



Final Report

2014 Idaho Prevention and Education Team

September 2014

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Executive Summary

The Fire Prevention and Education Team began the assignment on September 8 and worked in the Training Building on the NIFC campus. The Delegation of Authority (Page 11) clearly stated the objectives of the assignment.

Jennifer Myslivy served as the BLM host representative as well as a Team Member. Her guidance and contribution were invaluable to the success of the Team. The assignment centered on development of the 'One Less Spark, One Less Wildfire' campaign. Additional focus was placed on support of information and graphics for the effort to protect the Greater Sage-Grouse and the sagebrush-steppe ecosystem. Wildfire has burned thousands of acres of habitat. Reducing human-caused fires in the habitat directly affects the population of the grouse.

The products and documents developed for the OLS campaign are part of the prevention effort for 2015. The agencies will refine the messaging over the winter and distribute all materials to agency public affairs for approval. Agencies and partners have the opportunity to incorporate the OLS messaging into their prevention efforts before the start of 2015 fires.

The following report addresses the objective, the Team's strategy to address the objective, and the accomplishments of the assignment.



Team Members

Jim Funk, Team Leader - VA

Melissa Yunas, PIO 1 - FL

Vanessa Marquez, Team Member - NV

Jennifer Myslivy, Team Member - ID

Gwen Hensley, Graphic Specialist - KY

Strategy and Action Plan

Idaho Fire Prevention Education Team

September 2014

Overview of Situation and Assignment:

A Prevention and Education Team was brought into South Central Idaho in July 2014 to assist the agency with their prevention education. Primary tasks were making contact with prevention people in the area, develop fire-cause specific PSAs, assist with website development, assess current prevention materials and product, develop new products as needed, and support local prevention staff. The One Less Spark campaign was a central theme of product development.

A second team was ordered in September 2014 to expand the work of the first team to develop a communication plan and products necessary for a 2015 prevention campaign rollout. As listed in the delegation of authority, the team was asked to develop a campaign toolkit of products, adjust graphics for geographical needs, address prevention messages for protection of Greater Sage Grouse habitat, create PSA scripts for well known and high-profile individuals, expand the database of prevention resources in the state, and build additional partnerships.

The following is presented as the Team's approach to address the specifics of the delegation of authority:

Objective 1: Create a One Less Spark One Less Wildfire (OLS) campaign toolkit, communication plan and power point presentation to be utilized for a 2015 Interagency Statewide campaign.

Strategy: Consolidate a toolkit of current and desired products that is user friendly, concise, and effective for promoting wildfire prevention. Delivery will be in electronic format and will incorporate social and traditional media, adaptable graphic products, a variety of PSA scripts, and delivery ideas. An instructional presentation will be included to assist in the delivery and use of the toolbox.

Actions:

- Define the intended audience, content, and delivery mechanisms for the toolbox
- Examine applicability of current prevention materials and graphics for inclusion
- Develop a Communication Strategy for the 2015 prevention campaign
- Explore various delivery methods including downloadable access on website, blog or other venue while respecting protection of the message usage
- Consider measurement elements to assess prevention impact

Objective 2: Enhance previously created OLS graphics and /or create new graphics to better represent other geographical areas throughout the state e.g. Greater Sage-Grouse areas, US Forest Service or Tribal.

Strategy: Explore the needs of agencies and individuals for prevention materials and graphics. From that discovery, provide assistance to help focus messaging to address the concerns.

Actions:

- Call agency prevention networks, private initiatives, and community-based efforts for input to prevention needs and concerns
- List needed graphic changes to assist with geographic concerns and specific fire-cause issues
- Work with graphic specialist to produce needed changes
- Discuss prevention's role in protecting Greater Sage-Grouse habitat
- Develop specific prevention products for assisting Greater Sage-Grouse efforts

Objective 3: Identify external cooperators to bring in as partners for the OLS campaign e.g. Idaho Power, Idaho Fish and Game.

Strategy: Expand partnerships with the private and community sectors to provide networks of information channels increasing the prevention capacity in Idaho.

Actions:

- Continue discussions with Idaho Power and Idaho Fish and Game
- Contact new potential partners
- Discuss the potential roles each new partner can play in the prevention effort and point to the significance and impact of their participation
- Provide all partners with the Prevention Toolkit and include them in the Communication Strategy.

Objective 4: Generate new public service announcement (PSA) scripts incorporating the OLS campaign, with the new unified message to bring fire awareness to the foreground and decrease complacency. Create 5 new PSAs that can be utilized by local high profile individuals to help promote the OLS campaign and sage-grouse/wildfire awareness (incorporate the importance of the sagebrush-steppe in southern Idaho).

Strategy: Provide PSA scripts that will add emphasis to the prevention efforts by using well know individuals to promote OLS and the central prevention themes.

Actions:

- Identify potential individuals to record the PSA scripts
- Study the sage-grouse issues and explore ways to assist the effort with prevention messaging
- Develop PSA scripts carrying the central and OLS campaign messaging
- Soliciting individual participation will be done this winter and completed prior to the 2015 prevention campaign

Objective 5: Create a statewide database of contacts (local, State, and Federal partners and external partners) for distribution of OLS campaign toolkit.

Strategy: Provide the framework for a comprehensive list of prevention capacity within Idaho. Specific information will be useful for developing distribution lists and pathways for targeted social media outreach.

Actions:

- Contact agencies and external partners to obtain contact information down to district and local prevention levels
- Ask for social media outreach channels and current hashtags used for outreach efforts
- Use the information in the development of the Communication Strategy
- Analyze the depth of prevention capacity in Idaho

Objective 6: Maintain the administrative tasks of a prevention team to allow for proper oversight of fiscal, personnel, and legal compliance.

Strategy: Provide adequate supervision to ensure compliance of administrative functions. Use established and approved documentation forms and procedures with daily oversight of the host representative.

Actions:

- Maintain daily budget
- Documentation of activities and contacts
- Report of accomplishments
- List recommendations and actions
- Ensure compliance of work/rest guidelines and team safety
- Adhere to all federal, state, and local laws and regulations
- Provide for a harassment-free work environment
- Develop and maintain a positive work environment for the team
- Leave a positive impression of FPET functions and abilities

Every effort will be made to complete the assigned tasks. The Team will take the liberty of expanding the tasks as creativity and time allows producing the best deliverables to complement the 2015 prevention campaign.

Accomplishments

This section outlines the approach and results of the Team to meet the objectives of the Delegation of Authority. Since many of the results are a compilation of the elements of objectives, the accomplishment is shown as a Toolkit product result and the suggested strategy to move forward with the prevention campaign.

Toolkit

A base toolkit is constructed that allows for expansion and revision as agency input and situational changes occur. Within the toolkit are a Statewide Prevention Strategy, Communication Plan, and PowerPoint presentation for explaining the OLS campaign. There is flexibility to instruct on the contents and usage of the toolkit products (Objective 1). The contents of the toolkit are documented as Appendix B.

Graphic Support

The Team contacted agencies and partners for input as to issues and graphic product support needs for their on-going prevention efforts. Over 15 product themes were created covering prevention messaging on vehicle-caused fires, campfires, shooting fires, sagebrush habitat effects, fireworks, burn piles, field burning, and home preparedness.

The graphic files are in a variety of file formats and resolutions for different product applications (billboards to newsletters) so many variations are available. The One Less Spark campaign was used as the central theme in all products. Graphic images reflect prevention of specific causes, OLS campaign recognition, and direction to the **idahofireinfo.blogspot.com** site. The site is in agency development and will be the primary prevention information location for the OLS campaign.

Partnerships

Historically, agencies have been the driving force for deciding on core issues and disseminating information. Idaho's direction is to garner support of agencies at all levels of government to help in the carrying of the OLS message. Each agency has private partners that can be encouraged to pass the message along to their audience.

The Team developed a base list of Partnership Opportunities. As a beginning to the thought process, the list includes organizations, business sectors, utilities, private initiatives, and other partnership possibilities. Many more partnerships are recognized the closer the message gets to the community level.

Idaho is currently engaged in conversations with Idaho Power and Idaho Fish and Game recognizing them as major potential partners in the OLS campaign. Local agency offices have established information networks that all become key in distribution of messaging.

Beyond the ability of this prevention assignment, agencies need to communicate the relevance of each partner and define the role they can play. A partner understanding benefits to them is essential in obtaining the buy-in and participation. To assist with partner messaging, the toolkit becomes valuable to a partner because of the messaging and graphic work is done for them and the central messaging is included.

Media Products

The Team created numerous radio/television scripts, public service announcements, and press releases. Subject matter covered human-caused wildfires and Greater Sage-Grouse habitat. All media products are in different stages of the approval process. The team also created a packet of social media tweets and posts for both Facebook and Twitter.

The team created a suggested OLS rollout campaign by month. For example, for the month of May, target-shooting awareness should initiate. This spreadsheet highlights the products available to increase awareness including clip art, television and radio public service announcements, social media tweets/posts and press releases.

Measurements

The Team discussed and documented potential prevention measures for Idaho to consider. The concept is to find measures of trends demonstrating how the public (population) is responding to the prevention effort being put forth. Baseline information can be established once the state finds acceptable measures. Future data can then be compared against the baseline for comparison.

Contact Database

The Team contacted agencies, organizations, and other sources to assemble an accurate database of prevention contacts in Idaho. The list is far from complete, yet a good start to examine the capacity of prevention messaging in the state. If available, the database also listed the social media and website links associated with the contact. The list serves as an avenue to efficiently move messaging to a broad array of partners and audiences. At present there are in excess of 180 listed contacts.

Prevention messaging networks are essential to getting people engaged in the conversation of reducing wildfire causes and risk. The more partners developed beyond the agency level, the higher the chance the public will be motivated to action. The public pays most attention to local trusted sources. For example, a message on the National Shooting Sports Foundation website carries more weight to the shooter than an agency brochure alone. Seeing the same message from the trusted source lends credibility to the agencies sponsoring the brochure.

Administration

All administrative tasks were completed to agency standards set in the Delegation of Authority. Files of budget, personnel time, daily reports, safety, evaluations, and required reports are included in the electronic file for the host agency. Only the host agency has sole possession of sensitive and personal data. The Team budget expenses were monitored throughout the assignment and expenditures were within delegated limits.

One trainee task book for PETL (T) was signed as completing many of the tasks for the position. The Team shared their individual resources of knowledge and helped other team members advance in their scope of learning.

Recommendations

Data Development

It would be informative to the prevention analysis process in Idaho to develop spatial data of composite agency fire occurrence showing locations, fire cause, property loss, agency response, and other desired elements. Several people contacted said it would be very beneficial data, yet reliable data has not been assembled for such an analysis. Fire reporting takes on a number of formats with different definitions, so the task is not easy.

Data research by the Team showed wide variations in percentages of human-caused versus lightning from one region to another. Similarly, vehicle fires for one agency or region had much lower significance in another. The lesson is that messaging for local areas needs tailoring to address relevant fire-cause to the audience.

Data for the last 5 years is enough to show a significant pattern. Three-year data shown as a comparison can help indicate progress in certain areas or fire cause. The smaller unit level data can be very useful in engaging communities in understanding where fires are occurring and what is causing the ignitions. Mapping, graphing, and other visuals from the data are exceptional communication tools for the public understanding of the wildfire risks.

Develop Hispanic Media

Due to large populations of Hispanic customers, several graphic and media scripts should be translated and distributed to reach the Hispanic population.

Measurements

Consider the possible measurement suggestions to open a dialogue of 'How do we measure prevention in Idaho?' The Team recognizes this is an issue that agencies struggle with nationally. It is certainly not unique to Idaho. As more people begin to discuss and try ways to measure prevention, the more likely we are to refine defensible measures.

Key to the conversation is that when we are able to demonstrate a change in behavior resulting in risk reduction, the efforts of prevention are shown. Each agency and partner contributes to the success of the trend line change.

Monitoring and Refreshing

Monitor the rollout of the information. Partners will participate if their roll is understood and they feel their contribution is relevant to the cause. Encourage agencies to internally track the number of participating partners, increase in public requests for information or assistance, or any other measure they feel relevant. Collecting this information from all sources would make a very strong statement that the messaging is being accepted and used.

Monitoring social media sites and anecdotal accounts of when the messaging has reached saturation or has become stale. This indicates a need to refresh the message or change tactics to keep the public engaged.

Commendations

The Idaho initiative to develop a targeted interagency statewide prevention campaign deserves praise. Too many prevention efforts limit scope to a single agency. Messaging is also scattered rather than focused, poorly timed, and only directed at the immediate need. This approach is committed to utilizing a broad network of partners to deliver a central message of “One Less Spark, One Less Wildfire’ throughout its fire-cause message delivery. The added elements of social media emphasis, graphic products, and wide message delivery set this effort apart from others. BLM and its partner agencies are commended for the effort. We look forward to seeing the continued work to develop the idahofireinfo.blogspot.com site.

The work of Jennifer Myslivy to provide guidance and direction to the prevention team was outstanding. Her knowledge of the issues, agency connections, and prevention needs helped formulate the correct team composition, project emphasis, and final product results to set the stage for a successful prevention campaign that will have long-term results.

From a prevention team perspective, a state that has researched their prevention needs and developed specific messaging make it much easier for prevention personnel to hit the ground running when weather and occurrence conditions necessitate. Even more importantly, the prevention design of this campaign is one that encompasses all partners in all areas for year-round messaging. The message is also adaptable regionally.



Idaho Fire Prevention Education Team – September 2014



To: James D. Funk
National Fire Prevention and Education Team Leader

From: Michael Morcom

Subject: Delegation of Authority

As designated team leader, you will work for the Bureau of Land Management – Idaho Fire and Aviation Program. Your primary contact for the BLM will be Jennifer Myslivy, jmyslivy@blm.gov at (208) 373-3963. All new products (PSA's, graphic designs, etc.) that are created must be approved by Jennifer Myslivy prior to release.

- Create a One Less Spark One Less Wildfire (OLS) campaign toolkit, communication plan and power point presentation to be utilized for a 2015 Interagency Statewide campaign
- Enhance previously created OLS graphics and/or create new graphics to better represent other geographical areas throughout the state i.e. Greater Sage-Grouse areas, US Forest Service or Tribal
- Identify external cooperators to bring in as partners for the OLS campaign i.e. Idaho Power, Idaho Fish and Game
- Generate new public service announcement (PSA) scripts incorporating the OLS campaign, with the new unified message to bring fire awareness to the foreground and decrease complacency.
 - Create 5 new PSAs that can be utilized by local high profile individuals to help promote the OLS campaign and sage-grouse/wildfire awareness (incorporate the importance of the sagebrush steppe in southern Idaho)
- Create a Statewide database of contacts (local, State and Federal partners and external cooperators) for distribution of OLS campaign toolkit.



- Establish a record keeping process and budget spreadsheet to ensure adequate information and records are passed on once the team assignment is complete including:
 - Contacts Made
 - Information developed and distributed
 - Lessons Learned
 - Budget used and costs accrued
 - Projects completed, and
 - Recommendations for further projects and actions.
- The team's work shall be conducted efficiently and effectively, with an emphasis on team safety. Work/Rest guidelines will be strictly adhered to in accordance with agency policy.
- The team will adhere to all federal, state and local laws, regulations and ordinances. These laws include, but not limited to: state motor vehicle regulations, and environmental protection and hazardous materials laws.
- The team will provide for a harassment-free work environment that treats all team members and contacts with respect.


Michael Morcom
Idaho BLM State FMO

9/4/14
Date

ONE LESS SPARK CAMPAIGN

Intent & Communication Plan

Vision Statement

Provide the state of Idaho with a versatile centralized message that can be applied in the prevention of human caused fires and develop the interagency wildland community prevention capacity for Idaho.

Situational Analysis

Idaho is placing a priority on reducing the number of fire starts from human causes. Each agency has different fire causes, yet common issues are equipment use, campfires, shooting fires, and debris burning. The theme for the 2015 wildfire prevention effort focuses around the “One Less Spark, One Less Wildfire” (OLS) campaign to address human-caused fires. Successful prevention requires participation by everyone including communities, individuals, government agencies, groups, and private initiatives.

Effects of wildfire extend well beyond the normal context of threat to life and property. Wildfire is the greatest threat to the habitat of the Greater Sage-Grouse. The Sage-steppe ecosystem does not recover from fire and the incursion of non-native vegetation, such as cheatgrass, makes the occurrence and severity of additional fires more likely.

Fire prevention in Idaho also addresses community structure protection through home hardening and fuel mitigation projects using programs, such as Firewise and Fire Adapted Communities. Since a majority of fires in Idaho are from lightning, community action is needed to prepare homes in the event of a wildfire.

The OLS campaign is a statewide initiative. An informational “Toolkit” is being distributed to agencies to help get a consistent message to the public. The materials are functional for a wide variety of applications and can be used as needed to promote prevention of wildfire. Materials are also available for the media and public use

The desired outcome of wildfire prevention in Idaho is to achieve noticeable positive actions to reduce the occurrence of wildfire and the risks to life, property, and resources. Changing behaviors by raising awareness of our roles and responsibilities to reduce wildfire is critical to the success of the prevention effort. Anytime we create one less spark in our environment, we reduce the risk of having one more wildfire.

Intent

As prevention communicators, we provide information to raise awareness of wildfire issues and enlist public support to take personal actions for creating a safer community. The public listens to local trusted sources that have a common interest. Those sources have the greatest chance of influencing thought and achieving positive actions. Each of us has an audience. As information from different sources intersect, the message is more likely to achieve the desired result.

The intent of the campaign is to reduce the number of human-caused fires by delivering a central message from unified partners and increase awareness of the effects of wildfire on the Greater Sage-Grouse Habitat. As individuals hear the same central message from a variety of trusted sources, the realization of their role in preventing wildfire becomes clear. Each person can make a difference.

The desired result will be noticeable positive actions occurring due to a changed behavior where individuals take personal responsibility to reduce the risks and effects of wildfire.

ONE LESS SPARK CAMPAIGN

Intent & Communication Plan

Campaign Goals

- Reduce property loss and threat to residents and firefighters by promoting the 'One Less Spark' campaign on a statewide level and coordinate these efforts with emphasis on interagency cooperation.
 - Reduce risks to Greater Sage-Grouse habitat by increasing awareness of the issues and reduction of fire occurrence in the sage-steppe ecosystem.
 - Attain noticeable positive public actions to reduce the effects of human-caused wildfires on communities.
 - Achieve consistent marketing message of the 'One Less Spark' campaign Toolkit by agencies and partners within the framework of a statewide prevention strategy.
 - Incorporation of the Cohesive Strategy and Fire Adapted Communities concepts into short-term and long-term strategic planning for fire prevention efforts such as; "One Less Spark Campaign", "Ready, Set, Go", Firewise/Defensible Space, and Fire Adapted Communities outreach.
 - Document expanded use of the campaign to reduce risk from other fire causes and wildfire threats.
- A short PowerPoint presentation of toolkit instructions and brief overview of the OLS campaign
 - Specific fire-cause strategies
 - Media products – PSA scripts, press releases, TV and radio spots, and information on uses and applications
 - Database of statewide prevention contacts & external partners
 - Graphic products – Logos, images, products for a wide variety of applications

Communication Objectives

- Ensure all interagency partners, managers and employees are aware of and engaged on the vision for the 2015 One Less Spark (OLS) Campaign.
- Maintain and build on existing database of contacts.
- Consistently remind the internal and external partners of the shared opportunities and benefits of using a statewide centralized message.

Approach

Provide a statewide tool kit containing the following:

- Communication plan and statewide prevention strategy

Appendix 1 - Statewide Strategy

A statewide prevention strategy is needed to address the many different risks to life and property in Idaho from human-caused fires. The following steps outline a way to utilize a broad array of entities and their collective knowledge to reduce the number and effects of wildfire on residents and visitors. A Toolkit of information is available for use to promote the campaign.

Strategy: Attain active involvement of all agencies and current partners.

Many partners are needed to produce the desired effect of the prevention effort. Partners join when their role is understood and the benefit to their group is demonstrated. Shared results are important to keep partners engaged and showing their contribution is having an effect.

- Show roles and relevance of the partner to the overall effort
- Demonstrate the benefits to the partner
- Share progress of indicators with all partners

Strategy: Demonstrate the impact of human-caused fires in Idaho.

Showing the impacts of human-caused fires adds credibility to the targeted prevention effort. Analysis of when and where fires are occurring adds a spatial component of the data so partners can use the location of patterns to efficiently focus efforts. Adding fire-cause data validates that prevention efforts are correctly aimed for success.

- Analyze and represent the scope of human-caused fire in Idaho for all agencies
- Use available data from agencies to show the most accurate picture of causal occurrence
- Collect property loss by cause for the last 3 – 5 years
- Evaluate current effort to reduce human-caused fires as a baseline of information
- Obtain data, maps, graphs, etc. to support the information

Strategy: Identify and enlist additional partners to reach a broader prevention audience.

Agencies alone cannot successfully communicate the prevention message and sway public opinion. Additional trusted sources of information are needed to solidify the message and garner support. Partners from community, business, organization, and private sectors are needed to carry the centralized messaging.

- Identify partners and networks for information dissemination
- Contact partners to support the effort by distributing the central message in their own 'language' for their target audiences
- Assist with tailoring graphics and text upon partner requests
- Compile network outreach numbers and methods of delivery

Appendix 1 - Statewide Strategy

Strategy: Apply the 'Toolkit' products to the needs of Idaho.

The 'Toolkit' contains a broad array of prevention materials to assist partners in effectively delivering a central message to reduce wildfire. Each partner has different fire occurrence and timing patterns. The content of the 'Toolkit' is designed for flexibility to a variety of products in a manner that will be effective with specific clientele.

- **Distribute 'Toolkits' to all participating partners. Provide a flash drive via mail, then a website with downloadable files. A simple registration is required to provide a metric and distribution of use.**
- **Identify agency needs and fill product gaps if needed. Provide initial support to minimize concerns of partners.**
- **Provide specific strategies to each fire cause**

Strategy: Establish meaningful measurements to track prevention progress.

Measurements are important to help sustain the prevention effort and keep partners engaged. Meaningful indicators allow for proper data to be collected from the beginning of the effort. Graphs demonstrate the history of the indicator, what the indicator would be if nothing were done, and progress made on the indicator over time. This is a 'Turning the Curve' representation.

- **Develop primary indicators for short and long-term measurement**
- **Define the standard feedback elements in advance of rollout**
- **Demonstrate the value of measurement tracking for the partners**
- **Keep partners engaged by demonstrating their impact to the indicator**

Appendix 2 - Specific Fire-Cause Strategy Examples

Vehicle-Caused Wildfire - Example

Situation

- Vehicle fires account for about 25% of human-caused wildfires statewide.
- Few vehicle-caused wildfires are deliberately set.
- Few people are indifferent to the possibility that their actions might cause a wildfire and the vast majority of individuals are motivated to avoid starting wildfires.
- A large proportion of vehicle fires start as a result of actions not taken, such as not maintaining a vehicle, not securing chains, or not inflating tires adequately. A few start because of actions taken, such as driving a burning vehicle to the edge of the roadway next to flammable vegetation or parking a car over dry grass.
- Nearly all vehicle-caused wildfires are the result of lack of knowledge needed to avoid hazardous situations or inattention at critical times.
- Some fires start by accident – meaning that events resulting in the fire came together in ways that reasonably alert persons could not foresee. (A traffic accident, for example, or a mechanical failure that would not be anticipated in a well-maintained vehicle.)

Strategy

- Increase traveler awareness of the possibilities of sparking a wildfire from their automobile, trailer, or truck.
- Inform travelers of practical things they can do to reduce the chance that a wildfire will be sparked by their use of a vehicle.
- Create a mental set that focuses travelers on wildfire along the highways they travel.
- Activate latent motivations to protect and maintain valued landscapes, wildlife, water quality, and other values at-risk in wildfires.
- Reduce the flammability of roadside vegetation by various means including thinning and removal, reducing ladder fuels, and creating fuel breaks so that the rate of spread and intensity of wildfire are reduced, thus increasing the ability of firefighters to quickly contain ignitions.
- Shorten the time between ignition and reporting of wildfires along the highway and the precision of reporting of fire locations and behavior.
- Maintain an adequate initial attack firefighting force to respond quickly to ignitions along highways.

Appendix 2 - Specific Fire-Cause Strategy Examples

Campfire-Caused Wildfire - Example

Situation

- Campfires are a major source of human-caused fires in Idaho. Percentages vary by the agency and location in the state, yet many contacts pointed to campfires as a significant issue. Warming fires, recreational campfires, and backcountry campfires are all sources of the escapes.
- Abandoned campfires are often a result of failed attempts to properly extinguish the fire completely. People engaged in outdoor recreation don't intentionally leave fires with the thought the fire will escape.
- Fires are abandoned with the expectation the fire is completely out or cool enough it will go out on its own. Attempts at adding water or dirt seem sufficient without adequate knowledge of fire potential.
- The non-resident visiting camper base is generally not familiar with the dynamics of weather variations, effects of low humidity, and wind patterns in Idaho. A campfire left in the cool conditions of the morning seems harmless.
- A segment of campfire users have total disregard for warnings, instruction, or other cautionary messaging. Even in this frame of reference, the intent is not to cause a wildfire.

Strategy

- Identify specific causes and locations of campfire occurrence with adequate understanding of camper attitudes.
- Use OLS to emphasize personal responsibility and to assist in campfire education. Campfires are a major source of wildfire starts.
- Describe the role each camper plays in reducing a wildfire start.
- Enlist campers to raise awareness and promote others to use campfires safely.
- Encourage camping groups to participate and use OLS messaging in newsletters, social media, and other forms of information dissemination.
- Incorporate knowledge of fuels and weather conditions at camping entry points as an avenue of education.
- Draw attention to protecting the very resource the camper is there to enjoy.
- Use partners, such as outdoor equipment stores, to engage the public in the message outreach.

Appendix 2 - Specific Fire-Cause Strategy Examples

Shooting-Caused Wildfire - Example

Situation

- Shooting fires are a growing concern in wildfire starts. In the Boise area, about 15 percent of starts in the last 5 years are attributed to exploding targets and ammunition sparking off rocks and other hard-surfaced materials during conditions of dry fuels.
- As with vehicles and campfires, shooters do not intend to start wildfires through their activities. Most people are very engaged in protection of their surroundings, yet accidents happen unexpectedly.
- There is debate on when and how shooting fires occur. Growing evidence through fire investigations is making the connection clearer.
- Responsible shooters, ranges, and dealers recognize the possibility of sparks from shooting activities and incorporate fire safety in their messaging.

Strategy

- Work with the shooting community to present a positive message of the sport and promote personal safety responsibility.
- Encourage awareness of fuel and weather conditions that are conducive to wildfire starts.
- Assist shooting clubs with providing graphics and messaging to raise awareness of sparks from ammunition and exploding targets.
- Simplify the communication of regulations wherever possible – Complicated regulation text is difficult to read and understand.
- Become familiar with the types of products that are most likely to cause a wildfire (steel jacketed and steel core component ammunition, tracer rounds, and exploding targets). Consider listing ammunition better suited for target shooting that may not start a wildfire.
- Highlight equipment-use cautions where vehicles or ATV exhaust systems come in contact with dry grass/vegetation.
- When shooting close to the ground, be sure there is no dry grass or tinder in front of your muzzle.
- Be aware of area fire restrictions. Be especially careful in areas that may be under a burn ban.

Appendix 3 - Measurements

Indicators of Population Outcomes to Prevention Effort

Idaho has the opportunity to measure the success of the OLS campaign by establishing baseline data prior to the 2015 season, then tracking the data going forward. Six potential indicators are chosen for consideration to measure Population Outcomes. Selection of the best indicators depends on availability and reliability of data from the partner agencies.

The indicators are selected to measure how the public is responding to the prevention efforts. Agencies can put the information in front of the public and ask for support, yet without positive public response, no gain is made to reduce the number of wildfires from human causes. If the public does respond with a change in behavior, a reduction of fires and property loss is likely to occur.

Indicator: Number of wildfires caused by vehicle/equipment

Tracking this cause specifically is the focus of the OLS campaign. Measurement should show a downward trend over time. Each cause can be tracked individually, particularly if emphasis is placed on a specific area.

Indicator: Amount of property loss from human-caused wildfires

A reduction of loss over time is a direct community benefit and a demonstration that prevention is a contributing factor to the positive trend.

The effectiveness of the OLS prevention effort is captured in the growth of partnerships participating in distribution of materials to their specific audience. Each agency delivers messaging in a manner that resonates with the needs and interests of its audience. The more partners that join, the greater chance individuals will get the same central message in different context.

Indicator: Number of active prevention partners

The statewide effort is to engage additional partners and develop active and efficient roles of the partners for community benefit.

Social media is anticipated to be the primary message delivery system for OLS to many audiences. There are many different metrics of social media interest. Short-term measurements should demonstrate the depth to which the message is being delivered and the degree of positive response observed. Longer-term observations will show whether the message is durable and when the interest fades.

Indicator: Metrics of social media response to the One Less Spark campaign

Appendix 3 - Measurements

Analysis will demonstrate the volume of response as the campaign unfolds and track the public sentiment toward the prevention effort.

Measuring the number of Firewise communities is a long-range measure. The number is currently at 16 communities. Growth of communities is slow, yet any increase is a measure of public understanding of the issues and willingness to take personal responsibility.

Indicator: The number of Firewise Communities or Fire Adapted Communities

An increased number reflects more individuals are engaged to address personal, community, and landscape level efforts.

The habitat of Greater Sage-Grouse is very important and is receiving a great deal of attention. Studies are ongoing to see the response of habitat to various influences. Reduction of the number and extent of wildfires in the sagebrush habitat is significant. The number of fires is more indicative of public actions to prevent fire starts where acres of habitat burned is more a measure of response time, fuel conditions, and overall fire suppression capabilities in the area.

Indicator: The number and size of wildfire in designated Greater Sage-Grouse habitat 2015 and beyond in comparison to historic patterns

Human-caused fire reduction trends are measurable and speak positively to the impact to the habitat.

Turning the Curve

In measuring prevention, progress is a process. Each indicator is shown as a graph over time. Baseline information is needed to show what the historic trends have been. A forecast is an estimate of what the trend might look like if nothing were done above current efforts. If progress is made, the data trend will depart in a positive direction away from the forecast. This is 'Turning the Curve'.

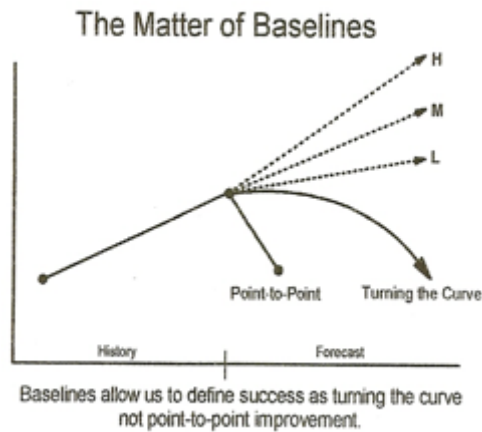
Story Behind the Curve

Understanding a trend is at least as important as the trend itself. There are usually many reasons that affect a movement in the trend line. As a trend line is documented, it is very instructive to explain what the curve tells and why the trend line changed. Sometimes the curve is in the negative direction and there is likely good reason.

Contribution of Effort to 'Turning the Curve'

Appendix 3 - Measurements

Agencies keep records of what they do in terms of numbers and accomplishments. This is the traditional method of showing what the agency is doing. Population outcomes are a result of the cumulative effect of all the efforts being put forth. Agencies continue to evaluate the amount and efficiency of their effort. These are important to the process; however measuring how the public is responding to the prevention effort is a more valuable way to demonstrate success in prevention.



Note: The concepts of Turning the Curve and Story Behind the Curve expressed in this document are extracted from Results Based Accountability. The book Trying Hard is Not Good Enough is written by Mark Friedman. The intent of this document is to help agencies find ways to measure wildfire prevention programs that are defensible and meaningful.

Appendix 4: Preventing **Wildfires** in Idaho

Research Findings Supporting the Strategy

- The Idaho effort to incorporate One Less Spark messaging statewide is anticipated to assist in the reduction of wildfire from human causes. The campaign is used successfully in other states. Idaho's strategy is to use broad partnerships and networks to place targeted messaging at specific causes.
- To support the effort, measures are being established to demonstrate trends of behavior and population results.
- Wildland fire prevention works. Studies in Florida by the US Forest Service Southern Research Station demonstrate that prevention education
 - Reduces the number of human-caused wildfire ignitions.
 - Reduces the number of acres burned.
- The same studies found that fire prevention education "pays for itself many times over." An additional dollar invested in prevention education would return \$35 in avoided fire suppression costs and fire losses.
- Greater savings through avoided costs and losses are achieved when prescribed fire and other flammable vegetation management actions are done together.
- The magnitude of returns on investment in prevention education observed in Florida are within the range of returns to other kinds of prevention such as prevention of disease and injury, smoking and alcohol use, DUI, obesity, and other areas studied by the Centers for Disease Control.
- Not all prevention programs are equally effective. Some like "Scared Straight" actually result in more of the activity and costs they are intended to prevent than no prevention at all. Very effective prevention education programs:
 - **Comprehensive** – "include multiple components and affect multiple settings to address a wide range of risk and protective factors of the target problem."
 - **Varied teaching methods** – "focus on the development of skills that enable the participants to avoid problem behavior," and "provide hands-on experiences for participants."
 - **Sufficient dosage** – "Participants need to be exposed to enough of the activity for it to have an effect."
 - **Logical basis** – "Preventative strategies should have a scientific justification or logical rationale."
 - **Appropriately timed** – "Focusing wildfire prevention education efforts just prior to and during the most active parts of the wildfire season may enhance the effectiveness of these efforts."

- **Socioculturally relevant** – “Programs should be tailored to fit within cultural beliefs and practices of specific groups as well as local community norms.”
- **Outcome evaluation** – “Effective programs build an evaluation strategy into the implementation of the strategy (process evaluation).”
- **Well-trained staff** – “Programs need to be implemented by staff members who are sensitive, competent, and have received sufficient training, support, and supervision.”
- Although mass media public information campaigns are effective, the amount of behavior change tends to be small (usually less than 10%). However, when combined with face-to-face communications and integrated into social networks, the change can be substantially higher.
- Negative, scary, and threatening messages can change behaviors but only under the proper combinations of messages, timing, receiver personalities, and context. Seldom can these be controlled in a mass media environment.
- People can respond to negative, scary, and threatening messages by controlling the danger (adopting the recommended practices) or by controlling the fear. People with strong self-esteem and confidence presented with clearly effective actions to control the danger will respond positively to negative, scary, and threatening messages.
- Others tend to control fear rather than attempt to control the danger (which may seem uncontrollable to them). To control fear, they may:
 - Deny the credibility of the information source or the truth of the information
 - Avoid future communication with the source or on the topic from other sources
 - Quickly forget what they hear
 - Misunderstand what they hear so that the message is not as threatening
- Positive, gain-framed prevention messages are at least as effective at changing behavior as negative, scary, threatening messages and have few if any negative side effects. Negative, scary, and threatening messages have no advantage over positive prevention messages.

Refer to the folder of research documents in the electronic files for engaging communities and messaging in the wildland-urban interface.

Appendix 5: Partnership Opportunities

Sporting Goods – Hunting/Fishing
ATV Shops
Local Hardware Stores/Lowes/Home Depot type stores
 Building materials
 Fire resistant plants
Recreational Vehicle/Trailer Sales
Marinas/Boat sales and repair
Trailer Manufacturers
Vehicle repair shops
Motorcycle sales and service shops
Farm Equipment Dealers
Chainsaw/weedeater and small engine sales
Railroads

Realtors
Home Builders Associations
Association of Consulting Foresters
International Society of Arborists
Tree Care companies
Timber industry
Garden Clubs/Civic organizations
Idaho Forest Products Commission
Nurseries
Rural Fire Protection Associations – RFPA
Fire Commissioners
Fire Departments
Insurance
Colleges/universities/Trade schools

NRCS and FSA
RC&D Councils
Extension Offices
Idaho Firewise
Interagency Cooperators
Idaho Transportation Department
Idaho Parks and Recreation Department
Idaho Tourism
Idaho Fish and Game
DEQ/Montana-Idaho State Airshed Group
Watershed protection initiatives
TNC



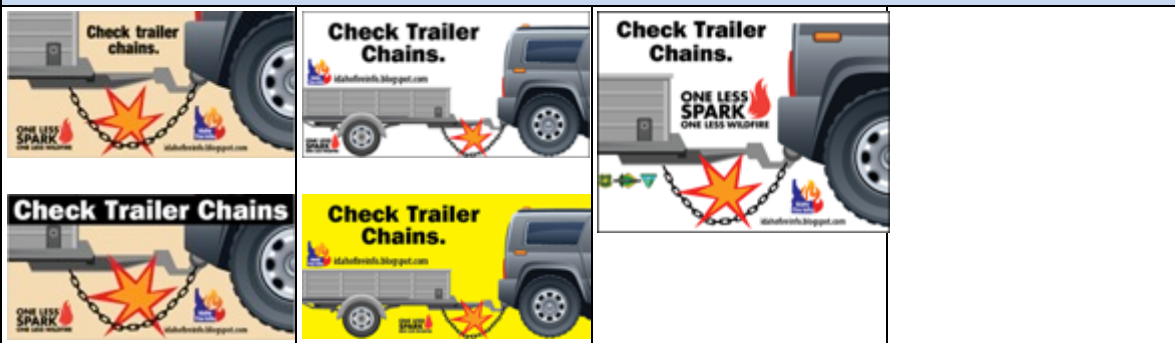
Are You Prepared



Burn Pile.



Chains



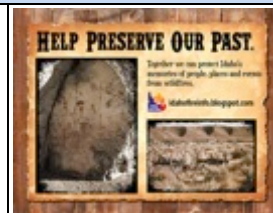
Equipment



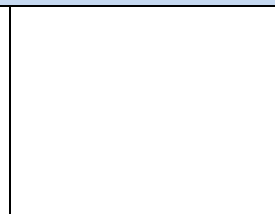
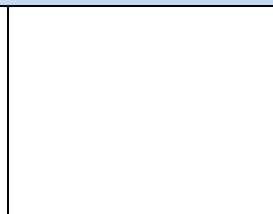
Fireworks



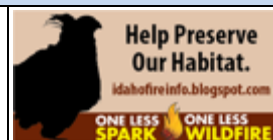
Heritage



Respect Lands



Sage



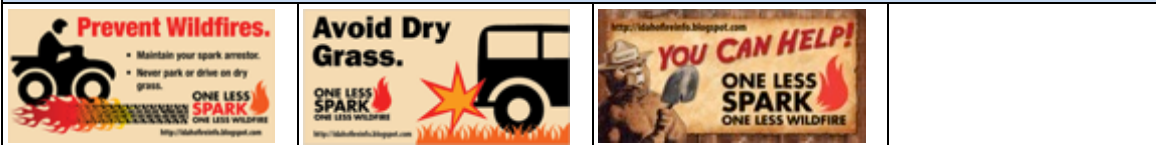
Sage Species



Shooting



Signs Billboards



Stop Invasive

