



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



Date: March 9, 2018
To: Wildfire Prevention and Preparedness Stakeholders
From: Southwest Information and Prevention Committee
Subject: Southwest Wildfire Awareness Week – March 25-31, 2018

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 25-31, 2018**. This year's theme is **"Wildfire: It's not a matter of if, but when. Prepare now."** The focus of the week is to promote actions that prevent human caused wildfire and 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. 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 #SouthwestWildfireAwarenessWeek and #AZFire or #NMFire) throughout the week.

This is also a good opportunity to start planning for National Wildfire Community Preparedness Day on May 5, 2018. Learn more at <https://www.nfpa.org/Public-Education/Campaigns/National-Wildfire-Community-Preparedness-Day>.

You can order many free Firewise USA™ outreach materials (including brochures, posters, and DVDs) from <https://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 handwritten signature in blue ink, appearing to read "Dale Glenmore", written over a horizontal line.

Dale Glenmore
Chair, Southwest Coordinating Group

**SOUTHWEST WILDFIRE
AWARENESS WEEK
MARCH 25 - 31, 2018**



**WILDFIRE:
IT'S NOT A MATTER OF IF,
BUT WHEN. PREPARE NOW**

OUTREACH TOOLKIT

FIRE PREVENTION

- **AZ Prevention Resources** - http://wildlandfire.az.gov/prevention_news.asp
- **New Mexico Prevention Resources** - <https://nmfireinfo.com/links/outdoor-fire-safety/>
- **Smokey Bear** - <https://www.SmokeyBear.com>
 - Smokey Bear Videos - <https://www.youtube.com/user/Smokeybear/videos>
- **Wildfire Prevention PSAs** - https://www.psacentral.org/campaign/Wildfire_Prevention

FIRE PREPAREDNESS

- **Arizona Preparedness Resources** - <http://wildlandfire.az.gov/links.asp#Firewise>
- **New Mexico Preparedness Resources** - <https://nmfireinfo.com/information/before-a-wildfire/>
- **Firewise USA™** – <http://www.firewise.org>
 - NFPA Wildfire Safety Video Playlist - <https://www.youtube.com/watch?v=t6jV-gM9EwQ&list=PL788EB45BE4B06056>
- **Fire Adapted Communities** - <https://fireadaptednetwork.org/>
- **Ready, Set, Go!** - <http://www.wildlandfirersg.org/>
 - Ready, Set, Go Resources and Tools: <http://www.wildlandfirersg.org/Explore/Resources-and-Tools>
 - Arizona Ready, Set, Go! Resources - <https://ein.az.gov/ready-set-go>
- **Ready.gov Wildfire Safety** - <https://www.ready.gov/wildfires>
 - Wildfire Safety Social Media Toolkit <https://www.ready.gov/wildfire-toolkit>
- **U.S. Fire Administration Wildfire Safety Outreach Materials** - <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>

SAMPLE DAILY THEMES & TWITTER MESSAGES

Sun, March 25 – Learn before you burn waste and debris. Learn more at <https://smokeybear.com/en/prevention-how-tos/backyard-debris-burning>.

(AZ) Learn before you burn waste and debris. <https://goo.gl/EuhVtx> Check weather & local regulations. Only burn natural materials & vegetation. Look up, down, & around for a clear area. Don't walk away until it's out cold! #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Learn before you burn waste and debris. <https://goo.gl/EuhVtx> Check weather & local regulations. Only burn natural materials & vegetation. Look up, down, & around for a clear area. Don't walk away until it's out cold! #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek

Sun, March 25 – Create defensible space to improve your home's chance of surviving a wildfire and to help protect the firefighters defending your home. Learn more at <https://Firewise.org>.

(AZ) Wildfires are never out of season. Create defensible space to improve your home's chance of surviving a wildfire and to help protect the firefighters defending your home. <https://ein.az.gov/ready-set-go> #WildfireSafety #ReadySetGoAZ #AZFire #SouthwestWildfireAwarenessWeek

(NMFire) Wildfires are never out of season. Create defensible space to improve your home's chance of surviving a wildfire and to help protect the firefighters defending your home. <https://goo.gl/bSz9z5> #WildfireSafety #ReadySetGoNM #NMFire #SouthwestWildfireAwarenessWeek

Mon, March 26 – It is illegal to fly drones near wildfires. Recreational drones near wildfires are not safe. They put firefighters, residents & homes at risk. Learn more at <https://www.nifc.gov/drones/>.

(AZ) It is illegal to fly drones near wildfires. Recreational drones near wildfires are not safe. They put firefighters, residents & homes at risk. <https://www.nifc.gov/drones/> #WildfireSafety #IfYouFlyWeCant #NoDroneZonesInFireZones #SouthwestWildfireAwarenessWeek #AZFire

(NM) It is illegal to fly drones near wildfires. Recreational drones near wildfires are not safe. They put firefighters, residents & homes at risk. <https://www.nifc.gov/drones/> #WildfireSafety #IfYouFlyWeCant #NoDroneZonesInFireZones #SouthwestWildfireAwarenessWeek #NMFire

Mon, March 26 – Ready, Set, Go! It's not if, but when the next wildfire will occur. Prepare now. Learn more at <http://www.wildlandfirersg.org/>.

(AZ) It's not if, but when the next wildfire will occur. #PrepareNow for #AZFire season <https://ein.az.gov/ready-set-go> #WildfireSafety #ReadySetGoAZ #AZFire #SouthwestWildfireAwarenessWeek

(NM) It's not if, but when the next wildfire will occur. #PrepareNow for #NMFire season. <https://goo.gl/ZZZy2k> #WildfireSafety #ReadySetGoNM #SouthwestWildfireAwarenessWeek

Tues, March 27 – 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> #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

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

Tues, March 27 – What can you do in one day to be safer from wildfire? A lot! Plan a project this weekend. Learn more at <https://Firewise.org>.

(AZ) What can you do in one day to be safer from wildfire? A lot! Plan a project this weekend.
<https://goo.gl/7Xpjr7> #AZFire #WildfireSafety #ReadySetGoAZ #SouthwestWildfireAwarenessWeek

(NM) What can you do in one day to be safer from wildfire? A lot! Plan a project this weekend.
<https://goo.gl/7Xpjr7> #WildfireSafety #NMFire #ReadySetGoNM #SouthwestWildfireAwarenessWeek

Wed, March 28 - 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> #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

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

Wed, March 28 – Protect your home from wildfire. Remove leaves and pine needles from your roof, gutters & deck. Learn more at <https://Firewise.org>.

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

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

Thurs, March 29 – Make it a point to know the regulations and rules related to shooting in areas experiencing dry and hot conditions. Learn more at <https://www.nssf.org/safety/wildfire-prevention/>.

(AZ) Make it a point to know the regulations and rules related to shooting in areas experiencing hot, dry conditions. <https://goo.gl/zmqQM3> #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Make it a point to know the regulations and rules related to shooting in areas experiencing hot, dry conditions. <https://goo.gl/zmqQM3> #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek

Thurs March 29 - 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 #PreventWildfires #ReadySetGoAZ #SouthwestWildfireAwarenessWeek

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

Fri, March 30 – 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.
<https://goo.gl/kCkMQH> #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Maintain your spark arrestor and don't run power equipment on windy days.
<https://goo.gl/kCkMQH> #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek

Fri, March 30 – If fire danger is high, move items that will burn like wood piles, lawn chairs & grills away from your home. Learn more at <https://Firewise.org>.

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

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

Sat, March 31 - Secure vehicle tow chains so they don't drag and create a spark. One less spark means one less wildfire. Learn more at <http://www.smokeybear.com/debris-burning.asp>,

(AZ) Secure vehicle tow chains so they don't drag and create a spark. #OneLessSpark means one less wildfire.
<https://goo.gl/AAVi1L> #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Secure vehicle tow chains so they don't drag and create a spark. #OneLessSpark means one less wildfire.
<https://goo.gl/AAVi1L> #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek

Sat, March 31 – Check your insurance to make sure you're covered for wildfire and flood damage. Visit <https://www.fema.gov/wildfires-you-need-flood-insurance> for more information.

(AZ) After a wildfire, the flood risk increases significantly. Most standard homeowners' and renters' policies do not cover flood damage. Reduce your risk with flood insurance. <https://goo.gl/KLfzvm> #AZFire #WildfireSafety #ReadySetGoAZ #SouthwestWildfireAwarenessWeek

(NM) After a wildfire, the flood risk increases significantly. Most standard homeowners' and renters' policies do not cover flood damage. Reduce your risk with flood insurance. <https://goo.gl/KLfzvm> #NMFire #WildfireSafety #ReadySetGoNM #SouthwestWildfireAwarenessWeek
