



**Bureau of Land Management: Arizona, New Mexico
Fish and Wildlife Service, Region 2
Bureau of Indian Affairs: Southwest, Navajo, Western Regions
National Park Service: Intermountain Region
U. S. Forest Service, Southwestern Region
Arizona State Forestry Division
New Mexico State Forestry**

Date: March 1, 2017

To: Wildfire Prevention and Preparedness Stakeholders
From: Southwest Prevention and Information Committee

The federal, state, and tribal partners of the Southwest Prevention and Information Committee invite you to join us in promoting **Southwest Wildfire Awareness Week, March 26 – April 1, 2017**. This year's theme is "**Wildfire doesn't have to be a disaster. Little things you do now will make a big difference.**" The focus of the week is to increase awareness and to promote actions that reduce the risk of wildfire to homes and communities.

We encourage you to take advantage of this opportunity to reach out to your local community and media with wildfire prevention and preparedness information. A compilation of outreach resources is attached for your reference. Some daily themes are also attached as examples, but please feel free to develop your own local messages. Please consider hosting a community event, encouraging your local media to air public service announcements (PSAs), and/or sharing messages through social media (hashtag #AZFire or #NMFire) throughout the week.

You can order many free Firewise outreach materials (including brochures, posters, DVDs, door hangers, and event bags) from <http://firewise.org>. Please order in advance to allow time for delivery. A variety of wildfire prevention materials are available for local, state, tribal and federal partners to purchase from <http://www.symbols.gov>.

Thank you for your commitment to promoting wildfire prevention and preparedness. We appreciate your support!

A blue ink signature of John C. Carlson, the Chair of the Southwest Coordinating Group.

Chair, Southwest Coordinating Group

SOUTHWEST WILDFIRE AWARENESS WEEK

MARCH 26 – APRIL 1, 2017

**WILDFIRE DOESN'T
HAVE TO BE A DISASTER.
LITTLE THINGS YOU DO NOW
WILL MAKE A BIG DIFFERENCE.**



OUTREACH TOOLKIT

FIRE PREVENTION

- **AZ Prevention Resources** - http://wildlandfire.az.gov/prevention_news.asp
- **New Mexico Prevention Resources** - <http://nmfireinfo.com/links/outdoor-fire-safety/>
- **Smokey Bear** - <http://www.SmokeyBear.com>
 - Smokey Bear PSAs -
https://www.psacentral.org/campaign/Wildfire_Prevention/thumbnail/tv/page1

FIRE PREPAREDNESS

- **Arizona Preparedness Resources** - <http://wildlandfire.az.gov/links.asp#Firewise>
- **New Mexico Preparedness Resources** - <http://nmfireinfo.com/information/before-a-wildfire/>
- **Firewise** – <http://www.firewise.org>
 - Firewise PSAs & B-Roll - <http://www.firewise.org/wildfire-preparedness/public-service-announcements.aspx?sso=0>
- **Fire Adapted Communities** - <http://www.fireadapted.org/>
 - Fire Adapted Communities PSAs - <http://fireadapted.adcouncil.org/TV-and-Radio/>
- **Ready, Set, Go!** - <http://www.wildlandfirersg.org/>
 - Ready, Set, Go PSAs - <http://www.wildlandfirersg.org/Explore/Community-Wildfire-Readiness>
- **Ready.gov Wildfire Safety** - <https://www.ready.gov/wildfires>
 - Wildfire Safety Social Media Toolkit <https://www.ready.gov/wildfire-toolkit>
- **U.S. Fire Administration Wildfires: Protect Yourself and Your Community**
<https://www.usfa.fema.gov/prevention/outreach/wildfire.html>
- **CDC Wildfire Preparedness and Response** - <https://www.cdc.gov/disasters/wildfires/index.html>
 - PSAs - <https://www.cdc.gov/disasters/wildfires/psa/index.html>

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SAMPLE DAILY THEMES & TWITTER MESSAGES

Sun, March 26 - One Less Spark = One Less Wildfire. Take Smokey Bear's Wildfire Prevention Pledge at <http://SmokeyBear.com>

(AZ) #OneLessSpark = One Less Wildfire <http://bit.ly/OLS-Smokey> Take @Smokey_Bear's #Wildfire Prevention Pledge <http://SmokeyBear.com> #AZFire

(NM) #OneLessSpark = One Less Wildfire <http://bit.ly/OLS-Smokey> Take @Smokey_Bea's #Wildfire Prevention Pledge <http://SmokeyBear.com> #NMFire

Sun, March 26 – Wildfire doesn't have to be a disaster. Little things you do now will make a big difference. Learn more at <http://Firewise.org>.

(AZ) Wildfire doesn't have to be a disaster. Little things you do now will make a big difference.
<http://bit.ly/SaveYourPlace> #WildfireSafety #AZFire

(NMFire) Wildfire doesn't have to be a disaster. Little things you do now will make a big difference.
<http://bit.ly/SaveYourPlace> #WildfireSafety #NMFire

Mon, March 27 – It is illegal to fly drones near wildfires. They put firefighters, residents & homes at risks. Learn more at <https://www.nifc.gov/drones/>.

(AZ) It is illegal to fly drones near wildfires. They put firefighters, residents & homes at risks.
<https://www.nifc.gov/drones/> #WildfireSafety #NoDroneZone

(NM) It is illegal to fly drones near wildfires. They put firefighters, residents & homes at risks.
<https://www.nifc.gov/drones/> #WildfireSafety #NoDroneZone

Mon, March 27 –Ready, Set, Go! It's not if, but when the next wildfire will occur. Prepare now. Learn more at <http://www.wildlandfirersg.org/>.

(AZ) Ready, Set, Go! It's not if, but when the next wildfire will occur. Prepare now. <http://bit.ly/AZRSRG> #WildfireSafety #AZFire

(NM) Ready, Set, Go! It's not if, but when the next wildfire will occur. Prepare now. <http://bit.ly/RSGNM> #WildfireSafety #NMFire

Tues, March 28 – Maintain your spark arrestor and don't run power equipment on windy days. Learn more at <http://bit.ly/OneLessSparkNM>.

(AZ) Maintain your spark arrestor and don't run power equipment on windy days.
<http://bit.ly/OneLessSparkNM> #OneLessSpark #AZFire

(NM) Maintain your spark arrestor and don't run power equipment on windy days.
<http://bit.ly/OneLessSparkNM> #OneLessSpark #NMFire

Tues, March 28 – What can you do in one day to be safer from wildfire? A lot! Plan a project this weekend. Learn more at <http://Firewise.org>.

(AZ) What can you do in one day to be safer from wildfire? A lot! Plan a project this weekend.
<http://bit.ly/FirewiseIdeas> #AZFire #WildfireSafety

(NM) What can you do in one day to be safer from wildfire? A lot! Plan a project this weekend.
<http://bit.ly/FirewiseIdeas> #WildfireSafety #NMFire

Wed, March 29 - Parking over tall, dry grass can spark a wildfire. Spark a change, not a wildfire. Learn more at <http://bit.ly/OneLessSparkNM>.

(AZ) Parking over tall, dry grass can spark a wildfire. Spark a change, not a wildfire.
<http://bit.ly/TallDryGrass> #OneLessSpark #AZFire

(NM) Parking over tall, dry grass can spark a wildfire. Spark a change, not a wildfire.
<http://bit.ly/TallDryGrass> #OneLessSpark #NMFire

Wed, March 29 – Protect your home from wildfire. Remove leaves and pine needles from your roof, gutters & deck. Learn more at <http://Firewise.org>.

(AZ) Protect your home from wildfire. Remove leaves and pine needles from your roof, gutters & deck
<http://bit.ly/FWSafetyTips> #AZFire #WildfireSafety

(NM) Protect your home from wildfire. Remove leaves and pine needles from your roof, gutters & deck
<http://bit.ly/FWSafetyTips> #NMFire #WildfireSafety

Thurs, March 30 – If your campfire is too hot to touch, it's too hot to leave. Drown, stir, and repeat until it's cold. Learn more at <http://SmokeyBear.com>.

(AZ) If your campfire is too hot to touch, it's too hot to leave! Drown, stir & repeat until cold
<http://bit.ly/SmokeyHug> #OneLessSpark #AZFire

(NM) If your campfire is too hot to touch, it's too hot to leave! Drown, stir & repeat until cold
<http://bit.ly/SmokeyHug> #OneLessSpark #NMFire

Thurs, March 30 – It's not if, but when the next wildfire will occur. Be smart. Do your part. Prepare now. Learn more at <http://Firewise.org>.

(AZ) It's not if, but when the next wildfire will occur. Be smart. Do your part. Prepare now.
<http://bit.ly/FWAZG> #WildfireSafety #AZFire

(NM) It's not if, but when the next wildfire will occur. Be smart. Do your part. Prepare now.
<http://bit.ly/LWW-NM> #WildfireSafety #NMFire

Fri, April 1 – Know before you go. Check current fire information and restrictions at wildlandfire.AZ.gov or <http://NMFireInfo.com> or call 1-877-864-6985

(AZ) Know before you go. Check @wildlandfireAZ fire info and restrictions at <http://wildlandfire.AZ.gov> or call 1-877-864-6985 #AZFire #OneLessSpark

(NM) Know before you go. Check @NMFireInfo fire info and restrictions at <http://NMFireInfo.com> or call 1-877-864-6985 #NMFire #OneLessSpark

Fri, April 1 – If fire danger is high, move items that will burn like wood piles, lawn chairs & grills away from your home. Learn more at <http://Firewise.org>

(AZ) If fire danger is high, move wood piles, lawn chairs & grills away from your home.
<http://bit.ly/FWTips> #AZFire #WildfireSafety

(NM) If fire danger is high, move wood piles, lawn chairs & grills away from your home.
<http://bit.ly/FWTips> #NMFire #WildfireSafety

Sat, April 2 - Dragging vehicle tow chains can spark a wildfire. Spark a change, not a wildfire. Learn more at <http://SmokeyBear.com>.

(AZ) Dragging vehicle tow chains can spark a wildfire. Spark a change, not a wildfire.
<http://bit.ly/SecureTowChains> #OneLessSpark #AZFire

(NM) Dragging vehicle tow chains can spark a wildfire. Spark a change, not a wildfire.
<http://bit.ly/SecureTowChains> #OneLessSpark #NMFire

Sat, April 2 – Check your insurance to make sure you're covered for wildfire and flood damage. Visit <http://floodsmart.gov> for more information.

(AZ) Check your insurance to make sure you're covered for wildfire and flood damage.
<http://bit.ly/FloodAfterFire> #AZFire #WildfireSafety

(NM) Check your insurance to make sure you're covered for wildfire and flood damage.
<http://bit.ly/FloodAfterFire> #NMFire #WildfireSafety