



## OPERATIONAL CIRCULAR 19/2025

File: D31799

May 2025

### SMOKE ALARM ACTION DAY IS 1ST JUNE 2025!

#### Key Message

Take the lead on **Smoke Alarm Action Day – Sunday 1 June and throughout the month** by organising events, sharing messages, and engaging your community in smoke alarm safety.

#### What's been happening?

From 2001 to 2015, DFES partnered with Duracell to promote changing smoke alarm batteries on 1 April. The campaign ended when Duracell's owner, Procter & Gamble, withdrew support. DFES continued promoting annual battery changes.

With new rules requiring mains-powered smoke alarms, messages now go beyond battery replacement.

In 2024, Fire and Rescue NSW proposed a national **Smoke Alarm Action Day**.

This year all states and territories will participate in the national campaign, encouraging communities to:

- Test and clean smoke alarms.
- Check smoke alarms are under 10 years old.
- Replace batteries if needed.

#### What do I need to do?

You're encouraged to support the campaign on **Sunday 1 June and throughout the month** by sharing smoke alarm safety messages.

##### 1. Visit Community Groups

- Offer to speak at neighbourhood centres, Men's Sheds, child and parent centres, multicultural groups or seniors' groups.
- Deliver short fire safety talks focussed on smoke alarms.
- Demonstrate how to test and clean a smoke alarm.
- Bring along fact sheets for people to take home.

Target Audience: CFRS, VFRS, VFES and BFS members				
A	B	C	D	Vol
O.I.C. is to communicate content to all relevant personnel under their command, discuss implications, and sign appropriate box above. Once completed Circulars shall be filed on station and forwarded to Information Resources at the end of each financial year.				
OC-19-25	Issue Date:	Contact:	Community Preparedness	
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2. Set Up an Information Booth Where Local People Gather
  - Speak to people about their smoke alarms. Hook questions may include:  
 "When was the last time you tested your smoke alarm?"  
 "Can I show you how to tell if your smoke alarm needs replacing?"  
 "Do you know the signs that your smoke alarm isn't working properly?"  
 "How confident are you that your home is fire safe?"
  - Give short key messages and demonstrate how to test and clean alarms.
3. Support at higher risk community members
  - Reach out to aged care providers, disability support services, Aboriginal organisations, or housing support services.
  - Offer a short safety session with their clients—keep it simple: demonstrate how to test and clean a smoke alarm, explain how to check the expiry date, and emphasise the importance of having working alarms in sleeping areas and hallways.
  - Bring [translated](#) and Easy English resources and use interpreters if needed. Contact Community Preparedness for help with this.
4. Highlight the Campaign During Routine Visits
  - Mention smoke alarm safety when attending incidents, inspections, or other community interactions.

### Want to know more?

Visit the Community Engagement Toolbox for Home Fire Safety Campaign resources on the [CFRS Intranet Dashboard](#) or [Volunteer Hub](#) for community engagement talking points, presentations, activities, video and social media assets.

Need help with planning your activities? Contact your local Community Preparedness Advisors for support:

Great Southern	Mel Haymont	0418 802 762	<a href="mailto:Mel.Haymont@dfes.wa.gov.au">Mel.Haymont@dfes.wa.gov.au</a>
Lower South West	Linda Ashton	08 9771 6800	<a href="mailto:Linda.Ashton@dfes.wa.gov.au">Linda.Ashton@dfes.wa.gov.au</a>
South West	Haley Hibbitt	0429 986 480	<a href="mailto:Haley.Hibbitt@dfes.wa.gov.au">Haley.Hibbitt@dfes.wa.gov.au</a>
Metro and other regions	08 9395 9816	<a href="mailto:Community.Preparedness@dfes.wa.gov.au">Community.Preparedness@dfes.wa.gov.au</a>	

Community Preparedness Advisors can help with:

- Expert advice and support for planning your engagement activities.
- Talking points for community conversations.
- Brochures and fact sheets to share.
- Loaning smoke alarm kits for demos.

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**\*\*[Order your publications](#) by Tuesday 27 May 2025\*\*** to ensure they arrive in time for your local activities for 1 June.

Need help with your order? Contact Community Preparedness on 9395 9816 or email [Community.Preparedness@dfes.wa.gov.au](mailto:Community.Preparedness@dfes.wa.gov.au).

**CRAIG WATERS AFSM  
DEPUTY COMMISSIONER OPERATIONS**

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