



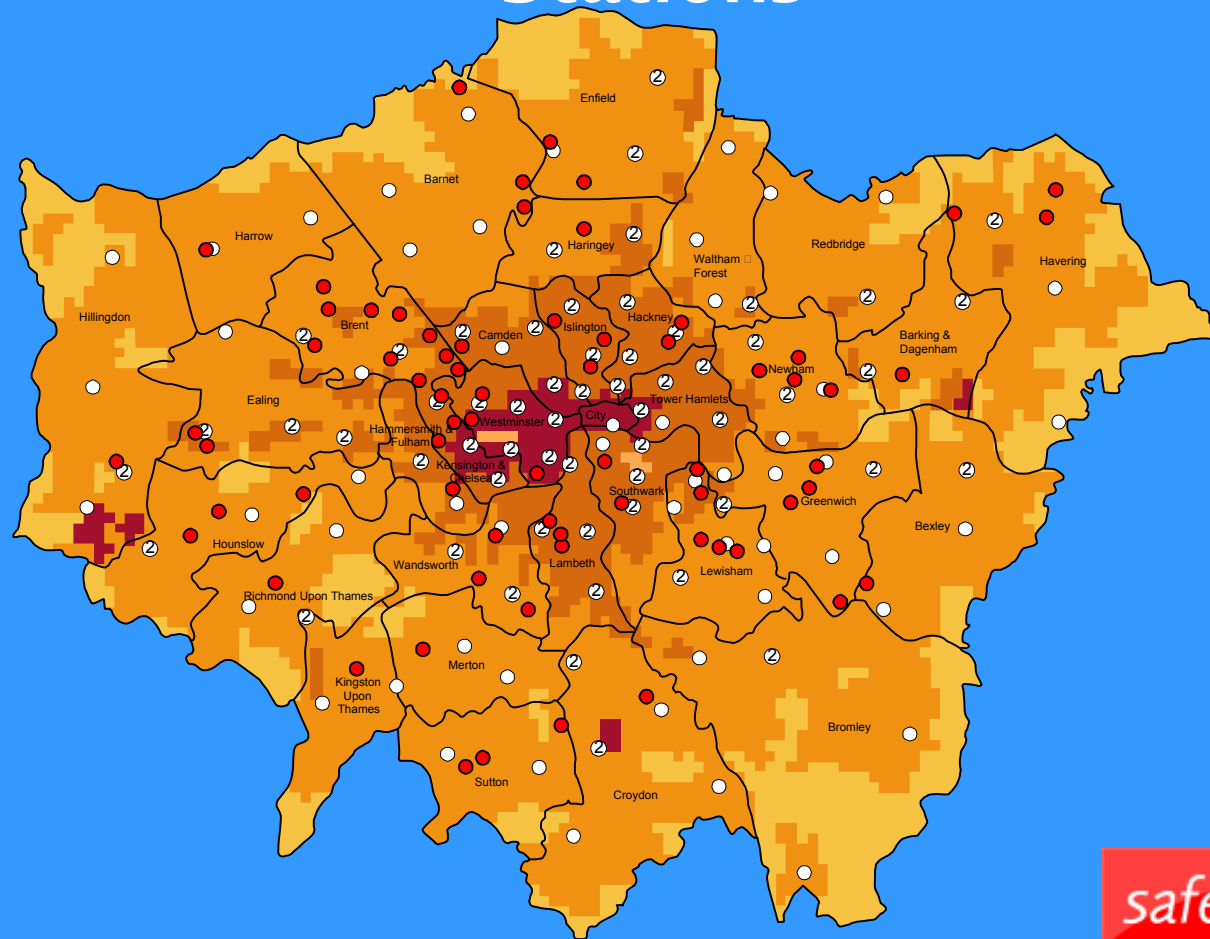
LONDON FIRE & EMERGENCY PLANNING AUTHORITY

Fire Safer Cigarettes

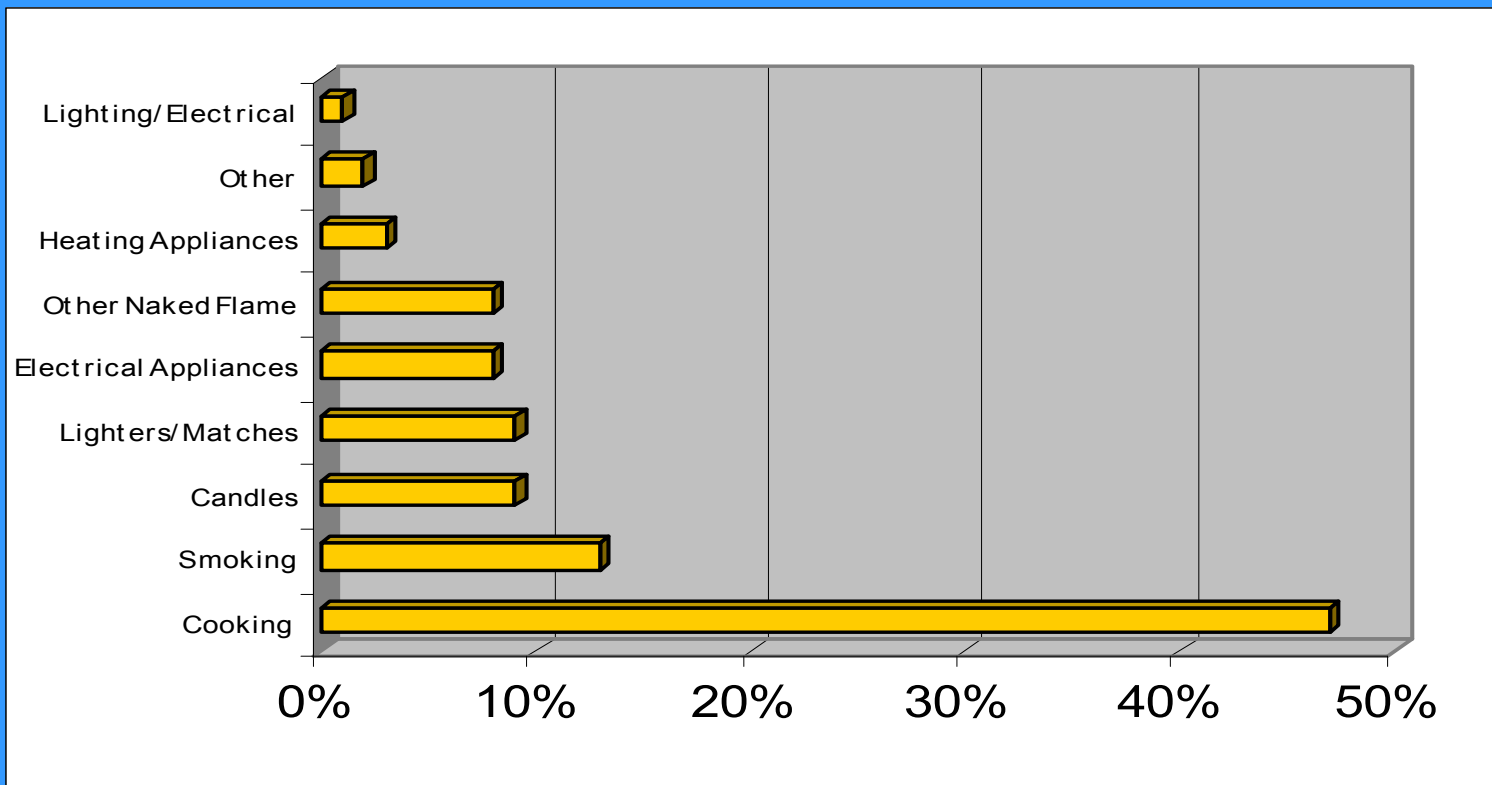


safer **LONDON**

London Fire Brigade – Fire Deaths & Stations



Causes of Domestic Fires



Cigarette Fires: A Particular Risk to Life

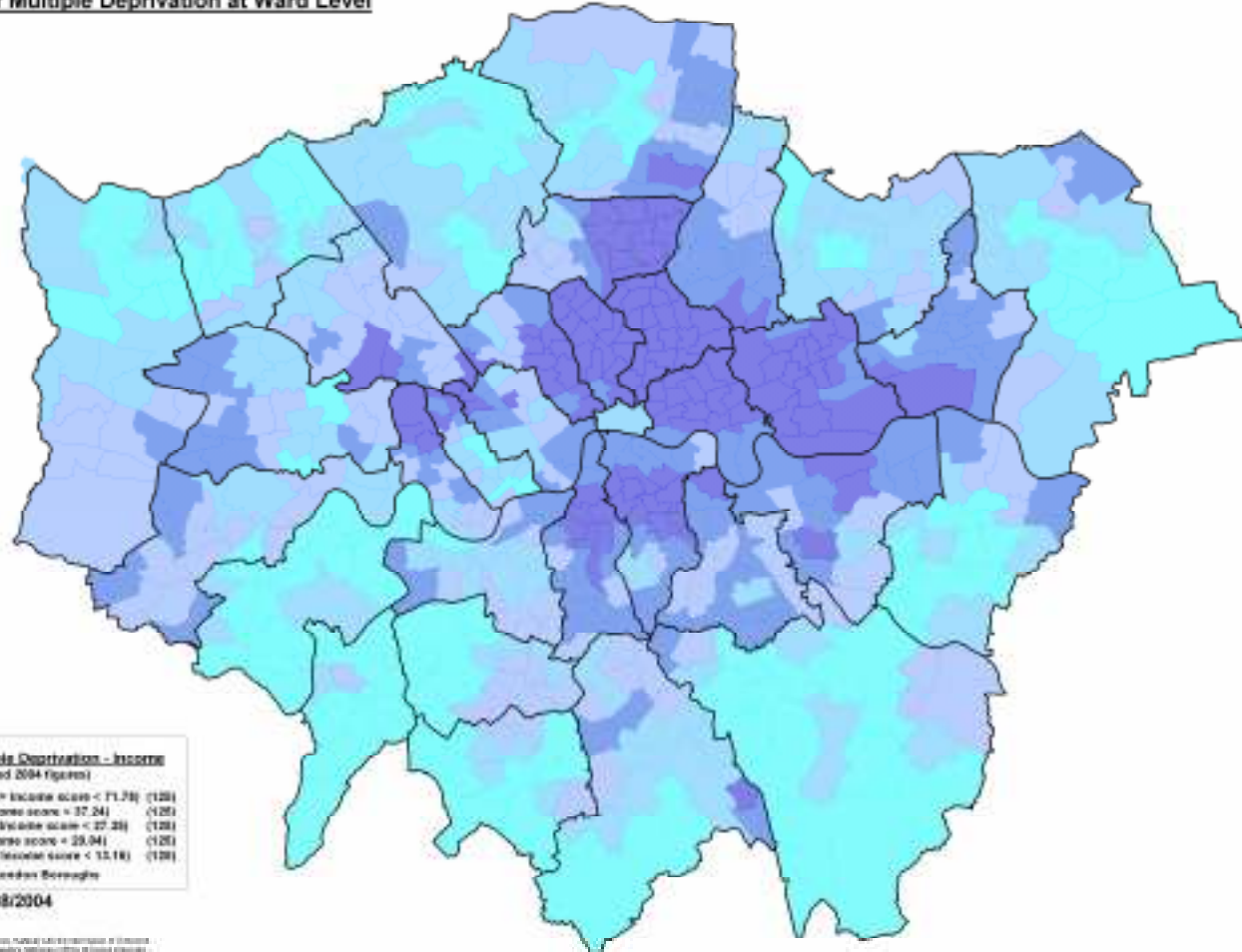
- **While smokers' materials cause only 1 in 10 accidental domestic fires they are responsible for one third of fire deaths and most non-fatal injuries.**
- **Across the UK smoking-related fires cause about 115 deaths a year and 1300 injuries.**

Cigarette Fires in London: An Equalities Issue

- In London, the proportion of fires caused by smoking materials varies from about 3% in a prosperous borough to around 15% in a poorer one.
- Victims are more likely to be in low income households and include children and the elderly and others with restricted mobility.

The Indices of Multiple Deprivation at Ward Level

Income



Indices of Multiple Deprivation - Income
(Revised 2004 figures)

Very High (17.24 <= Income score < 71.78)	(10)
High (27.35 <= Income score < 37.24)	(12)
Medium (28.04 <= Income score < 37.23)	(12)
Low (13.15 <= Income score < 29.04)	(12)
Very Low (1.82 <= Income score < 13.18)	(12)

London Boroughs

Produced on 27/08/2004

Ref: Dwell 120

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Fire Safer Cigarettes Work

- **Research for UK Government shows fire safer standard in UK could cut the number of deaths from fires caused by smokers' materials by up to two thirds.**

Why European Action?

- **In the UK, about one in every six cigarettes consumed has been smuggled into the country – and about half of those are genuine products of major manufacturers.**
- **Other cigarettes are imported perfectly legally from other Member States.**

London Fire Brigade Supports Fire Safer Cigarettes

