

Wildland Urban Interface Key Messages

National Wildfire Coordinating Group



	Key Messages	Customize
What	<p>The wildland urban interface (WUI) is the area where structures and other human development meet with undeveloped land and/or vegetative fuels.</p> <p>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.</p>	<ul style="list-style-type: none"> Describe areas of wildland urban interface in your community.
Why	<p>A principal reason for the escalating cost of wildland firefighting is the growing number of homes being built in the wildland urban interface.</p>	<ul style="list-style-type: none"> Discuss fire history, fire danger, and community emergency response capability.
How	<p>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.</p>	<ul style="list-style-type: none"> Social—human behavior. Political—policy and decision making. Ecological-natural environment. Emergency Management—preparation and capability. Community preparedness—fire resistant materials, defensible space.

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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/>

Take Responsibility

<http://takeresponsibility.cafirealliance.com/>

Ready, Set, Go

<http://www.wildlandfirersg.org/>

Living With Fire

<http://www.livingwithfire.info/>

National Wildfire Coordinating Group

<http://www.nwccg.gov/>

National Interagency Fire Center, Prevention/Education

http://www.nifc.gov/prevEdu/prevEdu_main.html