quirky
- Increasingly moving to digital media
- Use of organic search - #product recall.....
- Google grants (\$40,000 per month for SEO)
- Measureable (views, shares, downloads, click-through)
- Evaluation (consumer behavioural survey)

# Case study 1 – beauty burns



- Preventing burn injuries to children from hair straighteners
- Sensitive subject around parental supervision



# Beauty burns – output and outcomes

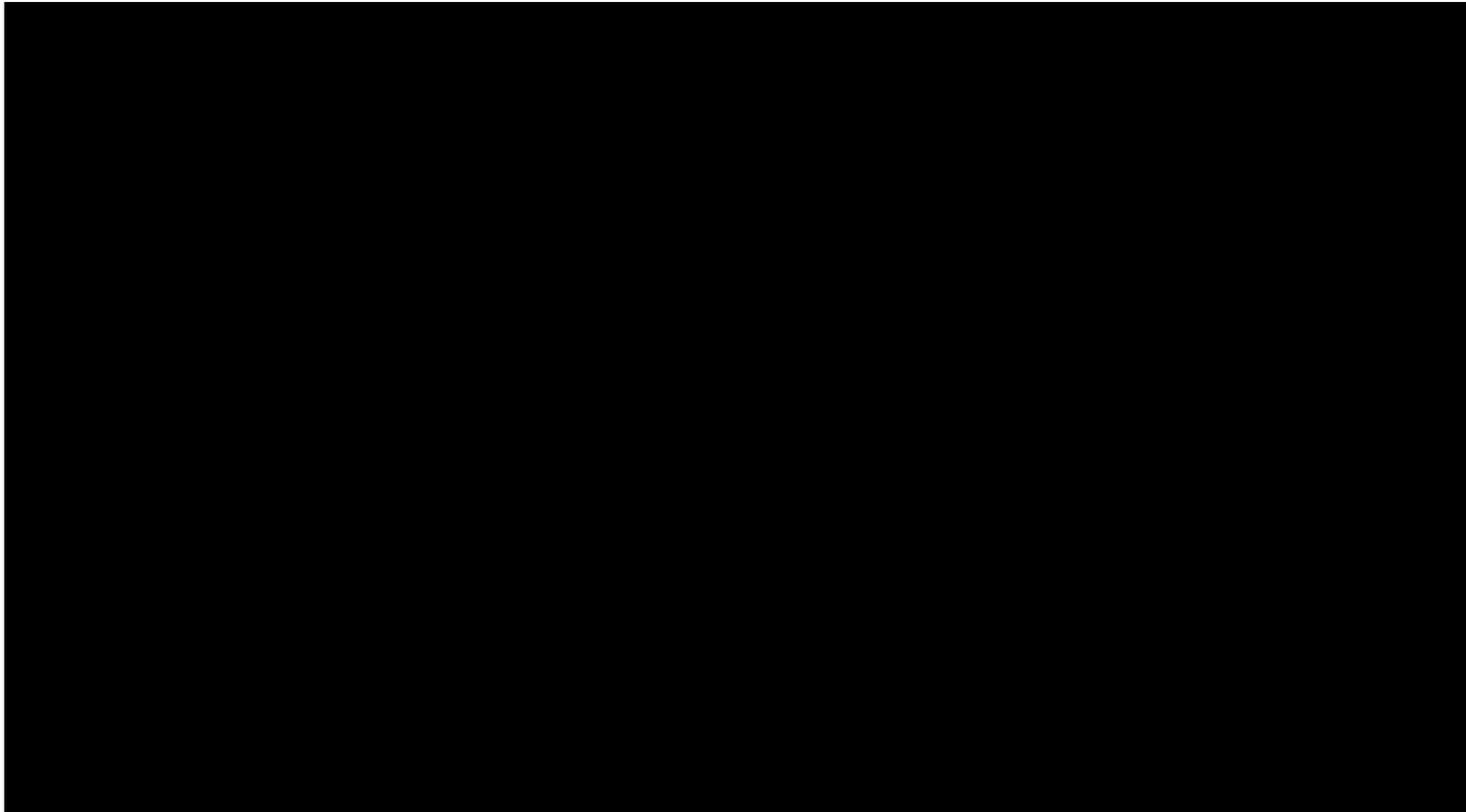
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- ✓ Video – 75,000 views
- ✓ Digi Marketing Award winner – use of video
- ✓ 3,500 facebook views and shares
- ✓ 8,500 competition entries, 2000 winners received free heat proof pouches
- ✓ 2 leading brands now include heat pouches with products
- ✓ 1 manufacture included ESF's safety tips in all products
- ✓ Evidence used to influence change to product standard

## Case study 2 - #Dear Student

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- Raising awareness of poor electrical installations in private-rented properties – focus on students



# #dear student – output and outcomes

- ✓ 185 pieces of medial coverage, including TV, radio, press
- ✓ Charity's most successful campaign to date
- ✓ Supports our wider campaign calling for 5-yearly checks



## Case study 3 – product recalls

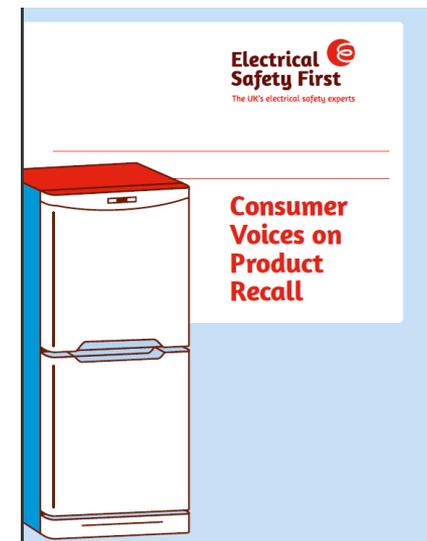
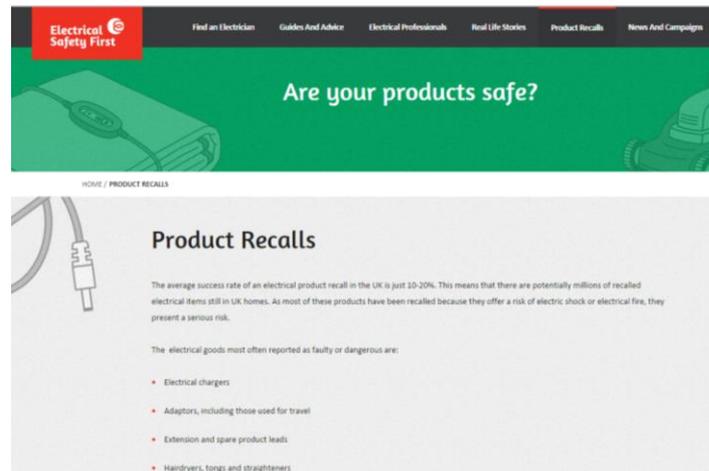
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- 3 year campaign to raise awareness of ineffective recalls
  - 10-20% recalled products returned
  - Low registration of products (traceability issues)
  - Consumer apathy over risk
  - Legislation silent on recall effectiveness



# Product recall – output and outcome

- ✓ Consumer voices research report
- ✓ Recall checker – over 500,000 visits
- ✓ Extensive coverage on TV, radio, national press
- ✓ Political lobbying led to UK recall review
- ✓ Influencing enhanced traceability in EU legislation



# Other campaigns

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- E-cigarettes
- Choose registered
- Don't die doing DIY
- Private-rented sector
- Counterfeit electrical products



17 November 2015  
Church House | Westminster | London



## Electrical Product Safety Conference

# Electrical Safety First

The UK's electrical safety experts

# Thank you.

Electrical Safety First is the UK charity dedicated to reducing deaths and injuries caused by electrical accidents. Our aim is to ensure everyone in the UK can use electricity safely.

[electricalsafetyfirst.org.uk](http://electricalsafetyfirst.org.uk)

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