



HONOURING FIRE SAFETY & FRIENDSHIP

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Fire Safety Educator

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ABOUT ME

Hi, I'm Nicholas!

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Communications Specialist
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AGENDA

- About Kidde
- Why Fire & Carbon Monoxide (CO) Safety Matters
- Our Portfolio of Products
- About our Cause For Alarm Campaign
- Fire Drill Simulator Tool
- Critical Fire and CO Safety Tips and Educational Resources
- Indigenous Events in Montreal and Calgary



ABOUT KIDDE AND CAUSE FOR ALARM



A leading manufacturer of residential smoke alarms, carbon monoxide alarms, fire extinguishers, and safety accessories,

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



**Based on total household installations as of December 2023.*



Kidde's annual fire and carbon monoxide (CO) safety education initiative

Focuses on addressing gaps in both education and access to smoke and CO alarms through:

- **Education** in partnership with key experts
- **Access** to safety devices through smoke and CO alarm availability and donations
- **Drive systemic change** through public private partnerships

WHY FIRE SAFETY MATTERS

In Canada, fire-related deaths are **significantly higher among Indigenous people** compared to non-Indigenous people.¹

About one in eight **residential fire-related deaths (12%)** among Indigenous people occurred in residences **without a working smoke alarm.**²

What is the most common cause of house fires?³



¹Source: Statistics Canada. "Circumstances surrounding fire-related deaths among Indigenous people in Canada," 2011 to 2020. ²Source: Statistics Canada <https://www150.statcan.gc.ca/n1/pub/89-653-x/89-653-x2024003-eng.htm> ³Source: NFPA

FIRES ARE BURNING HOTTER AND FASTER



To watch the video, visit: <https://fsri.org/research/new-comparison-natural-and-synthetic-home-furnishings>

WHY SMOKE ALARMS MATTER



Smoke alarms double a person's chances of safely escaping house fires.¹



In Canada, there are over 10,000 residential fires every year, resulting in over 100 deaths. Statistics Canada.²



Only 6% per cent of Canadians test their smoke alarm at the correct frequency and one in four (24%) Canadians didn't know that smoke alarms expire.³



1: [Ny.gov](#). 2: "Incident-based fire statistics, by type of fire incident and type of structure," 2017 to 2021. and Statistics Canada. "Fire-related deaths and persons injured, by type of structure," 2023. 3: Study commissioned by Kidde, facilitated by Maru Blue September 2024.

THE KIDDE PORTFOLIO

KIDDE OFFERINGS

- ✓ Smoke Alarms
- ✓ Carbon Monoxide (CO) Alarms
- ✓ Combo Alarms (Smoke & CO)
- ✓ Smart Alarms

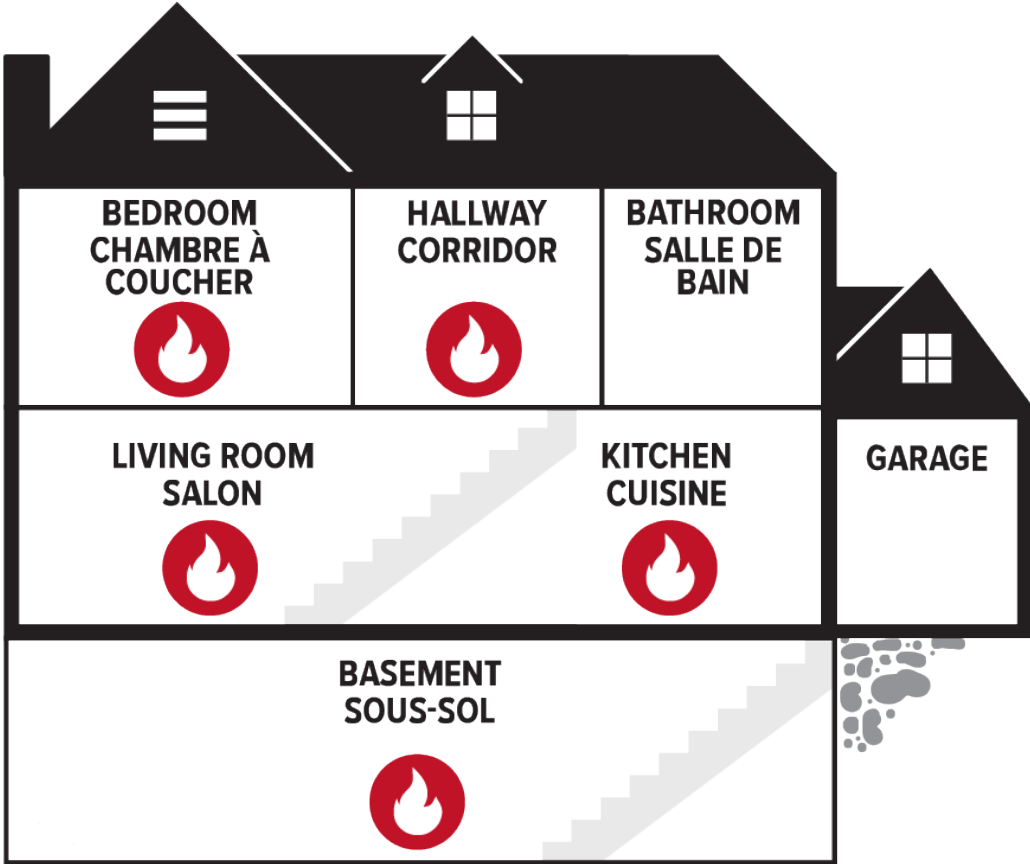
... And More!



SMOKE ALARMS

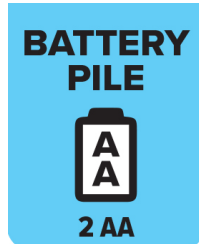


Smoke alarms help save lives and prevent injuries by warning residents of a fire hazard.



SMOKE ALARMS: HOW TO SELECT

Select a power source – Battery or 120V Hardwired

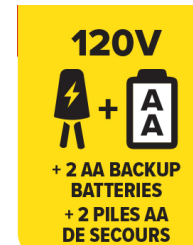


AA Battery Powered



10-Year Sealed Battery

120V Hardwired AC Power
with Battery Backup



AA Battery



10-Year Battery

KIDDE DETECT ALARM BENEFITS



ADVANCED SMOKE DETECTION

Reliably detects smoke or fire hazards.



FAST ALERTS

Photoelectric sensing gives ample time to get out safely.



Product may vary.



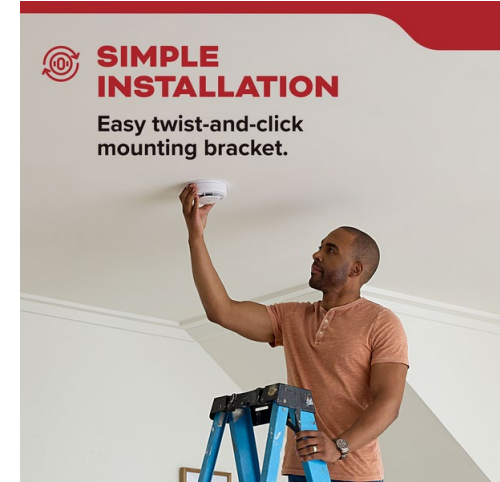
REDUCED NUISANCE ALARMS

Fewer false alarms often caused by cooking.



SIMPLE INSTALLATION

Easy twist-and-click mounting bracket.



MODERN DESIGN

Ideal for all living spaces.



SELF TESTING**

Ensures alarm is operating as expected.



**Self-testing is not a substitute for a manual push test of the alarm. Perform a button test once per week to verify proper alarm operation.

COMPREHENSIVELY TESTED

Designed to ULC standards.

Conforms To
Standard
ULC 531



KIDDE DETECT NOW HAS UPDATED PACKAGING!

BEFORE



AFTER



WHAT IS CARBON MONOXIDE?



Carbon monoxide is the #1 cause of unintentional poisoning deaths in North America.

Source: [Govt. of Canada](#)

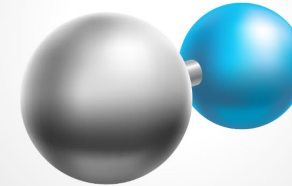


Poisonous Gas
produced by
the incomplete
burning of fuels
like coal, wood,
charcoal, oil,
kerosene,
propane
and natural gas.



CO

Carbon Monoxide



WHAT PRODUCES CO?



Everyone is at Risk –
88% of all homes have
something that poses a
carbon monoxide threat.

Source: [Ontario Association of Fire Chiefs](#)



Fireplace / Stove
(Wood or Gas)



Furnace



Gas Range



Gas Water Heater



Attached Garage
(or Car Port)

CO POISONING & SYMPTOMS

- CO enters the body through breathing.
- CO poisoning can be confused with flu symptoms, food poisoning and other illnesses.
- Some symptoms include shortness of breath, nausea, dizziness, light headedness or headaches.
- High levels of CO can be fatal, causing death within minutes.

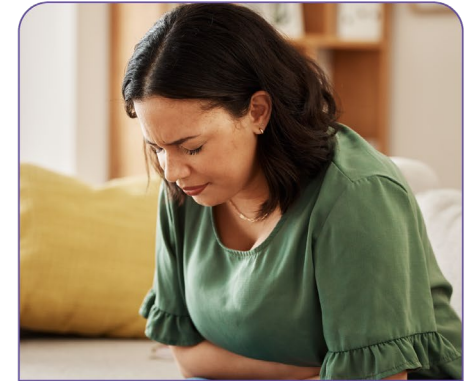


Most CO deaths occur in the colder months of the year, with more than half of the deaths occurring during the four cold months of November, December, January and February.

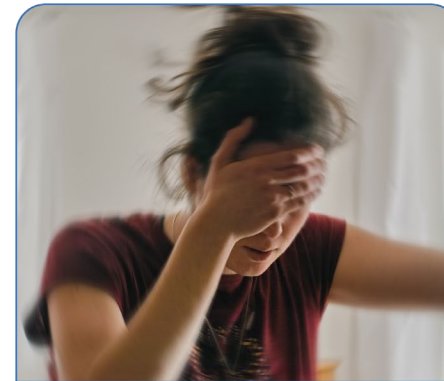
Source: [CPSC](#)



Headache



Nausea

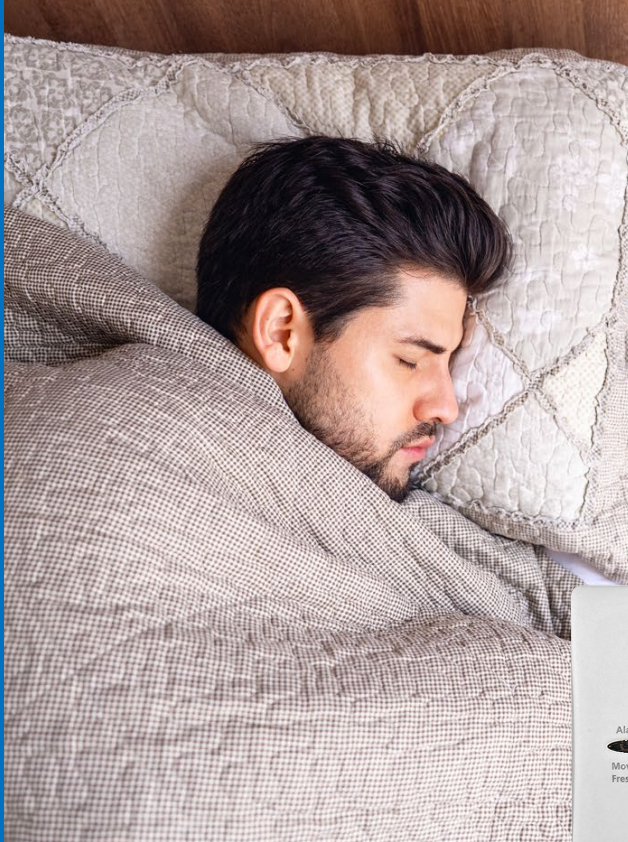


Dizziness

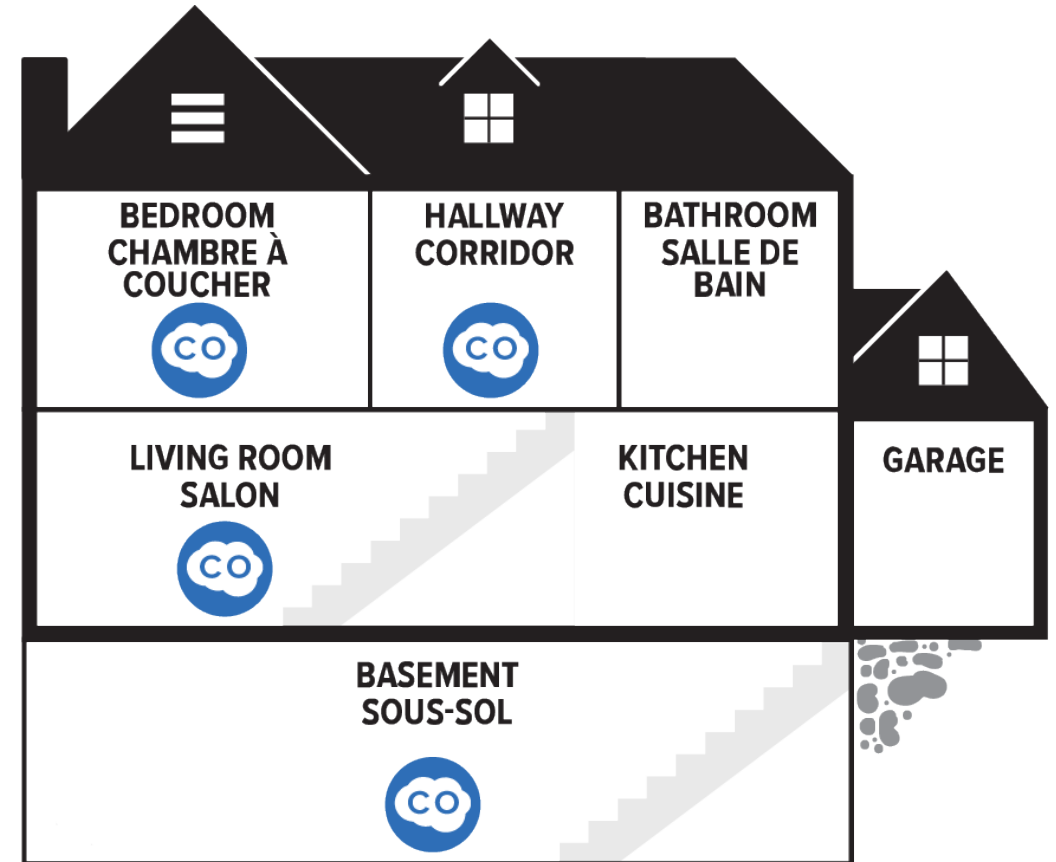
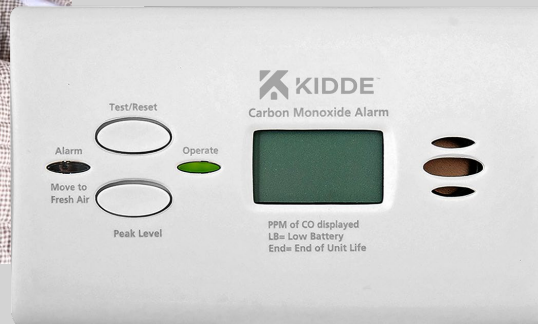


Unconsciousness

WHERE TO INSTALL CO ALARMS AT HOME

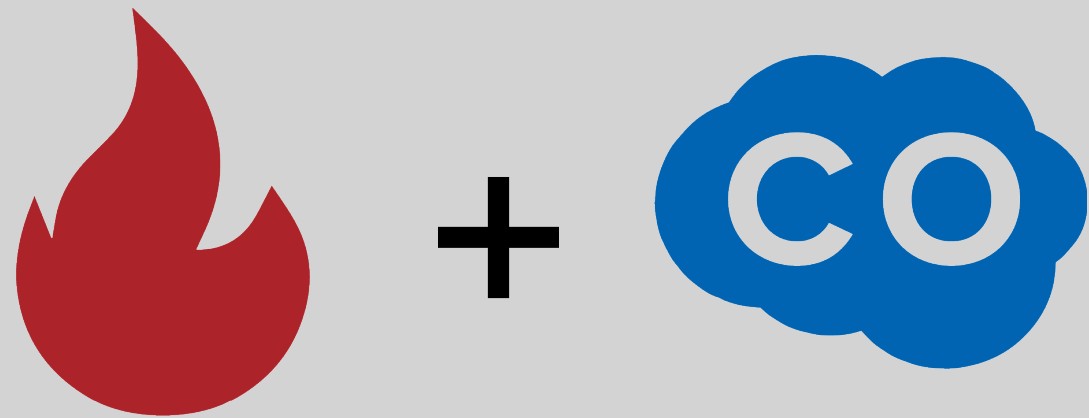


Many Canadians die every year from Carbon Monoxide (CO) poisoning in their own homes, most of them while sleeping.

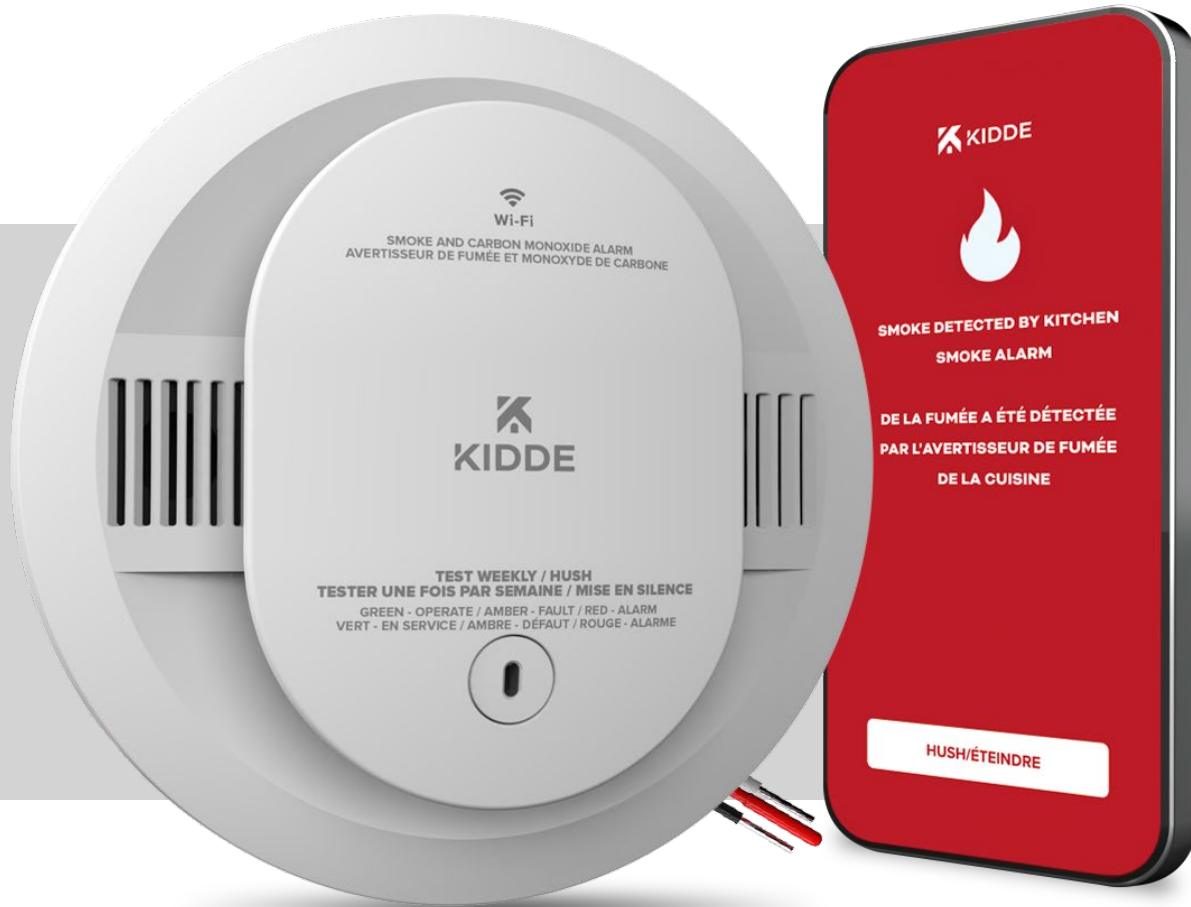


Source

SMOKE AND CO COMBINATION ALARMS



SMART ALARMS



**Real-time
notifications in
the Kidde app**



**Simple
setup with
Wi-Fi**



**Whole home
smart
connectivity**



CAUSE FOR ALARM™

CauseForAlarm.org/Canada





Focused on three critical pillars of activations:



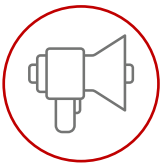
Education

- Visual, multilingual fire safety resources
- Partnerships and resources provided to local fire departments and other groups
- Leverage our brand voice to drive awareness



Access

- Access to safety devices through smoke and CO alarm availability
- Donations to communities in need, disaster relief, etc.
- In Canada, Kidde has contributed over \$400,000 CAD worth of smoke alarms to 16 First Nation communities.



Drive Systemic Change

- Support from NFPA Canada, Firefighters Without Borders, National Indigenous Fire Safety Council
- Encouragement of legislation to protect disproportionately affected consumers
- Help drive residential occupant fire safety





HOME FIRE SURVIVOR TESTIMONIAL

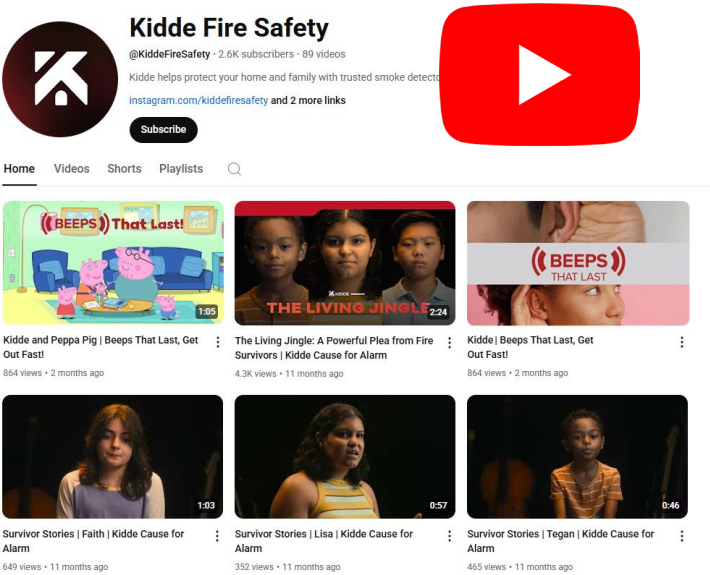
**Annabella
Dentelbeck**

London, ON,
Canada

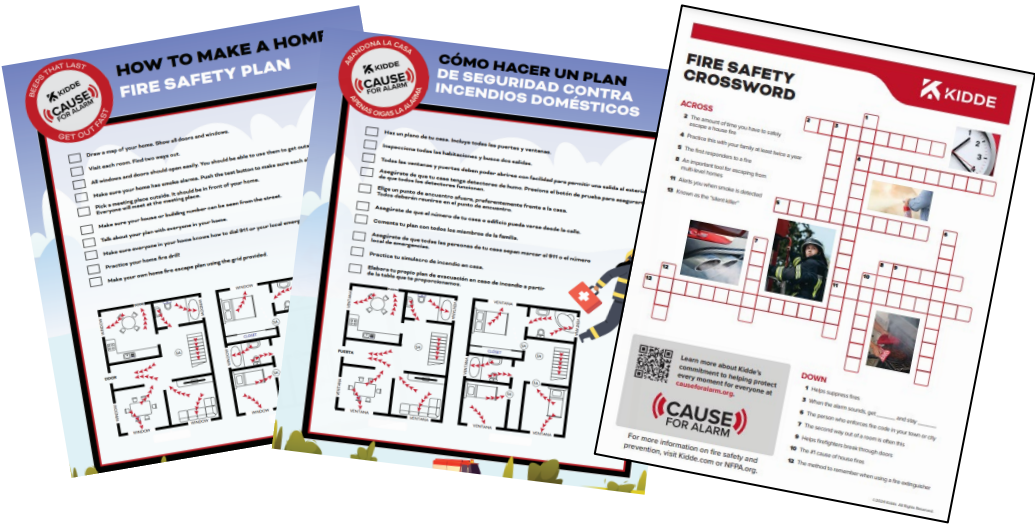
EDUCATION MATTERS



Original Sing-along Jingle



Bilingual Toolkit



Peppa Pig Toolkit



Children's Book



NEW THIS YEAR, WE LAUNCHED A FIRST-OF-ITS-KIND DIGITAL TOOL

Aimed at promoting personalized fire and CO safety at home through augmented reality (AR).

AN IMPORTANT TRUTH

House fires are **speeding up**.

Yet, many people **assume they have enough time** to escape safely.

Most people think they have about **6 minutes** to escape, but the reality is they likely have less than **2 minutes**.

So, they don't **prepare or practice** for a fire at home.

The hard truth is that some people may die because they will **simply run out of time**.

Let's show people how time plays a critical role in saving lives during a house fire and ensure they are prepared.



OVERVIEW & OBJECTIVES



Only 6% of Canadians have an escape plan in writing*!

- A first-of-its-kind augmented reality (AR) tool that is designed to educate the public about home fire & CO safety
- Provides an innovative and engaging home safety education tool **accessible to everyone**
- Prioritizes home fire and CO **prevention and preparedness** through a convenient and personalized experience

*Study commissioned by Kidde, facilitated by Maru Blue September 2024

AR TOOL IN ACTION

Jessica Cruickshank

- Canadian TV personality and comedian
- Had to evacuate her home during the Los Angeles wildfires
- Partnered with her as an influencer to help us promote the AR tool in Canada



TRY IT FOR YOURSELF!



CauseForAlarm.org/Canada



TEST YOUR KNOWLEDGE

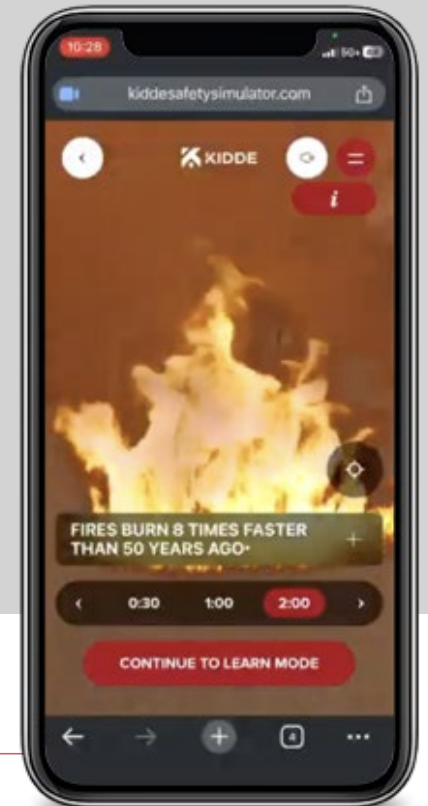
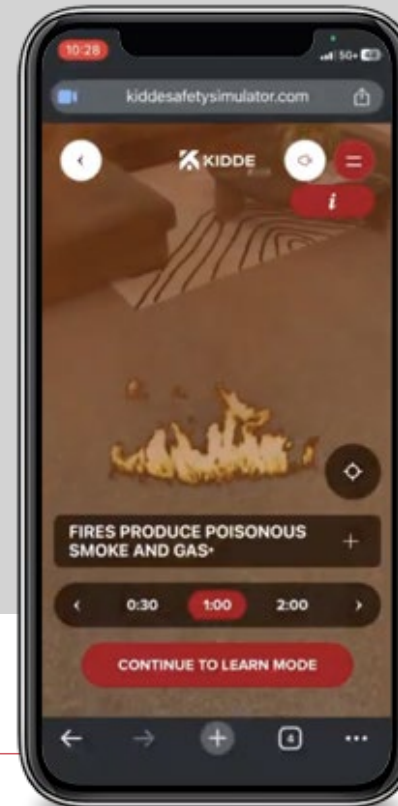
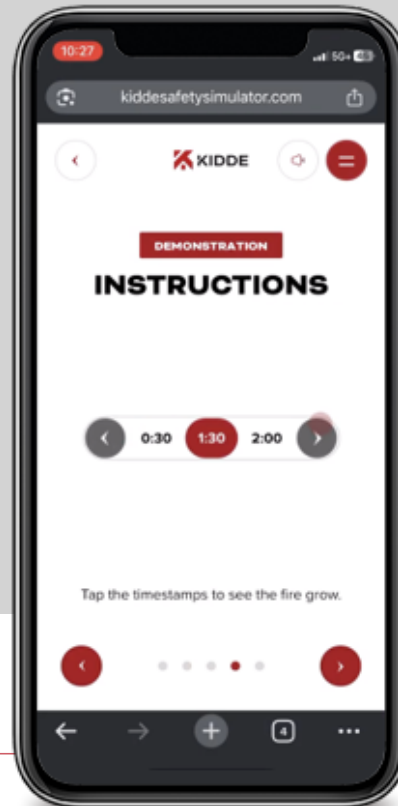
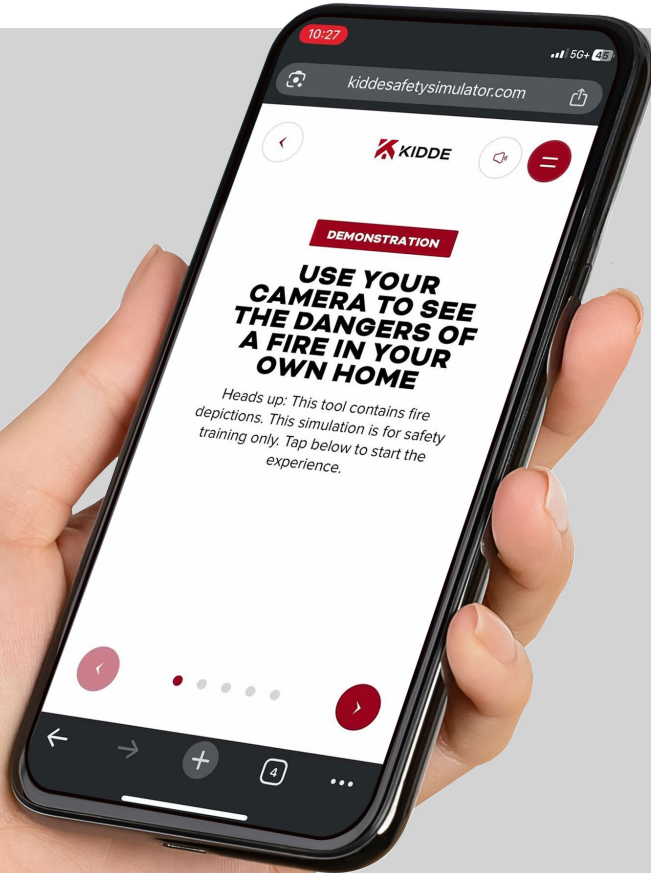


The experience begins with a **knowledge test question** to determine whether users know how long they have to escape a house fire.

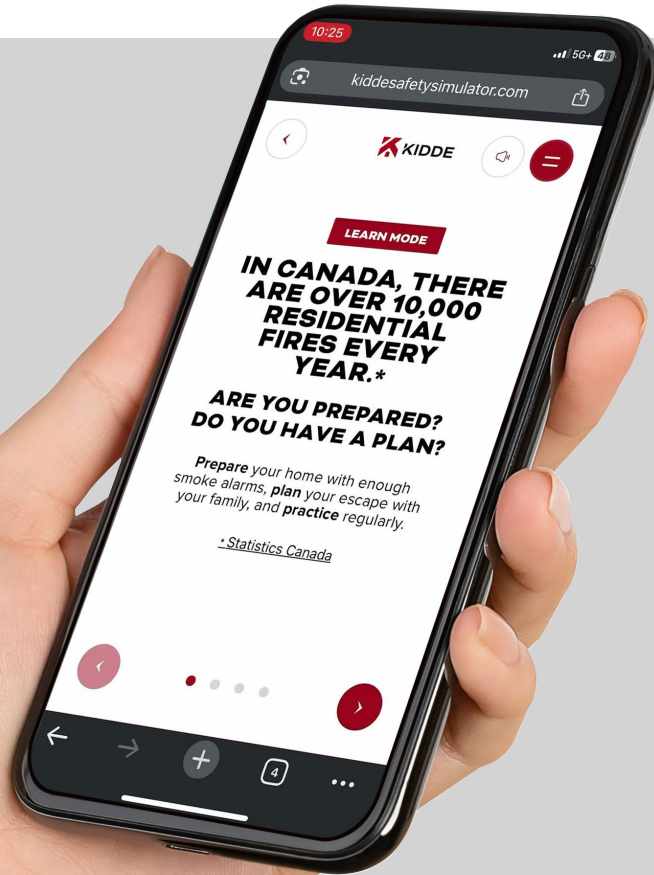


DEMONSTRATION MODE

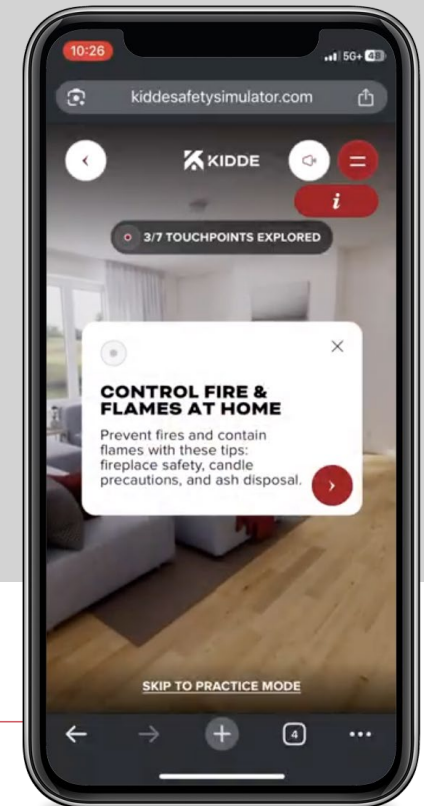
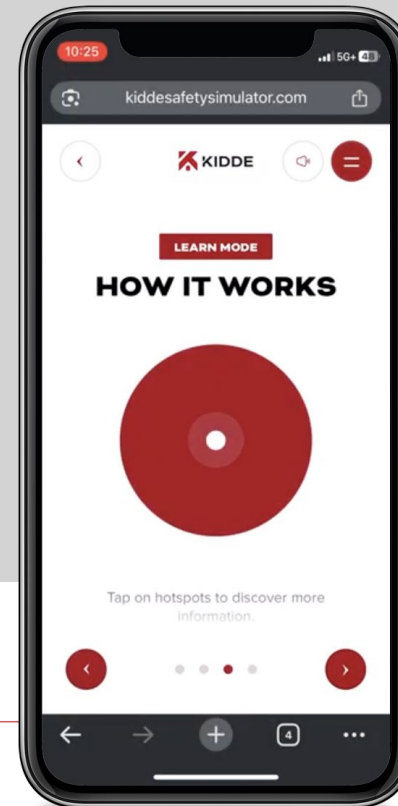
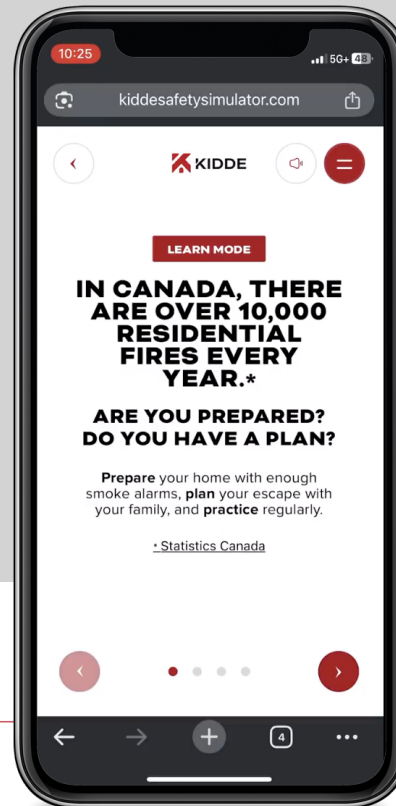
The camera lens opens revealing an AR depiction of what your home could look like after 2 minutes – smoke, flames, crackling embers.



LEARN MODE

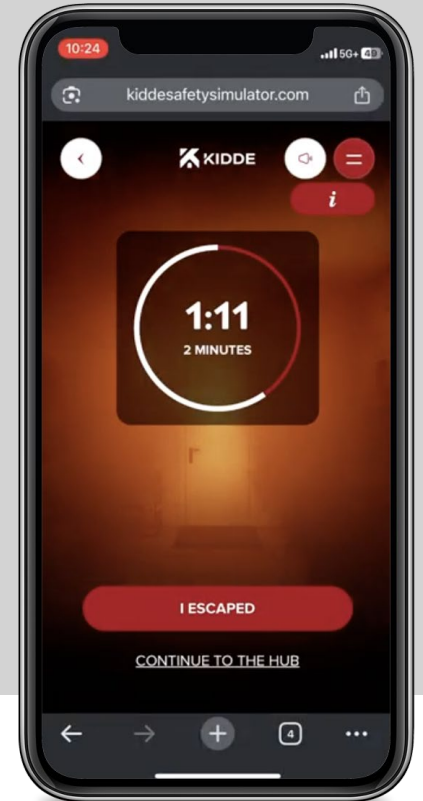
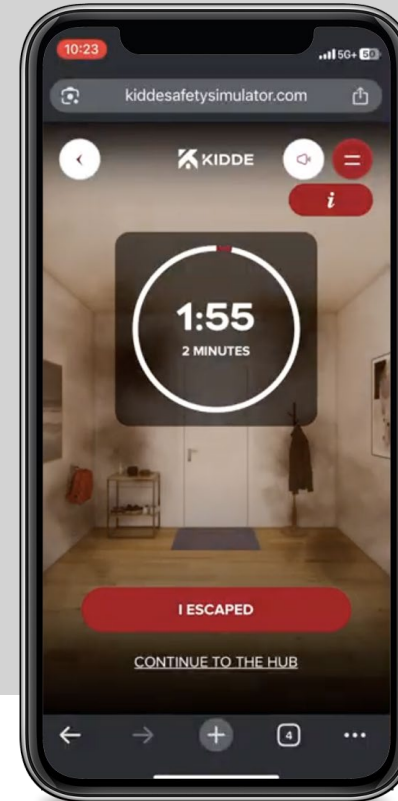
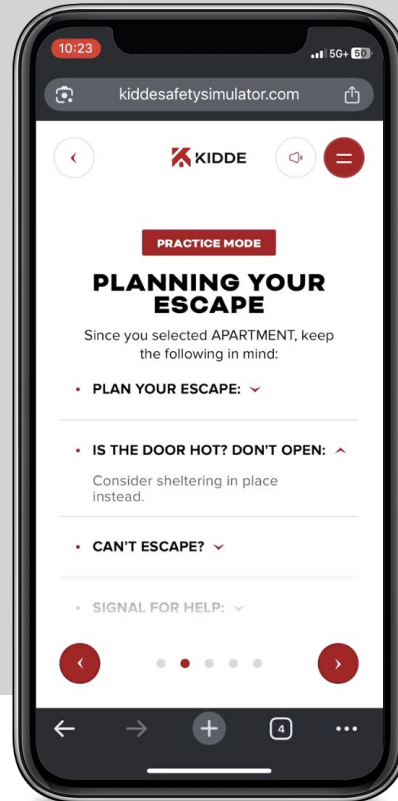
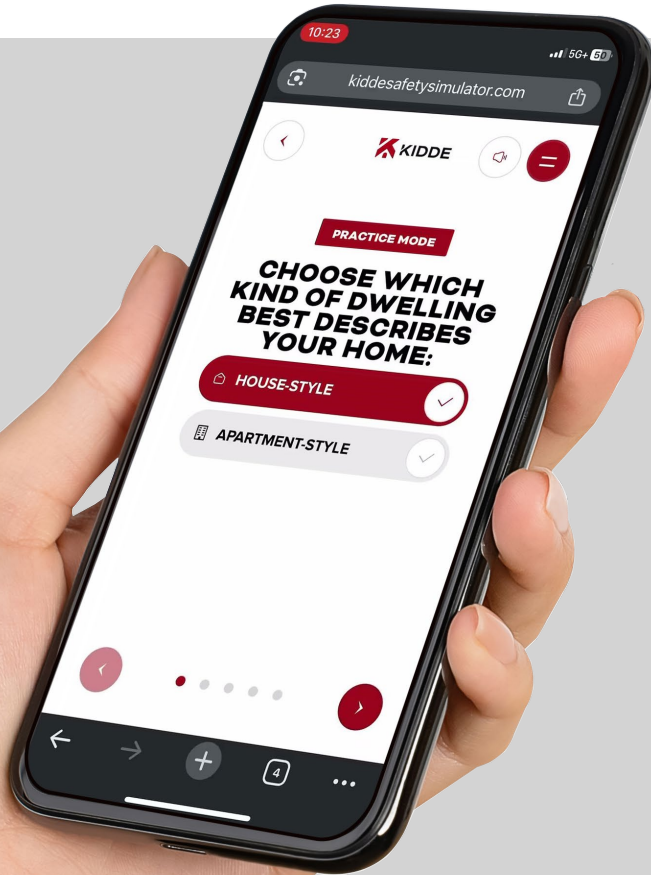


Users navigate a 3D home where they can engage with **educational fire safety modules**. Similar to the experience in a fire safety trailer – but digital.



PRACTICE MODE

Users learn how to make a **fire escape plan** and are prompted to practice their own with a **2-minute timer**.



KIDDE PARTNERS



2025



KIDDETM

Indigenous Community Event Highlights

GOVERNMENT FUNDING AVAILABLE

- 2024 federal budget, \$20.9M over 3 years through **Indigenous Services Canada** to support **First Nations Fire Protection Strategy**
- For homes & communities **ON-RESERVE**, and to support education programs
- **Having trouble accessing? Let the government know!**
- Looking for smoke alarm and fire extinguisher options – contact me!



Government
of Canada





HELPING MAKE EVERY HOME A SAFER HOME.



Join us at **THE HOME DEPOT**
390 Shawville Blvd SE, Calgary, AB

Saturday, October 25
10am - 2pm

- Free fire and carbon monoxide safety education tools!
- Live radio remote with your favorite DJ
 - Get your fire safety questions answered by a Kidde fire safety expert

• PLUS ALARM GIVEAWAY!

First 30 people to
bring a picture of
their old alarm will
receive a **FREE**
Kidde 10-Year
Smoke Alarm!



Exclusively at



**EVENT BROUGHT
TO YOU BY KIDDE.**

Share on    #CauseForAlarm

kiddecanada.com

THANK YOU!



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