



**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, 2014

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 29 – April 4, 2015**. This year's theme is "Where We Live, How We Live, Living with Wildfire." The focus of the week is to increase awareness and to promote actions that reduce the risk from 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, bookmarks, DVDs, door hangers, stickers, and an interactive Firewise Challenge Exhibit Kit) from <http://firewise.org/catalog.aspx>. Please order in advance to allow 7-10 business days for delivery. A variety of wildfire prevention materials are available to local, state, tribal and federal partners to purchase purchase from <http://www.symbols.gov>.

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

Chair, Southwest Coordinating Group

SOUTHWEST WILDFIRE AWARENESS WEEK

MARCH 29 – APRIL 4, 2015

**WHERE WE LIVE, HOW WE LIVE...
LIVING WITH WILDFIRE**



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/campaignLandingPage.do?name=WildfirePrevention&id=76&view=2&fr=1&sortBy=distributionDate>

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>
 - USFA Wildfire... Are You Prepared? Web Banner Ad - <http://www.usfa.fema.gov/notices/ads.shtm>
 - CDC Wildfire Preparedness and Response PSAs - <http://www.bt.cdc.gov/disasters/wildfires/psa/>
- **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.youtube.com/user/ReadySetGoProgram?feature=watch>

SAMPLE DAILY THEMES & TWITTER MESSAGES

Sun, March 29 - One Less Spark = One Less Wildfire. Take Smokey Bear's Wildfire Prevention Pledge at SmokeyBear.com

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

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

Sun, March 29 – Wildfire season is here. Prepare. Protect. Prevail. Get Fire Adapted now at Fireadapted.org.

(AZ) Wildfire season is here. Prepare. Protect. Prevail. <http://bit.ly/FACEmber> Get #FireAdapted now at <http://FireAdapted.org> #AZFire

(NM) Wildfire season is here. Prepare. Protect. Prevail. <http://bit.ly/FACEmber> Get #FireAdapted now at <http://FireAdapted.org> #NMFire

Mon, March 30 – Never throw a cigarette out the window of a vehicle. Use your ashtray to prevent wildfires. Learn more at SmokeyBear.com.

(AZ) #OneLessSpark Never throw a cigarette out the window of a vehicle. Use your ashtray to prevent wildfires. <http://bit.ly/CigarettePSA> #AZFire

(NM) #OneLessSpark Never throw a cigarette out the window of a vehicle. Use your ashtray to prevent wildfires. <http://bit.ly/CigarettePSA> #NMFire

Mon, March 30 –Ready, Set, Go! Create a Wildfire Action Plan for Your Home. Learn more at <http://www.wildlandfirersg.org/>.

(AZ) Ready, Set, Go! <http://bit.ly/RSGVideo> Create a Wildfire Action Plan for Your Home today. <http://bit.ly/AZRSG> #AZFire #FireAdapted

(NM) The Ready, Set, Go! <http://bit.ly/RSGVideo> Create a Wildfire Action Plan for Your Home. <http://bit.ly/RSGNM> #NMFire #FireAdapted

Tues, April 31 – Maintain your spark arrestor and don't run power equipment on windy days. Learn more at SmokeyBear.com.

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

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

Tues, April 31 –It's not if, but when the next wildfire will threaten your community. Learn how to get Fire Adapted at FireAdapted.org.

(AZ) It's not if, but when the next wildfire will threaten your community. Learn how to get #FireAdapted <http://bit.ly/FuelPSA> #AZFire

(NM) It's not if, but when the next wildfire will threaten your community. Learn how to get #FireAdapted <http://bit.ly/FuelPSA> #NMFire

Wed, April 1 – Never park your vehicle over dead grass, your catalytic converter can ignite the fuels and start a fire. Learn more at SmokeyBear.com.

(AZ) #OneLessSpark Never park your vehicle over dead grass, your catalytic converter can start a fire <http://bit.ly/SmokeyTips> #AZFire

(NM) #OneLessSpark Never park your vehicle over dead grass, your catalytic converter can start a fire <http://bit.ly/SmokeyTips> #NMFire

Wed, April 1 – Protect your home from wildfire. Remove leaves and pine needles from your roof, gutters & deck. Learn more at Firewise.org.

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

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

Thurs, April 2 – 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 SmokeyBear.com.

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

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

Thurs, April 2 – Where We Live, How We Live...Living with Wildfire in the Southwest. Learn more at FireAdapted.org.

(AZ) #FireAdapted Where We Live, How We Live... Living with Wildfire in the SW - A homeowner's guide for Arizona <http://bit.ly/LWWAZ> #AZFire

(NM) #FireAdapted Where We Live, How We Live... Living with Wildfire in the SW - A homeowner's guide for New Mexico <http://bit.ly/LWW-NM> #NMFire

Fri, April 3 – Know before you go. Check current fire information and restrictions at wildlandfire.AZ.gov or NMFireInfo.com or call 1-877-864-6985

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

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

Fri, April 3 – If fire danger is high, move items that will burn like wood piles, lawn chairs & grills away from your home. Learn more at Firewise.org

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

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

Sat, April 4 - Don't burn debris on windy days. Compost, chip or shred instead. Learn more at SmokeyBear.com.

(AZ) #OneLessSpark Don't burn debris on windy days. Compost, chip or shred instead. <http://bit.ly/DebrisBurning>
#AZFire

(NM) #OneLessSpark Don't burn debris on windy days. Compost, chip or shred instead. <http://bit.ly/DebrisBurning>
#NMFire

**Sat, April 4 – Check your homeowners insurance to make sure you're covered for wildfire and flood damage.
Visit <http://floodsmart.gov> for more information.**

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

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