



## ACTIVITY PLANNING GUIDE

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# PLANNING LOCAL AWARENESS ACTIVITIES

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## **INTRODUCTION**

Wildfire Awareness Week is a special time to focus community attention on the threat to life and property posed by wildfire. This guide contains information that will help stimulate community interest, concern, and awareness. Improved community protection can only result from the committed involvement of property owners, impacted businesses, the general public, and fire service professionals from every organization and at every level. What follows are helpful suggestions and available resources that can assist in making Wildfire Awareness Week a success. Your goal is to create strong community coalitions that can reduce the fire threat and improve community protection.

## **SUPPORTING LOCAL EFFORTS**

The following organizations are committed to supporting local community efforts during Wildfire Awareness Week: The Nevada Fire Safe Council, University of Nevada Cooperative Extension, Nevada Division of Forestry (NDF), Bureau of Land Management (BLM), USDA Forest Service (USFS), local fire departments and fire protection districts, the insurance industry and hundreds of volunteers. Local community leaders working with the support of these organizations can advance an awareness of the wildfire threat facing a community and the mitigating activities and projects that can lead to a higher level of protection. Contact your local officials representing these organizations and engage them in planning community level activities that will raise awareness, increase knowledge, and result in action (Contact information located on page 9).

## **LEADERSHIP AND COMMUNITY INVOLVEMENT**

Like all successful community efforts, Wildfire Awareness Week will require someone or a group of committed individuals to step forward and provide the ideas, energy, and leadership to plan, organize and implement of the week-long program that emerges. The leadership can come from a number of logical sources such as the local chapter of the Fire Safe Council, local fire departments and districts and other groups with fire protection interests. While these groups are logical sources, they are far from the only places where leadership can emerge. Any citizen or organization with a real concern for the safety and protection of their community from devastating effects of wildfire can provide the energy and motivation to organize a successful community activity.



*Wildfire Awareness Week  
Public awareness campaign, Washoe State Park*

To have a lasting impact, a broad and diverse array of community groups, businesses, residents, and organizations should be invited to participate in the planning and implementation of Wildfire Awareness Week events and activities. Potential contributors and participants can come from local government and associated agencies, emergency responders, fire departments, nursery and building supply businesses, churches, schools including community college and university offices, public utilities, local law enforcement, civic and service clubs, public land management agencies, landscape contractors, community development planners, real estate and insurance businesses, and numerous other charitable and business related interests.

Contact the media and other communication outlet. Identify key print, radio, television and other non-traditional media contacts and invite them to participate and provide assistance early in the planning process. Consider regularly produced newsletters and membership information publications sent from schools, civic and service organizations, churches, property owners associations, and other clubs and community groups. Using these outlets can greatly expand the audience reached by the wildfire threat reduction message.

## **IMPLEMENTATION IDEAS**

There are many different ways the campaign can be implemented. Here are a few suggestions:

- Work with a local service club to distribute the schedule of Wildfire Awareness Week activities as well as educational materials to the community.
- Work with churches to post evacuation information in their bulletins.
- Partner with local radio station, high school student groups and community leaders to record local versions of the Public Service Announcements (Sample PSAs on page 8).
- Work with your local newspaper to get the campaign press release covered in your local and/or regional press.
- Partner with a local housing authority or property management groups to distribute educational materials to tenant-occupied dwellings.
- Work with city or county government to include the wildfire awareness information in civic newsletters or on Web sites.
- Coordinate with local events to display or hand out the wildfire awareness posters.
- Partner with retailers to use the evacuation checklist as a bag stuffer or ask to display a poster.
- Work with the local college or university officials to distribute educational materials to students.
- Contact local real estate agents and associations of realtors to distribute information to homebuyers.
- Distribute the “Green Industry” flyer to local landscape companies, nurseries and home improvements stores in order to encourage their involvement in an activity.
- Establish and distribute a list of available speakers for meetings and other gatherings where wildfire can be a program highlight.
- Review and distribute the results of the “Risk/Hazard Assessment and Community Wildfire Protection Plan” that was completed in 2005 for all at risk communities in Nevada. Copies of the plan are available from your county commission office. Plans can be viewed at [www.nvfsc.org](http://www.nvfsc.org) select CWPPs.

## **A FEW MORE THOUGHTS**

Throughout Nevada Wildfire Awareness Week, all partners want to support and enhance wildfire threat reduction efforts across the state. Knowledge is power! Empower your community to take a proactive approach to make sure their homes survive. Use this guide as a starting point to plan an event that will focus on the wildfire threat to your community. Personalize the various promotional flyers and press releases to promote your local efforts. Be creative. Have fun. Implement the campaign your way. Please share your thoughts, ideas and successes. Feel free to ask for help.



## **SUGGESTED ACTIVITIES FOR LOCAL FIRE SAFE COUNCIL CHAPTERS**

A locally organized chapter of the Nevada Fire Safe Council is a nucleus of energy and ideas to focus community attention on the wildfire threat issue. If a local chapter does not currently exist in your community, take the initiative to get one organized and active or attend an event in a neighboring chapter. If a local chapter does exist, here are some ideas of activities where chapter members can take the lead:

- **Chapter/member recruitment in high wildfire risk communities** – Have local chapter members canvas high-risk areas to pass out the Nevada Fire Safe Council brochures and inform residents of the risk in their areas and how they can organize to address the threat.
- **Curbside pickup** – Work with your regional project coordinator to set up a designated day for curbside pickup of wildfire fuels. Distributing dumpsters for fuel collection or establishing a central hazardous fuel depository may be alternatives.
- **Chipping** – Work with your regional project coordinator to arrange for a chipper to be in your community for a day. This could be arranged in conjunction with the curbside pickup of fuel.
- **Plant demonstration** – Work with a local nursery to provide a firescaping class for your community.
- **Property assessments for defensible space** – Contact local fire protection districts to have them visit your community on a designated day. Ask members or residents to sign up beforehand so that the officials can make appointments to assess and recommend fuel treatment on their properties.
- **Needle and fine fuel bagging** – Organize a designated day for community members or service organizations to bag excess fallen needles and/or other fine fuels from individual properties and common grounds. Work to remove fuel and maintain the effectiveness of community protecting fuel breaks could be incorporated in this activity.
- **Smokey Bear** – Contact local BLM or USFS representatives to cosponsor your event in order to include an appearance by Smokey Bear. Specific rules and guidelines do apply.
- **School visits** – Create a school mailing with information to students/parents regarding defensible space and proper outdoor safety. Also, plan school visits by local fire department officials. Bring the coloring books to school for use during a special activity.
- **Fire station open house** – Ask your local fire station to sponsor an open house for the community. To the extent allowed by liability concerns, kids could climb in the fire trucks, use the fire poles, or try on a set of turnouts. Fire truck demonstrations could be arranged to show firefighting strategies.
- **Revisit old projects** – Use this week to encourage people to maintain their defensible space, check the operation of generators, top off fire fighting water storage tanks, and review their evacuation plans.
- **Flowers fighting fires or other plant material guides** – Work with your local nurseries and home improvement stores to sponsor an event. During Nevada Wildfire Awareness Week, they could offer discounts on fire safe plants, set up displays of fire safe plants or distribute wildfire threat reduction materials at their checkout counters.
- **Evacuation drill** – Work with local fire service, emergency management, and law enforcement officials to organize and conduct an evacuation drill from a high-risk community or neighborhood.
- **Demonstration defensible space home** – Use a lottery or some other process to select a home to serve as a demonstration of desirable and effective defensible space. Local fire officials could prescribe the fuel treatment and volunteers or agency personnel could complete the work.



*Remember: Wildfire is a natural phenomenon that poses a threat to communities in every corner of the state. Raising awareness and instilling a responsible attitude for broadly based community action to reduce this threat is the only viable approach to reducing the loss of life and property. Wildfire Awareness Week can be the first step to make this happen.*



FARMERS



The Nevada Fire Safe Council, with generous funding from Farmers' Insurance and State Farm Insurance, has stipends available for Chapter activities during Wildfire Awareness Week. Stipends will be awarded through a competitive process and require a 1 to 1 match. Requests are limited to \$500/chapter. **To request a stipend for your chapter, please fill out the form below and return it to the NVFSC Carson City office by APRIL 19, 2010.** Fax: 775-884-4457 or P.O. Box 2724, Carson City, NV 89703. Chapters will be notified on April 23 of awards.

Date of WFAW 2010 activity: \_\_\_\_\_

Location (physical address): \_\_\_\_\_

Contact information: Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Project or Activity:

Cost estimates:

How will your chapter match this grant:

If a demonstration event:

Area to be treated (number of houses or acres):

Contractors or others who will perform work:

*Please return this form to the NVFSC Carson City Office by April 19, 2010.  
Fax: 775-884-4457 or P.O. Box 2724, Carson City, NV 89703*

## WILDFIRE AWARENESS WEEK 2010 MATERIAL REQUEST FORM

Thank you for your interest and participation in Wildfire Awareness Week  
Fax completed form to Sonya Sistare, (775) 784-4881.

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Brief description and date of your event or activity: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Would you like your event posted on the Calendar of Events on the [nvfsc.org](http://nvfsc.org) and [livingwithfire.info](http://livingwithfire.info) websites?  Yes  No

Wildfire Awareness Week 2010 Poster - *Please specify number requested* \_\_\_\_\_

*Living with Fire Educational Presentations, Materials and Promotional Items - Please specify number requested*

Living With Fire in the Lake Tahoe Basin DVD \_\_\_\_\_

Living With Fire - Before, During and After the Fire DVD \_\_\_\_\_

Be careful! Cheatgrass is extremely flammable! Flyer \_\_\_\_\_

Be Ember Prepared! DVD \_\_\_\_\_

Evacuation Checklist \_\_\_\_\_

Fuel Management Terms for Homeowners \_\_\_\_\_

Living With Fire - A Guide for the Homeowner - Great Basin Version (glossy format) \_\_\_\_\_

Living With Fire - A Guide for the Homeowner - Lake Tahoe Basin Version \_\_\_\_\_

Living With Fire - A Guide for the Homeowner - Mt. Charleston Version \_\_\_\_\_

Living With Fire - A Guide for the Homeowner - Sierra Front Version \_\_\_\_\_

Living With Fire - A Guide for the Homeowner - Spanish-language Sierra Front Version \_\_\_\_\_

Choosing the Right Plants for Northern Nevada's High Fire Hazard Areas \_\_\_\_\_

Be Ember Aware! Will your home survive when the embers arrive? \_\_\_\_\_

Evacuation Instruction "Bandana" giveaway item (maximum 50 per event) \_\_\_\_\_

Evacuation Instruction "Banner Pen" giveaway item (maximum 50 per event) \_\_\_\_\_

Promotional Business Cards - [www.livingwithfire.info](http://www.livingwithfire.info) \_\_\_\_\_

Promotional Business Cards - [www.livingwithfire.info/tahoe](http://www.livingwithfire.info/tahoe) \_\_\_\_\_

*Nevada Fire Safe Council - Please specify number requested*

Nevada Fire Safe Council Brochure \_\_\_\_\_

Chapter Formation Package \_\_\_\_\_

Individual Membership Form \_\_\_\_\_

Quarterly Newsletter - February 2010 \_\_\_\_\_

*Bureau of Land Management - Please specify number requested*

"Be Ember Prepared!" Magnet Clip giveaway item (maximum 50 per event) \_\_\_\_\_

Def. Space Measuring Tape Keychain giveaway item (maximum 50 per event) \_\_\_\_\_

*US Forest Service - Please specify number requested*

"Be Ember Prepared!" Keychain Carabiners giveaway item (maximum 50 per event) \_\_\_\_\_

FOR IMMEDIATE RELEASE

Month, Day, Year

Contact: Name

Phone Number: (###) ###-####

# Be Ember Prepared!

**(Insert Chapter Name)** Urges Homeowners, Communities  
To Get Ready for the Upcoming Fire Season

**City, State - Date** - The potential for loss of human life and property due to wildfire is a growing concern in **(community, or county, or region)**. In response, a partnership of fire service professionals, the Nevada Fire Safe Council, University of Nevada Cooperative Extension, other interested organizations, and **NVFC Chapter Name** are pleased to participate in *Nevada Wildfire Awareness Week, May 1 - 8*. Events and activities are planned throughout Nevada to remind the residents of the risks inherent to living in a fire prone environment and the importance of taking measures now to reduce the threat and increase the protection of their homes and communities.

In observation of Nevada Wildfire Awareness Week, the **local chapter name** of the Nevada Fire Safe Council will be hosting a **Project name (chipping day etc.)** on **Date**. Community members can **(add details)**. The event is free and open to the public. All community members are encouraged to participate. If you have questions please contact your local chapter leader name at **Phone number**.

The **NVFC Chapter Name** urges all Nevada residents to take steps now to make their homes more survivable and defensible from wildfires. As homes continue to be lost year after year across the western United States, local residents are reminded that their efforts can make the difference. The **NVFC Chapter Name** recommends that homeowners clear an area of at least 30 feet around structures, removing all flammable materials. Examples of common defensible space measures include pruning tree branches away from roofs and chimneys, clearing leaves and debris from roofs and gutters, and using landscaping that resists fire ignition and spread.

The **Chapter name** also recommends that homeowners have an evacuation plan that ensures everyone in the family is aware of easy exits, establishes a meeting place for the family after they are out of danger, and considers what to do with pets and livestock if necessary.

Homeowners can assess their home's defensibility by using the homeowner's defensible space checklist found at the [www.livingwithfire.info](http://www.livingwithfire.info). Further information on making one's home fire safe is also available by calling the **fire department name and number**.

Visit the Nevada Fire Safe Council website at [www.NVFC.org](http://www.NVFC.org) for information about creating a fire safe community.

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## **Be Ember Prepared! Public Awareness Campaign**

These sample public service announcements are for use by Chapters and other Nevada Fire Safe Council partners. Contact your local radio station to find out how to broadcast your message to people in your community.

**WILL YOUR HOME SURVIVE WHEN THE EMBERS ARRIVE?** Wind driven embers ignite many homes destroyed by wildfire. Your home could be at risk! **BE EMBER PREPARED** and make changes to reduce the threat to your home. Remove leaves and pine needles from your roof and rain gutters, clean out debris from under your deck, and stack firewood at least 30' from your home and other structures. For a complete list of Ember Aware actions, contact \_\_\_\_\_ (FIRE DEPARTMENT or local community contact AND PHONE NUMBER).

A wildfire one mile away can be at your door step within minutes. Most houses lost in wildfires are set ablaze by falling embers blown in on the wind, so prepare ahead of time. Don't consider yourself or your home in danger? (doorbell or knock, sirens) Think again, then prepare for wildfire season before it's at your doorstep. **Be Ember Prepared.** For more information contact \_\_\_\_\_ (FIRE DEPARTMENT or other community contact AND PHONE NUMBER).

Do you know what part of your home will catch fire first? The most vulnerable point on your home is the roof. Use fire-resistant roofing and siding when building or remodeling your home if you live in an area vulnerable to wildfire. Screen vent openings to stop embers from igniting flammable materials in your attic. **Be Ember Prepared!** For more information contact \_\_\_\_\_ (FIRE DEPARTMENT or local community contact AND PHONE NUMBER).

**Be Ember Prepared!** Increase the chance your home will survive by taking a few simple steps such as screening vents with 1/8" mesh to keep embers out, cleaning gutters, and removing dead leaves, branches and debris close to your home. Use fire-resistant plants when landscaping. Be ready for wildfire season. For more information contact \_\_\_\_\_ (FIRE DEPARTMENT or other community contact AND PHONE NUMBER).

## NEVADA WILDFIRE AWARENESS WEEK 2010 – CONTACT INFORMATION

Bureau of Land Management		
Nevada State Office	Ruta Glinski	(775) 861-6483
Battle Mountain/Winnemucca Field Offices	Carmen Thomason	(775) 635-4117
Caliente Field Office	Ty Mizer	(775) 726-8112
Las Vegas Field Office	Greg Marfil	(702) 515-5289
Elko District	Spencer Gregory	(775) 753-0308
Clark County Fire Department		
Public Information Officer	Scott Allison	(702) 455-7338
Eureka County Dept. of Natural Resources	Kathy Porter	(775) 237-6010
Keep Truckee Meadows Beautiful	Maia Dickerson	(775) 851-5185
Lincoln County Emergency Services	Rick Stever	(775) 962-2376
Nevada Association of Counties		
Executive Director	Wes Henderson	(775) 883-7863
Nevada Dept. of Conservation and Natural Resources	Bob Conrad	(775) 684-2712
Nevada Division of Emergency Management	Elizabeth Ashby	(775) 687-0314
Nevada Division of Forestry		
State Wide Program Coordinator	Kacey KC	(775) 685-2511
Fire Management Officer	Michael Klug	(775) 849-2500
Northern Region	Nicholas Brunson	(775) 738-3454
Southern Region	Chris Faehling	(775) 962-5543
Nevada Energy, Emergency Management	Jim Reagan	(775) 834-7864
Nevada Fire Chiefs Association		
Executive Director	Ken Riddle	(702) 982-3433
Nevada Fire Safe Council		
Executive Director	Andrew List	(775) 884-4455
Executive Assistant	Terry Sumner	(775) 884-4455
Sierra Front South	Pat Murphy	(775) 267-2123
Sierra Front North	Rodd Rummel	(775) 762-5611
Northeastern & Central Nevada Region	Mike McCarty	(775) 744-2526
Southern Nevada	Kim Otero	(702) 496-4114
Lake Tahoe Basin (Tahoe Douglas FPD & City of South Lake Tahoe)	Jason Arnold	(775) 220-6000
Lake Tahoe Basin (Lake Valley FPD, Meeks Bay FPD, Fallen Leaf FD)	Jessica Mahnken	(530) 543-3473
Lake Tahoe Basin (North Tahoe FPD & North Lake Tahoe FPD)	Ryan McDermott	(775) 720-2815
Program Manager	Sarah Jones	(530) 543-3473
Nevada State Fire Marshal	Jim Wright	(775) 684-7525
Reno Fire Department		
Public Safety Information Officer	Steve Frady	(775) 334-2300
Fire Marshall	Joan Presley	(775) 848-4608
Sierra Fire Protection District	Jason Sease	(775) 232-5036
Sparks Fire Department, Fire Marshall	Bob King	(775) 353-2261
Tahoe Basin Fire Protection Districts / Fire Departments		
City of South Lake Tahoe Fire Department	Chief Lorenzo Gigliotti	(530) 542-6160
Fallen Leaf Fire Department		(530) 542-1343
Lake Valley Fire Protection District	Chief Jeff Michael	(530) 577-2447
Meeks Bay Fire Protection District	Chief John Pang	(530) 525-7548
North Lake Tahoe Fire Protection District	Chief Michael Brown	(775) 831-0351
North Tahoe Fire Protection District	Chief Duane Whitelaw	(530) 583-6913
Tahoe Douglas Fire Protection District	Chief Guy LeFever	(775) 588-3591
USDA Forest Service		
Fire Prevention Specialist	Patty Eder	(775) 355-5372
Public Affairs Officer	Christie Kalkowski	(775) 355-5311
Fire & Fuels Planner	Mike Crawley	(775) 352-1227
University of Nevada Cooperative Extension		
Wildfire Project Coordinator	Sonya Sistare	(775) 784-4848
Communications Specialist	James Sloan	(775) 784-7070
Marketing/Public Relations - Southern Area	Marilyn Ming	(702) 257-5516
Natural Resource Specialist	Ed Smith	(775) 782-9960
White Pine County Extension Educator	Dan Nelson	(775) 289-4459
Washoe County		
Emergency Manager	Aaron Kenneston	(775) 337-5898
Fire Services Coordinator	Kurt Latipow	(775) 846-4445
White Pine County Fire Protection District	Dave Hendrix	(775) 289-6599