KIDDE | CAUSE FOR ALARM™

PREPARE. PLAN. PRACTICE.

Augmented Reality (AR) Fire Safety Education Tool Information Package 2025

Canada

KIDDE | CAUSE FOR ALARM™

INTRODUCTION

Hi, we're Kidde.

WHO IS KIDDE?

Kidde is North America's #1 home fire safety brand*, and a leading manufacturer of smoke alarms, carbon monoxide alarms, fire extinguishers and safety accessories.

Kidde has been helping to keep the world a safer place for over 100 years.

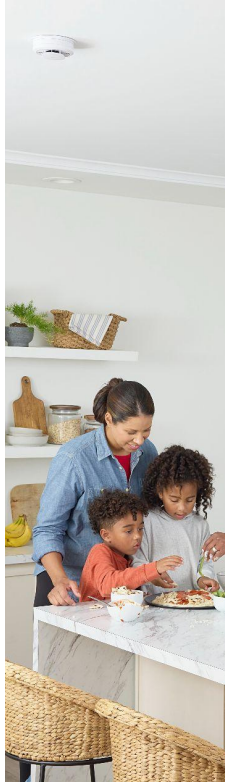
Each year we invest in our **Cause For Alarm**™ campaign, a global fire safety education initiative.

*Based on total household installations as of December 2023

WHAT IS CAUSE FOR ALARM™?

Cause For Alarm™ is an initiative aimed at bridging gaps in fire safety awareness and access by providing free tools, resources, and devices to communities nationwide.

What Can We Accomplish Together?



WHY WE'RE HERE

We believe the most powerful fire safety tool is education.

Our mission is the same as yours: to help make every home a safer home. This helps keep communities safe and ensure every family has the knowledge and resources to prevent a tragedy.

And together, we can help make every home a safer home.

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QUICK START GUIDE

Quick Start Guide

Introducing: "Prepare. Plan. Practice." a simple new tool to help keep communities safer through important fire safety education.

Most people believe they have more time to escape than what fire experts say is the reality: 2 minutes or less.

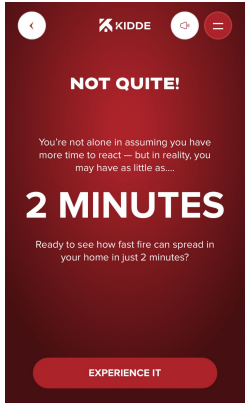
When every second counts, being prepared could be the difference between life and death.

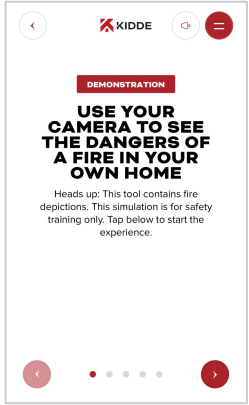
Scan this QR code to try it yourself!

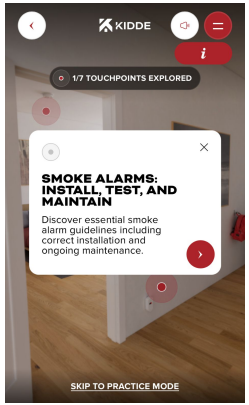
Quick Start Guide

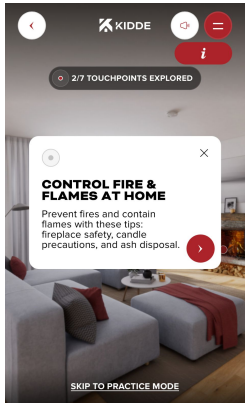
As a valued community educator, we hope this information package can help you share this first-of-its-kind tool.

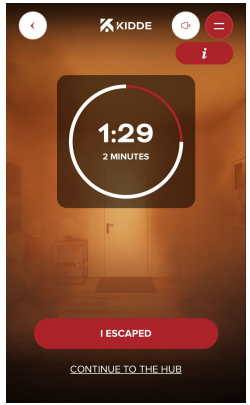
Kidde has developed this easy-to-use resource designed specifically to support your work with the public with the shared goal of enhancing fire safety education and ultimately, saving lives.











What's Inside This Document?

1. CORE INFORMATION

- Fact Sheet: A two-page summary of the AR tool, its features, audience, and benefits.
- Key Features: A breakdown of the tool's 4 key features.
- Sample Sharing Plan: A customizable list of suggested rollout activities to guide your deployment of the tool in your community
- Messaging Resources:
    - Press Release: Links to the press release issued when the tool launched to the public as a resource for using the language and quotes within as needed.
    - Key Messages & FAQ: Talking points and answers to common questions for confident media interviews.

2. SOCIAL MEDIA CONTENT

- Social Media Copy: Pre-written, copy-and-paste posts for all major platforms, including relevant hashtags.
- Videos (MP4): All available assets
- Image Library (JPG, PNG): All available assets

3. PRINTABLE EVENT MATERIALS

- QR Code Flyer: A standard, print-ready handout with a large QR code

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WHAT IS THIS TOOL?

Fact Sheet

WHAT IS IT?

"**Prepare. Plan. Practice.**" is a free tool that leverages augmented reality (AR) technology to provide users with an immersive and unforgettable fire safety education experience.

Through a virtual fire simulation, the tool helps build the essential skills needed to react quickly when every second counts. This tool was designed to educate the public about fire safety with a **personalized experience tailored to their at-home environments.**

The tool is accessible to all Canadians with a Wi-Fi connection and smartphone or tablet. No purchases, downloads or applications are required.

Fact Sheet

WHY IS IT IMPORTANT?

House fires now burn with alarming speed, yet many Canadians are unprepared to react quickly. 69% of Canadians* believe they have more time to escape than what fire experts say is the reality: 2 minutes or less. This dangerous misconception means many won't be ready for a fire at home.

This tool provides engaging fire safety education-content **accessible to Canadians across the country** and prioritizes fire **prevention and planning in the home** through a personalized experience.

**Study commissioned by Kidde, facilitated by Harris Poll June 2025*

WHAT DOES IT DO?

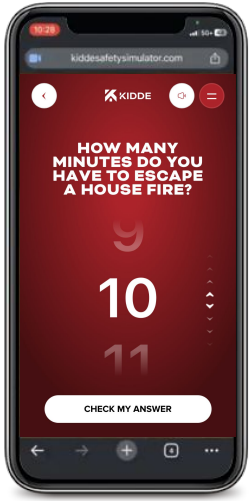
"Prepare. Plan. Practice." offers a comprehensive fire safety experience through three distinct modes: Demonstration Mode, Learn Mode and Practice Mode. This approach is essential because it combines knowledge with hands-on practice, helping users apply life-saving skills directly in their own home.

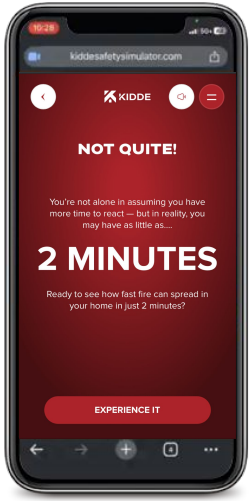
4 Key Features

1.) KNOWLEDGE TEST
The Reality Of An Emergency Response

Users start with a quick knowledge-test question: *How long do you think you have to escape a home fire?*

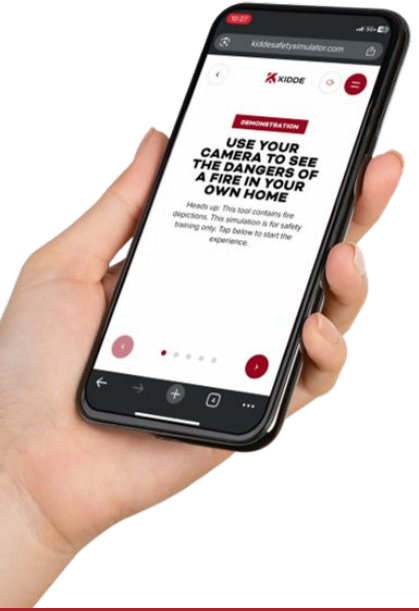
Most people are shocked to find out the truth: you often have **two minutes or less** to get out safely.





4 Key Features

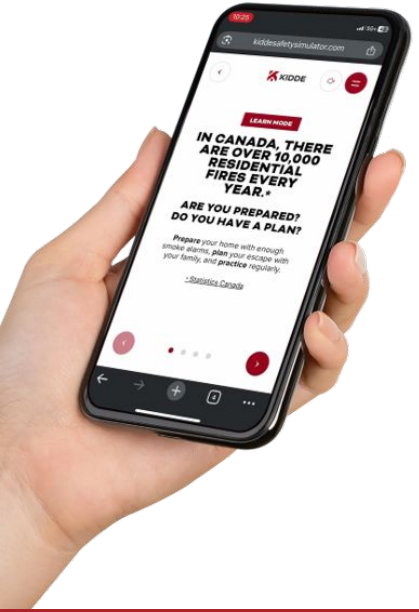
2.) DEMONSTRATION MODE
An Augmented Reality Fire Simulation



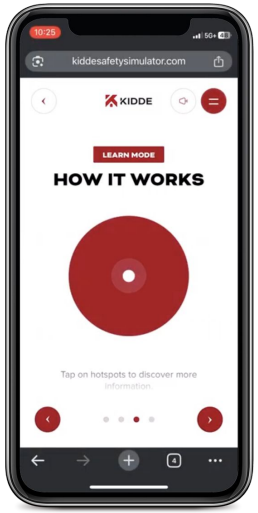
Augmented reality technology is used to safely simulate unsafe conditions and show users what a fire could potentially look like in their own home. The digital imagery shows how quickly flames and smoke can spread in 2 minutes, underscoring the need for a quick escape.

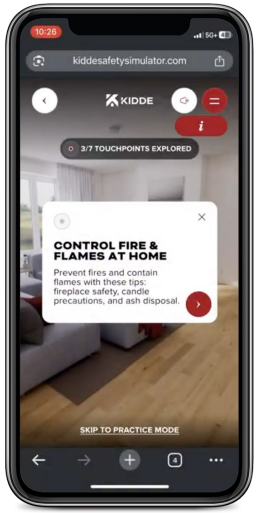
4 Key Features

3.) LEARN MODE
Gamified Fire Safety Education



Through gamified learning, users can explore a digital home and uncover essential, room-by-room safety information, a.k.a. “touchpoints”, about topics like smoke alarm maintenance, the dangers of carbon monoxide, cooking safety, electrical safety, fire extinguisher use, and more.

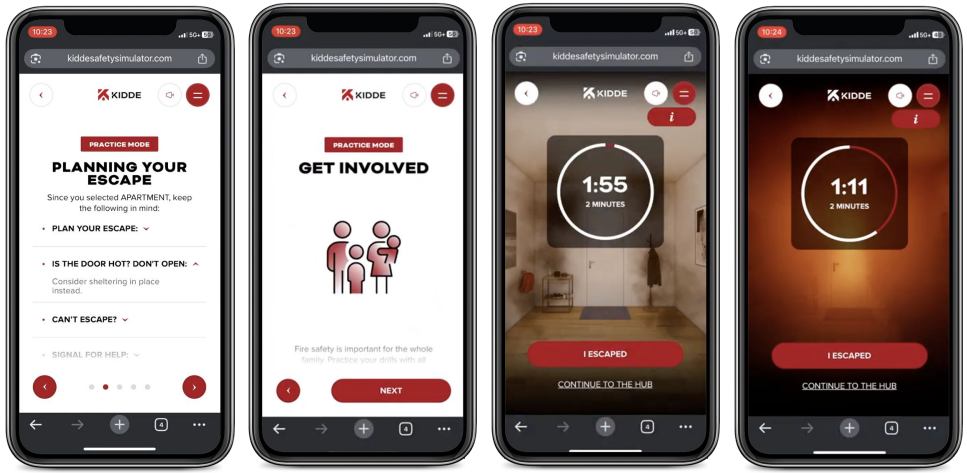




4 Key Features

4.) PRACTICE MODE
A Timed Escape Experience

This tool educates users on the critical principles of home escape planning and prompts them to physically practice their escape routes against a 2-minute timer. This immersive step is critical as it encourages users to think through the unique realities of their own home and how quickly they need to act.



HOW CAN YOU SHARE IT WITH YOUR COMMUNITY?

The next few pages outline ideas for effectively sharing the "Prepare. Plan. Practice." tool with your community.

How To Share - Sample

INTERNAL BRIEFING & NETWORK OUTREACH

What you could do: Host a brief meeting for all Public Education Officers and relevant staff to introduce Kidde's **"Prepare. Plan. Practice."** tool

Use the Fact Sheet or FAQ from the information package to explain its features and benefits.

Encourage your team to share these resources with other fire departments, associations, or community groups that share the goal of improving public education and fire prevention.

Benefit to you: A well-informed team can confidently answer public questions, and sharing the free, digital tool with your network positions your department as a leader in adopting innovative public safety technology.

How To Share - Sample

SOCIAL MEDIA

- **What you could do:** Use the language and assets provided in the **Social Media Content** document to post about this new resource and share the provided images or videos on your social media channels to showcase the tool in action, adding your organization's POV in the caption.
    - Focus on how this new technology makes fire safety planning interactive and accessible for families.
- **Benefit to you:** Posting about innovative technology like this digital tool is an excellent way to generate engagement on your social channels. It provides fresh, valuable content for your audience, reinforces your department's commitment to modern safety solutions, and drives positive community interaction.

How To Share - Sample

COMMUNITY ENGAGEMENT & EVENTS

- **What you could do:**
  - **For Events:** Print copies of the **QR Code Handout** for use at community events, station tours, or school visits. Hand them out to people who are interested in learning more at home and trying new tech.
  - **For Outreach:** Email local school principals, PTAs, and community group leaders about this new resource. Attach the digital **QR Code Handout** to the email and explain how the tool is a perfect resource for families.
- **Benefit to you:** The QR code handout is a simple, effective takeaway that extends your educational reach beyond the event itself. It empowers your community to continue their safety education at home, providing a direct, measurable way for your department to engage the community with cutting-edge technology.

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MESSAGING RESOURCES

Messaging Resources

To further guide you, please feel free to consult with these helpful documents (click to view):

1. AR Tool Press Release (English) (French)

This press release went live in 2025 when Kidde introduced the tool to Canadians and encouraged its use. The press release contains:

- Fire safety data that can be pulled directly into presentations, social posts, or community handouts.
- An outline of how the AR tool works, its features, and its benefits.
- Ready-to-use links, providing direct access to the tool itself and supporting educational materials like checklists, templates, and children's resources.

2. Key Messages (English) (French)

An overview of the key messaging related to the **"Prepare. Plan. Practice."** tool that can be used across various communications channels as needed.

3. FAQ (English) (French)

An easy guide for the most common questions asked about the "Prepare. Plan. Practice." digital tool.

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HOW DOES THIS COME TO LIFE ON SOCIAL MEDIA?

Social Media - Sample

To share this exciting new tool with your community, we've provided the following social media copy examples for your organization to leverage or personalize for your online channels.

- **Example Social Media Copy**

  (English) (French)

Visual Assets

Below are visual assets for your organization to use and reference when sharing within your community:

STILL IMAGES

- **AR Tool Screenshots (English) (French)**
- **Lifestyle Images (English) (French)**

VIDEO ASSETS

- **AR Tool Screen Recordings (English) (French)**
- **Additional B-Roll (English) (French)**

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PRINTABLE EVENT MATERIALS

QR Code Flyer

To easily share the tool with your community at in-person, onsite activations, we've developed a simple handout to print and share at your next event!

Ideas on where to use this:

- Community events (donation announcements, award ceremonies, street fairs or other events where your organization has a booth set up)
- Volunteer events
- Industry expos or conferences
- College or university fairs
- As part of an information package to be distributed among your peers and/or to the public (i.e. if someone comes in to request information, or when conducting home visits)

AR Tool QR Code Flyer (English) (French)

Thank you!

Thank you for your partnership and support in helping to make every home a safer home across Canada.

We hope you find Kidde's Cause For Alarm program and our new "Prepare. Plan. Practice." tool useful in educating your community.

You can find additional resources and information at CauseForAlarm.org/Canada

If you have any questions or require additional assets, please email us:
kiddemedia@kgsolutions.com

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