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**

- Ready, Set, Go: [http://www.wildlandfirersg.org/](http://www.wildlandfirersg.org/)

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### Information Sources

- **Firewise**
  - http://www.firewise.org/
  - http://www.nwcg.gov/
- **Ready, Set, Go**
  - Take Responsibility
  - http://takeresponsibility.cafirealliance.com/
- **Living With Fire**
  - National Interagency Fire Center, Prevention/ Education

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