



Contact us:

01943 854 800

educom@wordspics.co.uk

RESULTS OF CUSTOMER FEEDBACK

74% will talk to friends and family about CO and the potential dangers

76% will have their gas appliances checked by an engineer

62% will seek medical help if they notice the symptoms or signs of CO

99% described the CO safety booklet as 'useful'

Staying Safe
Protect your home from carbon monoxide

See the dangers | Assess your home | Fit a CO alarm | Every appliance checked

Useful Numbers
If you suspect carbon monoxide call our National Gas Emergency service on 0800 111 999

The basics
Each customer visit is about 15 minutes but other important factors about carbon monoxide...
- Explain the symptoms that can be fatal and symptoms of CO
- Explain what they can do to protect their home
- The alarm should not be more than 10 minutes, although this will vary depending on what the customer already knows about CO
- The alarm should be tested every year and at least at the time of the building inspection. You must have the test done at the time of the building inspection. You must have the test done at the time of the building inspection. You must have the test done at the time of the building inspection.

What is carbon monoxide (CO)?
Carbon monoxide (CO) is a gas that you cannot see, taste or smell. It is released when a fuel such as gas, oil, coal or wood doesn't burn fully. This can happen when:
- A gas appliance has been **incorrectly fitted**
- A flue, chimney or vent is **blocked**

Gas appliances which can release CO include:
gas cookers | boilers and water heaters | room heaters | gas fires

What is carbon monoxide poisoning?
Carbon monoxide poisoning occurs when you breathe in even small amounts of the gas. Each year around 4,000 people are diagnosed with carbon monoxide poisoning. There is a need to panic and deaths from CO poisoning are rare, but exposure can seriously damage your health, so it's important to protect you and your home!

What is carbon monoxide (CO)? 1
What are the symptoms of CO poisoning? 2
What are the signs of CO poisoning? 3
How can you protect your home? 4

Top tips

Make it a conversation
- To make you talk with the customer there's a clear plan that you can follow.
- Show they're motivated with the pros of what you're explaining to them.
- Ask the customer at various points if they understand what you're saying and whether they have any questions.

Be friendly and polite
- You're not your customer, but when delivering a talk it's easy to slip into a 'lecturing' mode. Remember to smile and be friendly. Remember to smile and be friendly. Remember to smile and be friendly.

Keep it positive
- It's easy for safety advice to seem a bit negative to people, but remember that highlighting the things that people can do to protect themselves from carbon monoxide can be a really useful and positive message for customers.

Highlight the dangers
- Without downplaying the **high-level dangers** which underlie the danger of carbon monoxide poisoning to the customer's health, it will encourage them to listen to your advice.

Make it personal
- Talk about **your own experience** of carbon monoxide, whether it has involved you or someone else. Remember to be honest and to be open about it. It will help the customer relate to you and the advice you're giving them.

CO awareness campaign pilot questionnaire

Job ID: [] Age: 18-24 25-34 35-44 45-54 55+

On a scale of 0 to 10 where 0 is none or very little, and 10 is a great deal

1) Before our visit and discussion, how aware were you of the dangers of carbon monoxide?
0 1 2 3 4 5 6 7 8 9 10

2) How do you rate your knowledge about carbon monoxide now?
0 1 2 3 4 5 6 7 8 9 10

3) From a quick look at the booklet, would you say it will be useful to you?
0 1 2 3 4 5 6 7 8 9 10

4) As a result of today, what further action are you likely to take?
 (a) Talk to friends and family about carbon monoxide and the potential dangers
 (b) Have my gas appliances checked by an engineer
 (c) Install the received carbon monoxide alarm
 (d) Seek medical/hospital advice if I notice the symptoms or signs of CO being present in my home

Please sign to acknowledge you have received a free CO alarm.

NAME OF CUSTOMER HERE: [] DATE: []
NAME OF ENGINEER HERE: [] DATE: []

THE CUSTOMER DID NOT RECEIVE THE ALARMING BUT HAS BEEN LEFT THE LEAFLET AND FREE CO ALARM
THE CUSTOMER DID NOT RECEIVE THE ALARMING AND DID NOT ACCEPT THE FREE CO ALARM



Part of our Portfolio information pack

Words&Pictures Case Study

PROTECTING VULNERABLE CUSTOMERS – NORTHERN GAS NETWORKS

Words&Pictures has widespread experience of delivering large-scale education programmes, so when Northern Gas Networks (NGN) were looking into delivering a carbon monoxide (CO) awareness campaign, engaging with vulnerable customers in their homes – Words&Pictures was an obvious choice.

The co-developed pilot programme saw First Call Operatives (FCOs) visit vulnerable customers to educate them about CO and how they can protect their homes. During the research and development phase, Words&Pictures visited local care homes, speaking with residents as well as spending time

with FCOs to better understand NGN processes.

The suite of materials enabled briefings to be delivered in a timely and non-intrusive format that included a step-by-step guide for FCOs and a handheld flipchart to help them communicate key messages clearly to customers, some of whom have sight or hearing difficulties (all materials produced are in line with RNIB guidelines).

Training programme

To support in delivering successful briefings, Words&Pictures developed and delivered a 50-minute training session for FCO ambassadors. To ensure on-going measurement and feedback was

captured – all FCO visits were undertaken with an accompanying briefing questionnaire (completed by the FCO with the customer). A substantial amount of feedback and statistics were captured for sharing with key stakeholders and NGNs regulatory body – Ofgem.

Words&Pictures is now undertaking the roll-out across the network, having completed the training of 75 FCOs across 18 training sessions at six sites. Words&Pictures will continue to conduct on-going programme measurement and detailed reporting back to NGN for submission to Ofgem, with results on a quarterly basis.

DURING THE PILOT PROGRAMME, 20 FCOs VISITED 139 HOMES AND DELIVERED 90 BRIEFINGS TO CUSTOMERS IN ONE OF THE NINE NGN REGIONS.