

# 3 STEPS TO SURVIVE A FIRE IN YOUR WHARE

**LAUNCHED IN MARCH 2024, 'HOW TO SURVIVE A HOUSE FIRE' HIGHLIGHTS THE 3 STEPS YOU NEED TO DO TO PROTECT YOUR WHĀNAU IN THE EVENT OF A HOUSE FIRE, SO YOU CAN ALL GET OUT WITHIN MINUTES.**

## THE PROBLEM

You have just 3 minutes to get out of a house fire before it becomes unsurvivable. In the toxic black smoke, instincts fail you and your house becomes foreign in the blackness. Having an early warning, planning two ways out and agreeing on a safe meeting place means your household is much more likely to make it out.

## THE CAMPAIGN

'How to Survive a House Fire' is designed to shift the beliefs and actions of a specific audience, the Intenders.

The Intenders acknowledge the seriousness of fire, and they buy into being fire safe, yet they have not prioritised making an escape plan for their household.

Our research shows that they are behind in our smoke alarms and escape planning metrics:

- 35% of Intenders claim to have smoke alarms in every bedroom, hallway and living area vs the national average of 42%\*
- 48% of Intenders claim to have an escape plan for their household in the event of a fire vs the national average of 68%\*

Based on recent research where our Intenders audience told us:

**"If it is a three-step plan, it should be simple.  
Tell me now."**

We're communicating exactly what you need to do, right there and then:

- 1. INSTALL SMOKE ALARMS IN EVERY BEDROOM, HALLWAY AND LIVING AREA**
- 2. PLAN TWO WAYS OUT**
- 3. AGREE ON A SAFE MEETING PLACE**

**ARE YOU PREPARED TO SURVIVE A HOUSE FIRE IN YOUR WHARE?  
RESOURCES ARE AVAILABLE FOR PARTNERS TO DOWNLOAD AND USE AT  
[FIREANDEMERGENCY.NZ/FIRE-SAFETY-CAMPAIGN-RESOURCES](https://fireandemergency.nz/fire-safety-campaign-resources)**