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HOME FIRE SAFETY CAMPAIGN LAUNCHED

The Home Fire Safety campaign will launch this week to educate Western Australians about the dangers of home fires and how they can reduce their risk.

In line with the launch, the new DFES Virtual Reality (VR) Home Fire Experience will be unveiled at the DFES Education and Heritage Centre, giving visitors a first-hand experience of how quickly a fire in the home can take hold when there is no working smoke alarm. A second version of the VR Home Fire Experience will be available soon to book out for events and educational opportunities.

The campaign educates the community on how they can prevent the most common causes of home fire and the need for a home fire escape plan. It also includes information about the importance of working smoke alarms and how to maintain and test them.

Home fires occur year-round but statistically August is one of the busiest months for accidental fires in the home. As such, now is the perfect time for you to engage with your community and share campaign resources and messaging.

To help you do this Home Fire Safety media, social media and community engagement kits have been created for [volunteers](#) and [DFES staff](#). They include campaign key messages, tips and templates for generating media opportunities, graphics for use on social media platforms, and community engagement resources and activities.

We also encourage you to update your email signature with the new Home Fire Safety signature graphic to assist in raising awareness for the campaign. Instructions on how to embed the signature can be found [here](#).

Visit dfes.wa.gov.au/safetyinformation/fire/fireinthehome for further information about Home Fire Safety, or if you have stories to share about BGUs supporting the campaign please contact the media team at media@dfes.wa.gov.au.

You can also contact the Community Preparedness team for support for your community engagement activities at communitypreparedness@dfes.wa.gov.au.

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