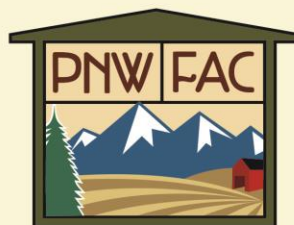




**Oregon/Washington BLM
Wildfire Education
and Prevention Efforts
for Sage-Grouse
Habitat Protection
2016**



**PACIFIC NORTHWEST
FIRE ADAPTED
COMMUNITIES**

INTRODUCTION



Fire occurrence and the proliferation of invasive species are at the core of the fire problem in sagebrush habitat. The spread of cheatgrass after fire, combined with its flammability, has drastically shortened natural fire intervals, complicated rehabilitation actions, and converted large, diverse vegetative communities to near monocultures. Much is at stake including the health of western rangelands, future land management options, and economic impacts to rural communities that depend on these lands.

The Bureau of Land Management (BLM) fire program has launched an unprecedented effort to break the fire/invasives cycle in the Great Basin. Fire management, before, during and after the incidence of fire is at the core of this necessary effort because it represents roughly half of the equation leading to the current condition of our rangelands. The other half of the equation is the persistent spread of invasive species, most notably cheatgrass, which follows fire. The work being done on BLM lands influences the future health of the sage-steppe ecosystem and it is important to engage with the public to gain understanding, support and participation.

Secretarial Order No. 3336 Rangeland Fire Prevention, Management and Restoration recognizes that Western rangelands and the sage-steppe ecosystem are at a critical tipping point, and immediate and determined action is needed. The Order supports the need for targeted fire prevention and education initiatives aimed at increasing public understanding and the importance of not only saving sage-grouse, but preserving and enhancing the entire sage-steppe ecosystem. The BLM must continue to engage partners, communities and stakeholders; it cannot complete this task alone.

In Oregon and Washington, \$50,000 was allocated in Fiscal Year 2016 to enhance wildfire prevention education and engagement efforts targeting sage-brush habitat. Through the use of wildfire prevention and education teams, and in concert with both USDA Forest Service and BLM wildfire severity funding, two prevention teams worked in 2016 to create products and resources to help elevate prevention education in the Pacific Northwest's sage steppe. This enhanced seasonal effort continues to engage the Pacific Northwest Wildfire Coordinating Group's Communication Prevention and Investigation Committee, and products are available to interagency partners in the PNW.

Many of the products highlighted in this report are available electronically at the following ftp site link:

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/2016_Graphics/

BRAND PROMOTION AND RECOGNITION

Building on efforts of the past two wildfire seasons, the “Steppe Up” brand and logo was used to help identify products targeting wildfire prevention in the sage-steppe habitat. Once again, this was linked whenever possible with the Pacific Northwest Fire Adapted Community (PNW FAC) logo as part of implementing the Cohesive Wildfire Management Strategy, helping to strengthen the message that the sage steppe is a community that must also live with the impacts of wildfire. Many of these graphics products are used to support PNWFAC’s year-round educational Twitter campaign by increasing knowledge about species within the sage-grouse ecosystem.

Size: Landscape, horizontal and square
File Format: png, jpg, Illustrator
Material: Paper and digital
Message: Steppe Up Protect Habitat Prevent Wildfires



 **PNWFAC** @PNWFAC · Feb 22
#Sagebrush habitat - American Badgers are solitary animals who are mainly active at night. Badgers are good diggers



← ↻ ❤️ ⋮

 **PNWFAC** @PNWFAC · Feb 3
#Sagebrush lizards are active during the day (March to October) & inactive in winter. They eat ants & beetles.



← ↻ ❤️ ⋮

WEB GRAPHICS

Another avenue to engage communities of interest is to replicate an easily recognizable campaign logo or slogan on trusted agency websites or social media channels. More electronic web graphics were developed in 2016 to aid in recognition of the Steppe Up campaign.

Size: Square, 624 pixels x 628 pixels
 File Format: png, jpg, Illustrator
 Material: Paper and digital
 Message: Steppe Up Protect Habitat Prevent Wildfires



Department of Agriculture
 Forest Service
 Pacific Northwest Region

Forest Service Home About the Agency Contact the National Office

Special Places

Wildernesses
 In the Pacific Northwest, the Forest Service manages 59 **Wilderness areas** that encompass 4.6 million acres. Many protect the volcanic peaks of the Cascade Range; others surround chains of lakes in the high country; while others protect unique biological ecosystems and old growth forests.

Greater Sage-Grouse Habitat

STEPPEUP
 Protect Habitat | Prevent Wildfires
 Greater sage-grouse and Arrowhead balsamroot
 PNW FAC
www.pnwfac.org

Protect the Greater Sage Grouse from wildfire!

There are Resources for students and teachers to learn more about the sage-steppe habitat of this special bird.

Learn more about the sage-grouse's unique ecosystem by clicking on the highlighted text above.

Quick Links

- Wildernesses
- Wild and Scenic Rivers
- National Scenic, Historic and Recreation Trails
- National Monuments and Other Special Areas

Related Links

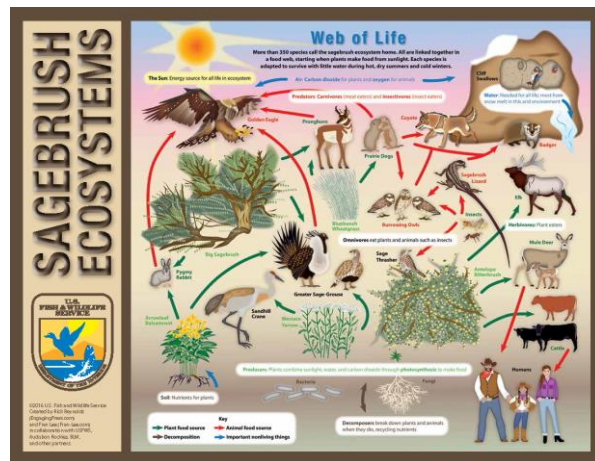
- National Park Service; National Trail System
- National Recreation Trails

50 WILDERNESS

SAGE ECOSYSTEM CURRICULUM

In partnership with the U.S. Fish and Wildlife service (FWS), Oregon/Washington BLM worked to help develop a sagebrush ecosystem curriculum targeting children in the 4th through 8th grades. The curriculum includes 10 Lesson Plans focused on a range of topics designed to get students to think critically about the sage-brush ecosystem, and ways to protect it and the diverse species that live there. Resources including lesson plans, PowerPoint presentations, posters, and contact information to check out sagebrush ecosystem student learning “trunks” are available at the following site:

<https://www.fws.gov/greatersagegrouse/education.php>



Inquiry, Exploration & Service Learning in the Sagebrush Ecosystem

Teacher's Guide Grades 4-8+

Wildfire! Caused by Lightning Strike <i>Disturbance Event</i> 	Wildfire! Caused by Careless Camper <i>Disturbance Event</i> 	Landslide <i>Disturbance Event</i>
Overgrazing <i>Disturbance Event</i> Livestock Stay in One Place Too Long 	Overgrazing <i>Disturbance Event</i> Overpopulation of Wild Horses 	Urban Sprawl <i>Disturbance Event</i>
Wildlife-Friendly Ranching <i>Non-Disturbance Event</i> 	Wildlife-Friendly Sheep Ranching <i>Non-Disturbance Event</i> 	Large-scale Erosion <i>Disturbance Event</i>

DISPLAYS

Educational displays first developed in 2015 have been produced and are available for use at agency and cooperator offices, as well as at special events or other educational opportunities. These “pop-up” type banners can be checked out for temporary use through the BLM and Forest Service Interagency Warehouse in Portland. The displays are also available electronically for local customization and printing as needed.

File Format: Illustrator, pdf Material: Pop Up Banner
 Audience: General Vendor: Banner Bug; Voss Signs
 Message: Steppe Up Protect Habitat Prevent Wildfires
 Distribution: Agency offices, cooperator offices, events, commercial locations



STEPPE UP
 Protect Habitat • Prevent Wildfires

Sage-Grouse Habitat

Human Habitat

PROTECT BOTH HABITATS FROM WILDFIRE!

www.pnwfac.org

STEPPE UP Protect Habitat Prevent Wildfires

Greater Sage-Grouse

Sagebrush habitat is being destroyed by wildfires.

Once destroyed, it can take decades for sagebrush to return.

Wildfire alters the habitat of both small and large wildlife.

Human caused wildfires are avoidable. Help preserve our sagebrush habitat for future generations!

PNW FAC PACIFIC NORTHWEST FIRE ADAPTED COMMUNITIES
www.pnwfac.org

STOP THE INVASION!

Desirable sagebrush provides habitat for the Greater Sage-Grouse and other native species.

Fire kills sagebrush and cheatgrass takes its place.

Cheatgrass displaces native plant species that provide habitat for wildlife.

STEPPE UP Protect Habitat Prevent Wildfires **PNW FAC** Pacific Northwest Fire Adapted Communities

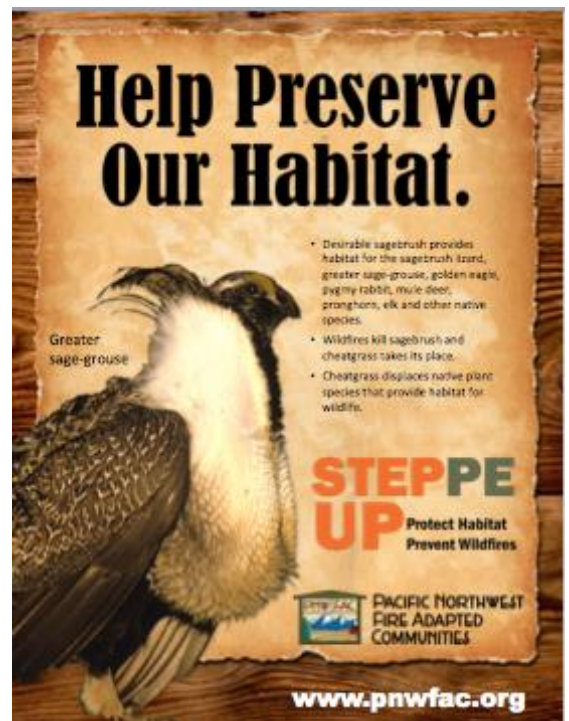
FLYERS AND POSTERS

Several different flyers have been designed to be available in Oregon and Washington for a variety of uses or events. They are on the ftp site and can be downloaded and printed locally.

File Format: Illustrator, pdf Material: Paper
 Audience: General Vendor: In-house copying, GPO
 Message: Steppe Up
 Distribution: Handout, agency cooperators offices, bulletin boards, stores near Sage-grouse habitat, events, sportsman clubs, rancher associations



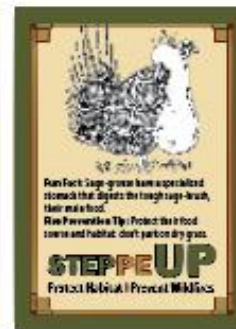
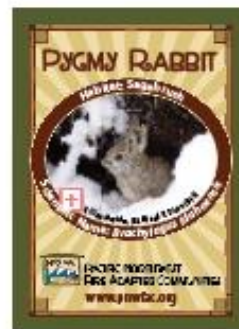
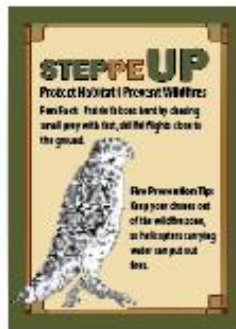
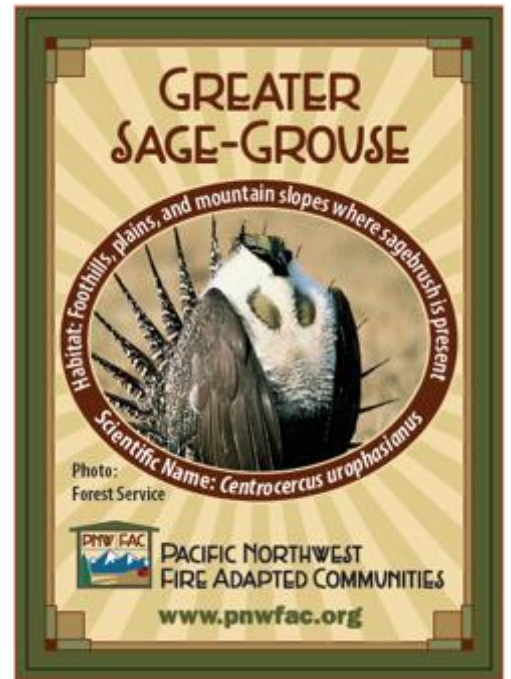
Once again building on efforts from the past two wildfire seasons, posters highlighting members of the sage-steppe ecosystem were branded with the Pacific Northwest Fire Adapted Communities and Steppe Up logos and the collection expanded. They are available electronically and can also be available in hard copy format.



TRADING CARDS

Building from the original set of 14 trading cards created in 2015 that highlight species in the sage-steppe ecosystem, an additional set of 10 trading cards are in development. As with the first set, the cards will feature both a photo and an illustration of each creature, offering a “Fun Fact” and wildfire “Prevention Tip” for each species. These trading cards make a nice addition to the FWS sage-grouse ecosystem curriculum, providing another avenue for student engagement and learning.

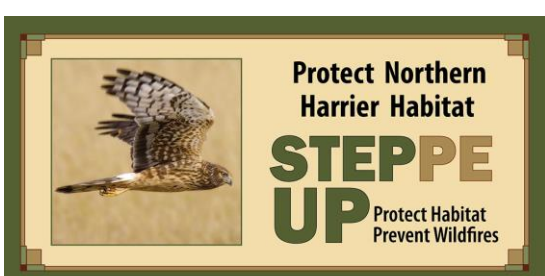
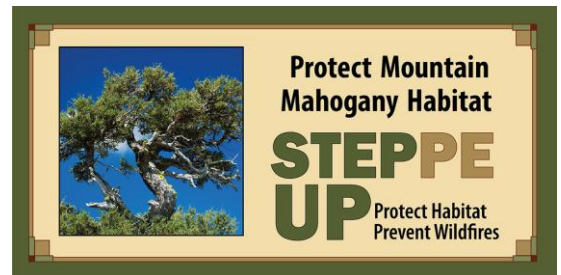
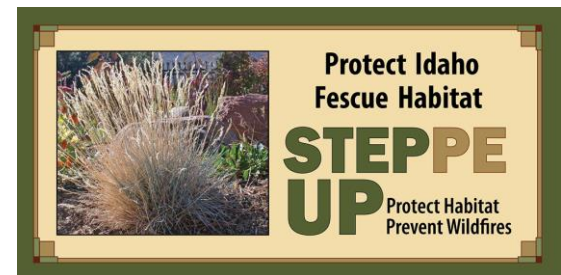
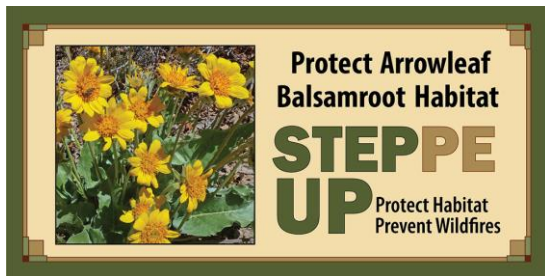
Size: 2.5 x 3.5
 File Format: Illustrator, pdf
 Material: 16pt card stock, 4/4
 Gloss UV coating
 Collated, packaged in sets
 Audience: Children, collectors
 Vendor: custom-tradingcards.com



TWITTER GRAPHICS

Social media experts recommend using graphics to help engage followers in a conversation, extending a campaign's reach as more people share the message. In 2016, around 40 new graphic products were created for use on the PNW FAC Twitter account to help increase visual interest, with many others that can be easily modified. Many graphics focus on the sage-steppe ecosystem; several others highlight specific human fire causes. Education on the sage-grouse ecosystem will leverage BLM's CA investment and continue on Twitter beyond 2016 for free.

Size: 440 x 220 pixels
 File Format: png, jpg, Illustrator
 Material: Digital tweets
 Message: Steppe Up



Target Shooting

Because of a high number of human-caused wildfires on the Spokane BLM District threatening sage-grouse habitat and other key values, a wildfire prevention and education team was ordered to help. The team focused much of its effort toward addressing the target shooting community with wildfire prevention messages. A wide variety of target shooting posters and other educational materials was produced in English and Spanish, resulting in approximately 50 new products. 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 scattered District. Many of these products can be easily adapted for use in other areas and will be available for download on the PNW fto site.

