



## Campaign Background and Facts

- Carbon Monoxide – Be Alarmed! is the national campaign to reduce the number of deaths and injuries caused by Carbon Monoxide.
- The campaign is funded and delivered by the Energy Retail Association on behalf of the Carbon Monoxide Consumer Awareness Alliance (COCAA) and supported by more than 40 other organisations.
- In October 2008, the campaign released a new report revealing that some 20 million households in the UK are at risk because they don't take the necessary precautions\*. The research also found that nearly one person in thirty surveyed believed that they had suffered from Carbon Monoxide poisoning.
- Carbon Monoxide poisoning can cause death or permanent injury to you or your loved ones. Even low level exposure over a long period can cause lasting damage to your health in many ways, including permanent brain damage. When you inhale Carbon Monoxide it starves your body of oxygen.
- The six main symptoms of Carbon Monoxide poisoning are headaches, dizziness, nausea, breathlessness, collapse and loss of consciousness.
- Young children and elderly people are particularly at risk because their bodies are less able to withstand the effects of Carbon Monoxide poisoning (half of those killed are aged under 12 or over 60).
- All fuel-burning appliances (including stoves, fires, boilers and water heaters) can produce Carbon Monoxide and need to be serviced annually by a registered and qualified engineer. Only half of all UK households claim to do this.
- Millions of people are putting themselves at risk by not having an audible Carbon Monoxide alarm in their home. Although over a third of people in the UK claim they have a Carbon Monoxide alarm, other research suggests that the true figure is much lower. You can buy an alarm from most DIY stores, supermarkets, high street stores and energy companies.
- Very few people in the UK (6%) say they would recognise the symptoms of Carbon Monoxide poisoning and these symptoms are often confused with flu.
- Be aware of the symptoms and seek urgent medical help through NHS Direct (or NHS 24 in Scotland) if you are concerned.

**For more information and advice on how to stay safe visit:  
[www.co-bealarmed.co.uk](http://www.co-bealarmed.co.uk)**

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\*Research by YouGov Plc. Fieldwork was undertaken as an online survey of 4,333 UK adults between 24 September and 3 October 2008. The figures have been weighted and are representative of all UK adults (18+).