



# PNW Fire Prevention & Education Teams 2016 End-of-Season Report

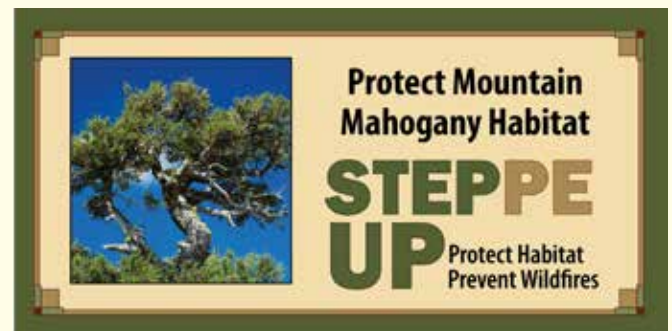
September 30, 2016

## Steppe Up: PROTECT HABITAT, PREVENT WILDFIRES

For a second year in 2016, special funding was provided to Oregon/Washington Bureau of Land Management (BLM) to enhance wildfire prevention and education in and around sage-grouse habitat. Two Fire Prevention Education Teams (FPETs) created resources to help elevate prevention education in the Pacific Northwest's sage steppe. All of these tools are available to Forest Service, BLM and interagency partners through the PNW ftp electronic warehouse posted at the site below.

Other products, such as "pop-up" banners with "Protect Habitat, Prevent Wildfires" messaging, are available to PNW personnel. They can be checked out for use in special events or other educational opportunities through the BLM and Forest Service Interagency Warehouse in Portland.

ftp site: [http://ftp.nifc.gov/incident\\_specific\\_data/pacific\\_nw/!SORO/Prevention/2016\\_Graphics/](http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/2016_Graphics/)



## Addressing Human-Caused Fires on Spokane District

### BLM: TARGET SHOOTING & FIRES

The Spokane BLM District ordered an FPET in August to address a high number of human-caused wildfires. The team focused much of its effort on addressing the target shooting community with wildfire prevention messages. At the close out meeting, the team submitted almost 50 products with information about types of ammunition that are more likely to cause wildfires, shooting-related fire safety messages, and restrictions on explosives. All products were translated into Spanish. Together with implementation of a team-recommended interdisciplinary sign plan, the Spokane District has many new tools to help prevent wildfires across the uniquely large and fragmented District. These products are available for download on the PNW ftp site.

# PNW Prevention Team In Utah:

## WILDLAND FIRE OPERATIONS AND DRONE/UNMANNED AIRCRAFT SYSTEM INCURSIONS

In July, Utah BLM and the US Forest Service Region 4 ordered the PNW FPET to help prevent wildfires in Utah and to provide public education on the use of drones (or “Unmanned Aircraft Systems” - “UASs”) near wildfires. Led by the Okanogan-Wenatchee’s Kimiko Nalle, the group worked with a local drone expert, various cooperators, prevention personnel and graphic artists to design and implement a drone education campaign to help reduce the number of drone incursions into wildland fire operations. Many of the graphics resources and Public Service Announcements created by the team are available on the PNW ftp site for local adaptation. As a result of the team’s work, the Wall Street Journal wrote an article about the drone incursion issue. The article can be found here: <http://on.wsj.com/2dBxwN2>



# PNW FAC Efforts Lead to National Recognition:

## GWEN HENSLEY & JIMMYE TURNER RECEIVE NATIONAL SMOKEY BEAR AWARDS

Through ongoing creative strategies and productions, the PNW Fire Adapted Community (FAC) work with FPETs has led to two different National Smokey Bear Awards. In 2015, Gwen Hensley, Visual Information Specialist on the Daniel Boone National Forest, earned a Golden Smokey Bear Award for her graphic arts that supported the work of PNW FAC and other prevention education campaigns in various states and regions around the country. In 2016, Jimmye Turner, Fire Prevention Technician on the Umatilla National Forest, earned a Silver Smokey Bear award for furthering fire prevention messages with children and youth through personalized wildlife cartoons at numerous fairs and community events across the Northwest, reaching thousands of people. Jimmye’s original drawings of animal and plant species in the sagebrush ecosystem were used to create a coloring book for kids and a beautiful set of sage-grouse ecosystem trading cards. Jimmye’s work has been a great support to the PNW FAC.

# Expanding Scope:

## COHESIVE STRATEGY AND FIRE ADAPTED COMMUNITIES

Under the umbrella of the Cohesive Wildland Fire Management Strategy, there are a variety of mitigation tools to help reduce wildfire risk, including bringing more stakeholders and focus programs to the table. In recent years, FPET assignments have expanded in scope to meet diverse field requests, shortages and/or to broker skills and demands of special and emerging projects. The Pacific Northwest Wildfire Coordinating Group (PNWCG) Communication Prevention Investigation Committee (CPIC) has utilized teams to help carry forward the mission and goals of the Fire Adapted Community initiative.



Jimmye Turner draws cartoons at the 2016 Oregon State Fair. *Credit: PNW FAC*

# PNW Fire Adapted Communities: FOUR-YEAR PLAN

Any new program initiative requires branding, establishing a presence, marketing the program and gaining follower-ship, and ultimately reaching the customer base, in this case, the at-risk homeowner. Beginning in 2014, the PNW Fire Adapted Communities plan was outlined to assist interagency partners with FAC programs and tools. Establishing and growing a presence that includes the ability to refresh and deliver current products and initiatives requires constant oversight and attention. Some of the goals include expanding PNW FAC to include USDI/USDA companion initiatives such as Respected Access, Conservation Education, Shooting Sports Alliance, FEMA's Disaster Planning/Hazard Mitigation Program, NFPA, Invasives, links to Fire Adapted learning networks, etc. Fire Adapted Community programs across the PNW could be further expanded to link with Alaska, aligning with the State Office/Regional Office (SORO) Service First approach.

## Building Capacity in the PNW

Following the four-year plan crafted in 2014, the effort to build fire prevention and education capacity in the PNW continues. In April, the PNW helped to deliver the Prevention and Education Team Member (P-310) course through a national Beta test of virtual course delivery, hosting an eight-student satellite location on the Warm Springs Reservation. With reduced PNW prevention team activity in the 2016 season, training opportunities have also been limited. During the Spokane team deployment, a PNW Public Information Officer/Prevention and Education Team Member trainee worked with the team, providing high-volume Spanish language translations of these graphics products, and gaining experience in fire prevention and education team practices. Including Oregon/Washington and Alaska fire prevention education team members in training and mobilization has been a viable concept to expand capacity and enrich field skills.



## Social Media

The PNW has continued to use Twitter as an outreach tool. With an overall theme of awareness, the plan has seasonal themes, such as sage-grouse species education during the winter months and campfire extinguishment during the summer months. During the 2016 season, additional tweets and graphics have been prepared for the PNW and are being deployed for 2016-2017 PNW FAC social media outreach. This strategy calls for a combination of real-time and scheduled future Tweets. In addition, many of the graphics products created for the PNW in 2015 and 2016 have been adapted for use on Twitter to help increase engagements. The number of Twitter followers increased by about 50 per cent between September 2015 to September 2016.

# Community Outreach

Two significant outreach events of note occurred in the 2016 wildfire season. One was the Oregon State Fair, where over 250,000 visitors attended. An estimated 85,000 toured through the Natural Resource Area where PNW prevention employees were staged. In August, the PNW participated in a new Filson Company partnership to commemorate Smokey Bear's 72nd Birthday at their retail outlets. Seattle and Portland Filson stores hosted events with Smokey Bear photo opportunities, and fire prevention personnel provided campfire safety demonstrations and campfire safety handouts. The Filson Company partnership affords a new clientele profile for fire prevention in the high quality durable outdoor products market.

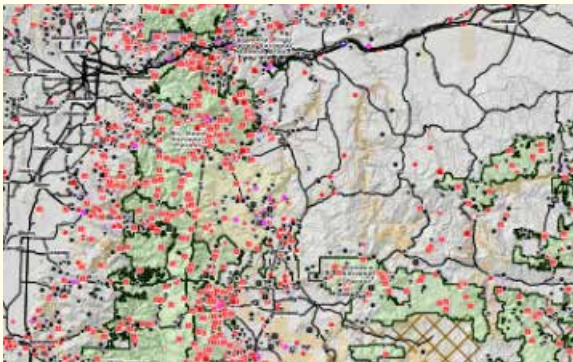


Smokey Bear poses with Greg Carreon and Vilay Lee, Mt. Baker-Snoqualmie firefighters, and a Filson representative. *Credit: Amy Terai*

# Virtual Warehouse:

## ELECTRONIC FILE STORING AND SHARING

Storing and sharing graphics files and other large files across agencies has been a challenge for fire prevention personnel and FPETs. SORO Information Technology staff provided access to the ftp site housed at NIFC, which is also used by Incident Management Teams. In 2015, the site was migrated and improved for access/maintenance of the NIFC ftp. However, it remains a static Directory/File environment with little option to preview items prior to download. In addition, access to the site can be a challenge depending on the various browser, firewall and linking processes of users. For non-agency personnel, this is particularly unreliable, or for anyone not familiar with an ftp purpose/function/environment and navigation. In addition, allowing access to the ftp site by non-agency employees poses some security risk to the other files stored on the server. Fire prevention teams have relied on individual innovations such as the use of external or wireless hard drives, Google Drive/Docs, DropBox, etc. However, the use of these options is being increasingly restricted by federal IT regulations due to security risk. CloudVault is a new option that has been developed by USDA. It is an interim storage solution for sharing files with external partners. It includes desktop and mobile applications, and allows contractors and volunteers to create profiles. CloudVault is being field tested in the PNW. The Forest Service Regional Prevention Coordinators have allocated funding to explore solutions for an interagency FPET product electronic database for fiscal Year 2017.



# Spatial Fire Occurrence Data

Since 2014, PNW fire occurrence data has been acquired from the nationally-recognized Fire Program Analysis Fire Occurrence Database (FPA FOD). This data source has been standardized, fact-checked, compiled, scrubbed and evaluated for completeness. It includes all federal, state and local wildfire records, from those agencies who have a reporting mechanism. Retrieval and access to the data is through routine fire planner channels. Learn more about the database at: [bit.ly/FireData](http://bit.ly/FireData)

### Quick Reference:

Spatial Fire Occurrence Data: [bit.ly/FireData](http://bit.ly/FireData)

Graphics on ftp: [http://ftp.nifc.gov/incident\\_specific\\_data/pacific\\_nw/!SORO/Prevention/2016\\_Graphics/](http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/2016_Graphics/)

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