## Key Messages

<table>
<thead>
<tr>
<th>What</th>
<th>Customize</th>
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<tbody>
<tr>
<td>The wildland urban interface (WUI) is the area where structures and other human development meet with undeveloped land and/or vegetative fuels.</td>
<td>• Describe areas of wildland urban interface in your community</td>
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<td>Wildland fire happens, be ready. People who live in fire-prone areas assume a certain level of risk and responsibility. People can live compatibly with fire, if aware of and prepared for local fire conditions.</td>
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<td>A principal reason for the escalating cost of wildland firefighting is the growing number of homes being built in the wildland urban interface.</td>
<td>• Discuss fire history, fire danger, and community emergency response capability.</td>
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| Successfully mitigating the consequences of fires in the wildland urban interface requires special attention to the issues of community development, social behavior, environmental consequences, and public safety policy. | • Social–human behavior.  
• Political–policy and decision making.  
• Ecological–natural environment.  
• Emergency Management–preparation and capability.  
• Community preparedness–fire resistant materials, defensible space. |
Consider the following tips while communicating with your audience

• **Provide additional, local detail to ensure the messages touch audiences in a relevant, credible way.** (Example: In our community wildfires occur every year, annually wildfires burn xx homes in our area).

• **Messages should motivate the audiences to act on what they learned.** (Example: Research shows that how the house is built, the characteristics of the adjacent vegetation, and routine maintenance often determine which homes burn and which survive.)

• **Categorizing the messages by what, why and how will help you recall the message.** (Example: (What) Protect your home from wildfire. (Why) Take personal responsibility to reduce risk. (How) Fire resistant building materials, vegetation clearance, evacuation plan.)

**Information Sources**

- **Firewise**
  http://www.firewise.org/

- **Ready, Set, Go**
  http://www.wildlandfirersg.org/

- **Living With Fire**
  http://www.livingwithfire.info/

- **National Wildfire Coordinating Group**
  http://www.nwcg.gov/

- **Take Responsibility**
  http://takeresponsibility.cafirealliance.com/

- **National Interagency Fire Center, Prevention/ Education**
  http://www.nifc.gov/prevEdu/prevEdu_main.html

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