



Staffordshire

Fire and Rescue Service

preventing • protecting • responding

Staffordshire Fire and Rescue Service are committed to reducing the incidence of death and injury resulting from accidental property fires.

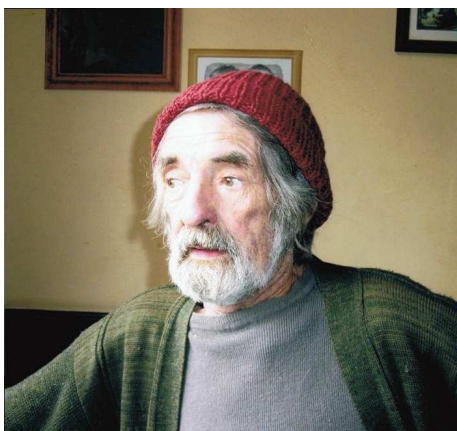
Statistics show that the most vulnerable group are residents aged 60+ but as we all know everyone, regardless of age is vulnerable. Unfortunately East Staffordshire Area Command suffered its first fire death in 3 years just before Christmas, a 59 year old gentleman tragically died in his Burton flat in the early hours of the morning, could this have been avoided? We think that it's possible that if we had been made aware of this gentleman we could have helped to prevent this happening.

To avoid this happening again Staffordshire Fire and rescue Service is launching a new campaign called **"Do you know a George"** this is based on the story of a gentleman called George Ball from Woolstanton in north Staffordshire who sadly died in a fire in his own home. George was 72 years old and lived on his own, he was popular with his neighbours who looked in on him on a regular basis, George was a smoker and relied on portable heaters to heat his home and an old fashioned chip pan to cook his food.

George died because no-one realised that he was at risk, we never had the chance to speak with George about how to stay safe from fire in his home because he never had a Home fire Risk Check, by fitting smoke alarms and working with our partner agencies to get George better heating and cooking arrangements we could have saved his life. Does this start you thinking of someone just like George? if so don't let them down, don't let them slip through the net, tell us about them, let us help.

A Home Fire Risk Check briefly comprises of a visit from the Fire Service to identify potential fire risks in the home and take action to help eliminate or reduce these risks. The service is completely **FREE** of charge.

To arrange a FREE Home fire Risk Check call FREEPHONE 0800 0241999



**In memory of George Ball sadly
Missed by all his friends and family**