



Case Study No: 08/2008

## Case Study: Fire Service Uses Puppet Power For Pioneering Promotion

Source: West Sussex FRA

### Details

Bez and Shifty made a personal appearance at Felpham Community College in Bognor Regis recently at the launch of a pioneering puppet promotion aimed at young people aged 13 to 15, put together by West Sussex County Council Fire and Rescue Service.



The life-sized puppets star in a DVD focussing on arson and hoax calls. This has been developed initially to deliver on the FireBreak Programme, and it is also hoped it will be extended into schools throughout West Sussex.

The campaign is the first of its kind to be launched by a UK Fire and Rescue Service. It has been developed by **Jeremy Beard**, West Sussex Fire and Rescue Service's Youth Initiatives and Schools Education Manager, and Get Your Head Round It, a production company that specialises in using puppets to put across social issues affecting young men and women.

Jeremy – who is pictured below with Bez and Shifty, puppeteer Simon Kerrigan, and Felpham Community College students – said: "I first saw the work of Get Your Head Round It at the Association of Chief Police Officers conference, where it was shown how their puppets can effectively get across powerful messages on 'heavy duty' issues such as gun crime and gang culture.

"I could see this was an ideal way of immediately catching – and then holding – the attention of young people, so ensuring they absorb important safety messages.

"This is all part of our ongoing policy of engaging with young people throughout West Sussex, in this case with a DVD followed up by a workshop to facilitate discussion.

"We are focusing on arson and hoax calls because arson is one of the main causes of fire in the UK, including West Sussex, and hoax calls are life-threatening because they can divert resources away from real emergencies."

**Peter Evans**, County Council Cabinet Member for Public Protection, said: "This imaginative initiative is an excellent example of our firefighters' policy of getting out and about in the community to promote fire safety."

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