

Fire safety radio adverts – text version

Three Breaths

Just two to three breaths of toxic smoke and you'll be unconscious.

Don't drown in toxic smoke. Make sure your smoke alarm works. Test it weekly.

Fire kills. You can prevent it.

You Think

You think you'd wake in a house fire. You'd smell the smoke and get out. Think again.

Make sure your smoke alarm works. Test it weekly.

Fire kills. You can prevent it.

Under a Minute

Toxic smoke can kill your child in under a minute.

Don't drown in toxic smoke. Make sure your smoke alarm works. Test it weekly.

Fire kills. You can prevent it.

Wake up

Just 2-3 breaths of toxic smoke will make it impossible to wake.

Wake up now, before it's too late. Test your smoke alarm weekly.

Fire kills. You can prevent it.

Loved ones

Think your family would wake you in a fire? 2-3 breaths of toxic smoke and they'll be unconscious too. Test your smoke alarm weekly.

Fire kills. You can prevent it.