Fire Safer Cigarettes
London Fire Brigade – Fire Deaths & Stations

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Causes of Domestic Fires

- Cooking: 50%
- Lighters/Matches: 15%
- Other Naked Flame: 10%
- Electrical Appliances: 10%
- Candles: 5%
- Heating Appliances: 5%
- Other: 5%
- Lighting/Electrical: 5%

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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.
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.
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