

## **Nevada Wildfire Awareness Campaign 2021 Overview**

The Nevada Wildfire Awareness Campaign (NWAC) is a joint effort among local, state and federal firefighting agencies created to increase awareness of and preparedness for wildfire. The campaign lasted from May – October 2021 and featured nine educational workshops via Zoom webinars. The campaign also distributed banners around the state, created and distributed a social media tool kit for partners to share on their social media platforms, and obtained 13 proclamations/resolutions to help increase awareness.

### **Banners**

The Living With Fire Program created the graphics that were displayed on the NWAC banners. A total of 60 banners were distributed around the state of Nevada for the Nevada Wildfire Awareness Campaign. The U.S. Forest Service- Humboldt Toiyabe purchased an additional 13 banners and the BLM- Nevada State office also purchased an additional number of banners to distribute around Nevada.



### **Social Media Tool Kit**

The Living With Fire Program created a social media tool kit made up of 65 posts for partners to use on their social media platforms. The tool kit had a variety of topics to choose from. Topics included: defensible space, fire prevention, wildfire preparedness, wildfire smoke, home hardening, reseeding and flood after wildfire and prescribed fire. This tool kit included: graphics, post wording, recommended hash tags and a calendar of recommended times to share these posts. The posts were uploaded to the Living With Fire website for all to access.

Living With Fire's top performing Facebook post was about being Ember Aware and it linked to the "Be Ember Aware" publication. It was posted August 2, 2021 and reached 5.7 thousand people, had garnered 97 likes or reactions and was shared 12 times.

Living With Fire's top performing Nevada Wildfire Awareness Campaign tweet from Twitter was about what to plant after tree loss following wildfire. It gained 95,098 impressions, had 412 engagements, 23 likes and 11 retweets.



**Living With Fire Virtual Series**

From April – October 2021 the Living With Fire Program hosted a nine-part webinar series, ***The Living With Fire Virtual Series***. This series helped folks to learn more about wildland fire issues and how to reduce the wildfire risk. A total of 374 people attended the series. 48% (182) of attendees were from Nevada and 20% were from the Lake Tahoe Basin. Interestingly enough, LWF reached areas that we have not reached in years, or have never reached during the Nevada Wildfire Awareness campaign. Those area include: Clark, Elko, Eureka, Humboldt, Lyon, Pershing and Storey County residents. *For attendee specifics, please view the tables at the end of this document.*



## **Topics included:**

### **Session #1 “Firewise Landscaping,” April 7, 2021**

Wendy Hanson Mazet, a Certified Arborist, is the Extension plant diagnostician. Her extensive background in horticulture and arboriculture helped to educate attendees about different plant selections around one’s home to improve defensible space.

### **Session #2 “Wildfire Evacuation Preparedness,” May 13, 2021**

Carson City Fire Department’s Deputy Emergency Manager, Jason Danen, spoke about emergency notification systems such as Code Red and other forms of communication to the public during a wildfire.

Skyland Fire Adapted Communities’ leader and Douglas County CERT member, Ann Grant, discussed items to prep for an evacuation go bag and a stay box.

Living With Fire Program Manager, Jamie Roice-Gomes, reviewed the Living With Fire Program website features to aid with evacuation preparation.

### **Session #3 “Perspectives of a Wildland Fire Investigator,” May 18, 2021**

Bureau of Land Management’s Fire Mitigation and Education Specialist/Fire Trespass Coordinator, Bradley Milam, spoke about wildland fire investigation, and the U.S. Forest Service - Humboldt-Toiyabe’s Forest Fire Prevention Officer, Jennifer Diamond, gave some wildland fire prevention tips.

### **Session #4 “The Timeline of Climate, Weather and Fire,” June 10, 2021**

Dr. Tim Brown, research professor, climatology and director of Western Regional Climate Center, discussed how weather and climate influence fire in Nevada.

### **Session #5 “Protect, Prevent and Prepare with NV Energy,” June 24, 2021**

NV Energy’s Natural Disaster Protection Plan Program Execution Office Director, Danyale Howard, and Director of Electric Delivery Operations, Zeina Randall, P.E. spoke about how NV Energy is working with customers and partners using innovative strategies to reduce the risk of wildfire to Nevadans.

### **Session #6, “Wildfire Smoke and Health,” July 8, 2021**

Chris Smallcomb, National Weather Service – Reno office meteorologist and public information officer, discussed smoke forecasting and models utilized to predict smoke.

Brendan Schnieder, air quality specialist with the Washoe County Health District’s Air Quality Management Division, reviewed wildfire smoke and health impacts.

### **Session #7 “Home Hardening Q&A,” August 12, 2021**

Dr. Steve Quarles, University of California Cooperative Extension Advisor Emeritus and the retired Chief Scientist for Wildfire and Durability, Insurance Institute for Business & Home Safety Research Center. The Q&A session was focused on home hardening, or building or retrofitting homes to withstand wildfire.

### **Session #8 “Reseeding and Flood After Wildfire” September 9, 2021**

Anna Higgins, forester with the Nevada Division of Forestry (NDF), and Mark Freese, ecologist with the Nevada Department of Wildlife (NDOW), talked about the reseeded efforts of their agencies and Danae Olson, project manager, and Elise Jarrett, water resources planner with the U.S. Army Corps of Engineers, talked about preparing for potential flood after wildfire.

### **Session #9 “Prescribed Fire in Tahoe and Nevada”**

Keegan Schafer, fuels management officer with Tahoe Douglas Fire Protection District, and Duncan Leao, forest fuels and vegetation program manager from the U.S. Forest Service – Humboldt-Toiyabe National Forest, talked about prescribed fire and projects in the Lake Tahoe Basin and Nevada.

### **Proclamations**

With the help of local, state and federal firefighting agencies, we obtained 12 proclamations and 1 resolution from the local and state governing bodies listed below:

**Nevada State Governor**  
**Carson City Supervisors**  
**Clark County Commissioners**  
**Douglas County Commissioners**  
**Esmeralda County Commissioners**  
**Eureka County Commissioners**  
**Humboldt County Commissioners**  
**Lander County Commissioners**  
**Nye County Commissioners**  
**Pershing County Commissioners**  
**Storey County Commissioners**  
**Washoe County Commissioners**  
**White Pine County Commissioners**



Carson City Fire Department's Chief Slamon and Rodd Rummel and Living With Fire's Megan Kay accept a proclamation from the Carson City Supervisors.

### **Marketing Results**

With the assistance of the BLM – Nevada State office and additional support from the Nevada Division of Forestry and U.S. Forest Service, LWF contracted with KUNR to play 224 radio spots advertising for NWAC workshops, wildfire preparedness, and the LWF podcast from May – October.

Also with the assistance of the BLM- Nevada State office and additional support from the Nevada Division of Forestry and U.S. Forest Service, LWF contracted with the news websites This Is Reno and Nevada State News to promote NWAC.

These online news networks promoted NWAC on Facebook, Instagram, Twitter, their newsletters, and as banner ads on their websites.

LinkedIn posts reached 936 people, Twitter posts reached 6,619 people and Facebook posts reached 35,315 people. The most impressive reach was from the website banner ads and newsletter links. Together, those reached 1,111,629 people and had a total of 590 clicks.

## **NWAC 2021 List of Events or Activities by County**

### **Carson City**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 30	Carson Now NWAC Promotion	Carson Now, UNCE			
May	Message on CCFD station 51 digital sign	Carson City Fire Department			
May - October	Banners displayed in various locations	BLM, Carson City FD, NDF, NV Dept of Education			
May - October	NWAC graphics on Casino Fandango Digital Billboard	Ann Grant, Casino Fandango			
May 17- 21	40-ft Banner Carson Street	Carson City Fire Department			
May 6	Carson Board of Supervisors Proclamation	CCFD, UNCE		15	
June 24	Session 5 LWF Virtual Series "Protect, Prevent & Prepare with NV Energy"	NV Energy, UNCE		1	
July 6	Session 6 LWF Virtual Series "Wildfire Smoke and Health"	Washoe Co. Air Quality, NWS, UNCE		1	
August 12	Session 7 LWF Virtual Series "Home Hardening Q&A"	Dr. Steve Quarles, UNCE		4	
September 9	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire"	NDF, NDOW, Army Corps of Engineers, UNCE		5	
October 14	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada"	Tahoe Douglas FPD, USFS, UNCE		2	



## Douglas

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 7	Session 1 LWF Virtual Series Landscaping	UNCE Master Gardeners		4	
May 1	The Record-Courier NWAC Promotion	The Record-Courier, UNCE			
May - October	Banners displayed in various locations	BLM, East Fork Fire, Sierra Front Dispatch, Terry Taylor, USFS			
May 13	Session 2 LWF Virtual Series "Wildfire Evacuation Preparedness"	Carson City Fire, Douglas County CERT, Red Cross, UNCE		2	
May 18	Session 3 LWF Virtual Series "Perspectives of a Wildland Fire Investigator"	BLM, USFS, UNCE		4	
May 20	Douglas County Proclamation	East Fork FPD, Tahoe Douglas FPD, UNCE		20	
June 10	Session 4 LWF Virtual Series "The Timeline of Climate, Weather and Fire"	DRI, UNCE		1	
June 24	Session 5 LWF Virtual Series "Protect, Prevent & Prepare with NV Energy"	NV Energy, UNCE		1	
July 6	Session 6 LWF Virtual Series "Wildfire Smoke and Health"	Washoe Co. Air Quality, NWS, UNCE		4	
September 9	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire"	NDF, NDOW, Army Corps of Engineers, UNCE		7	
October 14	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada"	Tahoe Douglas FPD, USFS, UNCE		3	



**Elko**

Date(s)	Event or Activity	Partner(s)	Direct Mail/Dist	# Direct Participants	# Indirect Participants
April 7	Session 1 LWF Virtual Series Landscaping	UNCE Master Gardeners		1	
May - October	Banners displayed in various locations	BLM, Elko County FPD, Elko FD, NDF, USFS		1	
June 24	Session 5 LWF Virtual Series "Protect, Prevent & Prepare with NV Energy"	NV Energy, UNCE		1	
July 9	Silver State Stampede Rodeo	BLM, NDF, UNCE		4,540	

**Esmeralda**

Date(s)	Event or Activity	Partner(s)	Direct Mail/Dist	# Direct Participants	# Indirect Participants
April 20	Esmeralda County Proclamation	BLM, NDF, UNCE			10

**Eureka**

Date(s)	Event or Activity	Partner(s)	Direct Mail/Dist	# Direct Participants	# Indirect Participants
May - October	Banners displayed in various locations	Eureka County Natural Resources, Eureka Firewise			
May 6	Eureka County Resolution	Eureka County Natural Resources, Eureka Firewise		4	
May 13	Session 2 LWF Virtual Series "Wildfire Evacuation Preparedness"	Carson City Fire, Douglas County CERT, Red Cross, UNCE		2	

**Humboldt**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 19	Humboldt County Proclamation	BLM, UNCE, USFS		10	
May - October	Banners displayed in various locations	BLM			
May 28	French ford	BLM		480	
July 3	Kids Fishing Day	BLM		30	
August 1	Reverent Warriors	BLM		150	
August 3	National Night Out	BLM		100	
August 15	Zion Elementary	BLM		30	
September 3	Tri County Fair	BLM		500	
October 23	Zion Elementary	BLM		120	
July 6	Session 6 LWF Virtual Series "Wildfire Smoke and Health"	Washoe Co. Air Quality, NWS, UNCE		1	

**Lander**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 22	Lander County Proclamation	BLM, UNCE, USFS		10	
May - October	Banner displayed in various locations	USFS			
August 3	National Night Out	BLM		100	

**Lincoln**

(none)

**Lyon**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
May - October	Banners displayed in various locations	Central Lyon County FPD, Smith Valley FPD			
June 24	Session 5 LWF Virtual Series "Protect, Prevent & Prepare with NV Energy"	NV Energy, UNCE		1	
August 12	Session 7 LWF Virtual Series "Home Hardening Q&A"	Dr. Steve Quarles, UNCE		1	
September 9	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire"	NDF, NDOW, Army Corps of Engineers, UNCE		2	

**Mineral**

(none)

**Nye**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 20	Nye County Proclamation	BLM, NDF, UNCE		10	
June 18	Pahrump Valley Times NWAC Promotion and Nevada Prevention Team message	PV Times, BLM, NWAC			

**Pershing**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 21	Pershing County Proclamation	BLM, UNCE		10	
May - October	Banner displayed	UNCE			
July 6	Session 6 LWF Virtual Series "Wildfire Smoke and Health"	Washoe Co. Air Quality, NWS, UNCE		1	

**Storey**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
May 6	Storey County Proclamation	Storey County FPD, UNCE		10	
May - October	Banners Displayed in various locations	Storey County FPD, UNCE			
June 7 - 18	40-ft banner displayed	Storey County FPD, UNCE			
September 9	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire"	NDF, NDOW, Army Corps of Engineers, UNCE		1	
October 14	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada"	Tahoe Douglas FPD, USFS, UNCE		1	

**Washoe**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
May - October	Banners displayed in various locations	BLM, Dale Hildebrandt, NDF, NV Energy, NV Dept. Education, Reno FD, Truckee Meadows F&R, UNCE, USFS			
April 7	Session 1 LWF Virtual Series Landscaping	UNCE Master Gardeners		19	
May 13	Session 2 LWF Virtual Series "Wildfire Evacuation Preparedness"	Carson City Fire, Douglas County CERT, Red Cross, UNCE		23	
May 18	Session 3 LWF Virtual Series "Perspectives of a Wildland Fire Investigator"	BLM, USFS, UNCE		3	
May 18	Washoe Co. Commissioners Proclamation	North Lake Tahoe FPD, Truckee Meadows FPD, UNCE		30	
May 19	D'Andrea Table Top Exercise	D'Andrea Community, NDF, Washoe Co. Emergency Manager, Washoe County School District, Washoe County Sherrif, Red Cross, UNCE		12	
June 10	Session 4 LWF Virtual Series "The Timeline of Climate, Weather and Fire"	DRI, UNCE		3	
June 24	Session 5 LWF Virtual Series "Protect, Prevent & Prepare with NV Energy"	NV Energy, UNCE		15	

July 6	Session 6 LWF Virtual Series "Wildfire Smoke and Health"	Washoe Co. Air Quality, NWS, UNCE		22	
August 12	Session 7 LWF Virtual Series "Home Hardening Q&A"	Dr. Steve Quarles, UNCE		11	
September 9	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire"	NDF, NDOW, Army Corps of Engineers, UNCE		10	
September 10	Great Reno Balloon Races	Washoe County Emergency Manager, Washoe County Health Dept, UNCE		15	
October 14	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada"	Tahoe Douglas FPD, USFS, UNCE		14	
October 16	Wildfire Preparedness Event	UNCE, Washoe County Emergency Manager, Washoe County Sherriff, Truckee Meadows FPD		30	

### **White Pine**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 14	White Pine County Fire Commissioners Proclamation	BLM, UNCE		10	
May - October	Banners displayed in various locations	USFS			
May 18	Session 3 LWF Virtual Series "Perspectives of a Wildland Fire Investigator"	BLM, USFS, UNCE		1	
October 14	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada"	Tahoe Douglas FPD, USFS, UNCE		2	

**Regional or Statewide and Social Media**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 29	Nevada Weekly NWAC promotion	UNR, UNCE			
May	Progressive Rancher Magazine article promotion	Progressive Rancher, UNCE			
May 10	Nevada Proclamation	BLM, NDF, Reno FD, UNCE			
May 10	Nevada Appeal NWAC Promotion	Nevada Appeal, UNCE			
May - October	224 KUNR spots for NWAC, Wildfire Prep tips, LWF Podcast	KUNR, BLM, NDF, USFS, UNCE			
May - October	Social media posts in This is Reno and Nevada State News	This Is Reno, Nevada State News, UNCE			
May - October	104 Facebook NWAC posts	UNCE			2,121
May - October	75 Instagram NWAC Posts	UNCE			417
May - October	104 Twitter NWAC posts	UNCE			3,644
May - October	Fandango Casino NWAC ad	Ann Grant, Fandango Casino			
May - October	This Is Reno/Nevada State News LinkedIn reach	This Is Reno, Nevada State News, BLM, NDF, USFS, UNCE			936
May - October	This Is Reno/Nevada State News Twitter reach	This Is Reno, Nevada State News, BLM, NDF, USFS, UNCE			6,619
May - October	This Is Reno/Nevada State News Facebook reach	This Is Reno, Nevada State News, BLM, NDF, USFS, UNCE			35,315
May - October	This Is Reno/Nevada State News website banner/newsletter clicks	This Is Reno, Nevada State News, BLM, NDF, USFS, UNCE			1,111,629

June - August	Nevada Magazine Summer 2021	Nevada Magazine, UNCE			
May - October	Session 1 LWF Virtual Series Landscaping on YouTube	UNCE		163	
June - October	Session 2 LWF Virtual Series "Wildfire Evacuation Preparedness" on YouTube	Carson City Fire, Douglas County CERT, Red Cross, UNCE		59	
July - October	Session 3 LWF Virtual Series "Perspectives of a Wildland Fire Investigator" on YouTube	BLM, USFS, UNCE		62	
July - October	Session 4 LWF Virtual Series "The Timeline of Climate, Weather and Fire" on YouTube	DRI, UNCE		23	
August - October	Session 6 LWF Virtual Series "Wildfire Smoke and Health" on YouTube	Washoe Co. Air Quality, NWS, UNCE		82	
September - October	Session 7 LWF Virtual Series "Home Hardening Q&A" on YouTube	Dr. Steve Quarles, UNCE		33	
October	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire" On YouTube	NDF, NDOW, Army Corps of Engineers, UNCE		66	
November	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada" on YouTube	Tahoe Douglas FPD, USFS, UNCE		10	



### **Non-Nevadan Workshop Attendees**

<b>Date(s)</b>	<b>Event or Activity</b>	<b>Partner(s)</b>	<b>Direct Mail/Dist</b>	<b># Direct Participants</b>	<b># Indirect Participants</b>
April 7	Session 1 LWF Virtual Series Landscaping	UNCE Master Gardeners		86	
May 13	Session 2 LWF Virtual Series "Wildfire Evacuation Preparedness"	Carson City Fire, Douglas County CERT, Red Cross, UNCE		20	
May 18	Session 3 LWF Virtual Series "Perspectives of a Wildland Fire Investigator"	BLM, USFS, UNCE		4	
June 10	Session 4 LWF Virtual Series "The Timeline of Climate, Weather and Fire"	DRI, UNCE		2	
June 24	Session 5 LWF Virtual Series "Protect, Prevent & Prepare with NV Energy"	NV Energy, UNCE		8	
July 6	Session 6 LWF Virtual Series "Wildfire Smoke and Health"	Washoe Co. Air Quality, NWS, UNCE		7	
August 12	Session 7 LWF Virtual Series "Home Hardening Q&A"	Dr. Steve Quarles, UNCE		26	
September 9	Session 8 LWF Virtual Series "Reseeding and Flood After Wildfire"	NDF, NDOW, Army Corps of Engineers, UNCE		15	
October 14	Session 9 LWF Virtual Series "Prescribed Fire in Tahoe and Nevada"	Tahoe Douglas FPD, USFS, UNCE		24	

**Other**

**Total Participants of 9 LWF Virtual Series:** 374

48% (182) of attendees were Nevadans

The webinar series reached counties that we've never been able to reach or haven't reached in a while like Elko, Eureka, Humboldt, Lyon, Pershing, and Storey

**Total Proclamations:** 13

**PARTICIPANT TOTALS FOR NWAC 2021**

<b># Direct Participants</b>	<b># Indirect Participants</b>
7,139	1,160,691