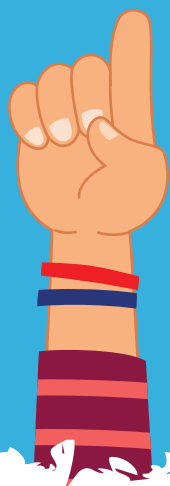




BE SMART. TAKE PART — 1 JUNE



SMOKE ALARM ACTION DAY

WORKING SMOKE ALARMS SAVE LIVES

A working smoke alarm halves the risk of fatality in a home fire. Yet, alarmingly, nearly half of the homes damaged or destroyed by fire in NSW did not have a working smoke alarm. We all share the same goal —protect life. **01 June. Be smart and take part. Test your smoke alarm.**



AN ANNUAL NATIONWIDE DAY OF ACTION

Supported by every State and Territory - where we collectively champion the simple but life-saving message:

Working Smoke Alarms Save Lives.



MEMORABLE PREDICTABLE

An annual date is easier for communities to remember. 01 June is the start of Winter, creating a predictable and memorable date for both our community and our agencies.



STRONGER TOGETHER

A nationwide effort that is supported and endorsed by each State and Territory sends a powerful and unified message. By coming together once a year, every year, our services can amplify the urgency and importance of smoke alarm compliance and maintenance.



A CONTEMPORARY YET ENDURING APPROACH

Collaborative messaging has conventionally been anchored to the change of daylight savings. With clocks changing automatically, and smoke alarm batteries lasting for 10 years, this messaging is verging on obsolete. We have the opportunity to pivot our efforts with messaging that is timeless.

PARTICIPANTS

