



# Eastern Area Coordinating Group

## Fire Prevention Messaging Toolkit



### Background Information

Nearly nine out of ten wildfires nationwide are human caused and can be prevented. Everyone can do their part to help prevent wildfires. As we go through the fire year, land managers assess fire conditions and risk factors that may impact firefighters' ability to respond to wildfires. In some cases, they may implement fire restrictions to reduce the likelihood of human-caused fires.



### Talking Points:



### Fire Prevention Education:

- Fire Prevention Education Teams are available to support unit and agency managers with skilled and mobile personnel which can supplement or enhance ongoing local wildfire prevention and education activities, where hazard or risk is, or expected to be elevated.
- These teams are highly effective in reducing unwanted human-caused wildland ignitions and are equipped to complete on-site prevention assessments and plans rapidly, initiate implementation of those plans, and begin immediate prevention and education activities.



### Fire Causes:

- Every human-caused wildfire has the potential to impact lives and property. Everyone is responsible for preventing unwanted human-caused ignitions.
- Smokey Bear's message of preventing unwanted human-caused ignitions is more relevant today than ever before as more people live closer to wildlands and recreate outdoors.
- Technology provides information on how we can better target our messages. Knowing when, where and what causes wildfires allows us to provide information and take actions to help reduce unwanted fires.



### Fire Restrictions:

- Wildland fire agencies may implement fire restrictions and burn bans to reduce human-caused fires. They restrict certain activities during periods of extreme fire risks and hazards and may vary between agencies.
- Criteria for implementing fire restrictions or burn bans are determined locally with the input of partners, agencies, and communities. Fire danger ratings, weather, preparedness levels, risk factors, and local conditions guide these decisions. Implementing these restrictions is a difficult decision not taken lightly.
- Based on established criteria, including local conditions, agencies will seek to lift fire restrictions and burn bans at the earliest opportunity. Know before you go. Check to see if fire restrictions are in place.
- Know before you go – Call your local wildland fire agency to learn if there are any current campfire restrictions at your recreation destination.



Doing your part:

- Conditions change; for your safety, stay informed on current conditions in your community, and be prepared when you are enjoying the outdoors.
- Kick the campfire habit this summer – Portable cooking stoves using liquefied or bottled fuels are a safer option to campfires at any time of the year.
- Predictable is preventable. Predict the outcome of your behavior. If you think what you are doing might create a spark that could start a fire, find an alternative to that activity or reschedule it to a less fire-prone time of day or year.

## **Resources** *(note hyperlinks)*

[2022 Fire Year Messaging – OC](#)

[Be Outdoor Safe](#)

[Smokey Bear Website](#)

[Fire Prevention How To – Smokey Bear](#)

[NIFC Fire Prevention, Education and Mitigation Resources](#)

[US Fire Administration Fire Prevention and Education Resources](#)

[Eastern Area Coordination Center](#)

[Eastern Area Fire Weather / Fire Danger Outlook](#)

[NIFC Predictive Services](#)

[Ready.gov Wildfire Preparedness](#)

[FEMA Wildfire Preparedness](#)

[National Symbols Cache](#)

[NWCG Digital Library](#)

## **Videos and Images**

[NIFC Wildfire Prevention Videos](#)

[FEMA Wildland Urban Interface Pictographs](#)

[NIFC Fire Prevention and Education Team Digital Library](#)

[NIFC Wildfire Preparedness Flickr Videos and Photos](#)

[NIFC Recreate Responsibly Infographics](#)

[Smokey Bear Images and Videos](#)

[Forest Service Smokey Graphics](#)

## Sample Social Media Messages

Now more than ever, our favorite outdoor spaces are playing an important role in our lives. We all need to work together to protect the lands we love by preventing wildfires and recreating responsibly. #BeOutdoorSafe <http://beoutdoorsafe.org/>

Next time you hit the road with your camper or trailer, remember to properly cross any tow chains to avoid sparking a wildfire. Help keep our safe places safe with this important tip, and learn more at: <http://BeOutdoorSafe.org> #BeOutdoorSafe

Our #firefighters need your help! You can help prevent #wildfires by: ✓ Obeying fire restrictions ✓ Postponing debris burning ✓ Using campfire alternatives #OnlyYOU

Now more than ever, we all need to work together to prevent #wildfires. On average 87% of all wildfires in the country are caused by humans. Most of these fires can be prevented. See how you can make a difference: <https://smokeybear.com/en/prevention-how-tos>

We all have a responsibility to protect our forests and wildlands. Will you do your part? Visit <http://SmokeyBear.com> to learn how you can be fire smart at home and on the go #onlyYOU

Know before you go - camping! If campfires or grills are allowed, keep the fire small, never leave it unattended and put it out completely before leaving. Remember, if it's too hot to touch, then it's too hot to leave. #onlyYOU <http://BeOutdoorSafe.org>

Please keep wildfire prevention in mind when visiting your public lands. Your carefulness will reduce putting our firefighters and communities at risk. #onlyYOU

Learn before you burn. If you are open burning debris, know your local burning regulations. Check for dry conditions and keep the pile small, not tall. You'll need at least three times the height of the pile for safe vertical clearance. For more tips, visit <http://BeOutdoorSafe.org>

Preventable #wildfires threaten lives, property, and our precious natural resources. Whether it is properly extinguishing a campfire or keeping your vehicle maintained to prevent sparks, following just a few simple steps can help prevent wildfires. <https://smokeybear.com/en/prevention-how-tos>

Wildfires don't just impact my friends in forests and wildlands, even fish and other river-dwelling creatures can be displaced. Please do your part to protect our ecosystems. Follow my fire prevention tips at <http://SmokeyBear.com>