

National Wildfire Coordinating Group  
Wildland Fire Education Working Team  
Executive Summary  
October 19-21, 2004  
Fresno, CA

**Team Members in Attendance:**

Maureen Brooks, MD Forest Service  
Bernie Andersen, Kentucky Division of Forestry  
Roberta D'Amico, National Park Service  
Dennis Dupuis, Bureau of Indian Affairs  
Rick Gibson, Oregon Department of Forestry  
Robin Hanford, The Nature Conservancy

**Team alternates in Attendance:**

Jeannette Hartog, Bureau of Land Management/ USFS  
Bill Sweet, US Forest Service

**Guests in Attendance:**

Bill Kaage, FMO Sequoia/Kings NP  
Tom Nichols, FMO Yosemite NP  
Aaron Gelobter, FMO Sequoia NF  
Tony Sarzotti, FMO BLM Bakersfield  
Jody Lyle, FIO Sequoia/Kings NP  
Jan Cutts, PIO Inyo NF  
Debra Schweizer, FIO Yosemite NP  
Debbie Santiago, PIO BLM Bakersfield  
Riley McClellan, Firehouse (NFPET contractor)  
Dan Snow, Fire Prevention Officer San Bernardino NF

**Day One:**

Presentation on **Interagency Fire Management Officer Perspectives on Fire Education** from Sequoia/Kings NP, Yosemite NP, Sequoia NF, BLM Bakersfield Fire Management Officers. An overwhelming positive attitude towards Fire Education was evident throughout the presentations. In addition, it was pointed out that the NWCG National Messages have been helpful in reducing conflict between agencies.

A brief discussion from each FMO on their perspective:

BLM Bakersfield – Through information sharing and workshops, Education as been helpful for public awareness on restrictions, prevention, operations, fuels reduction & prescribed burns.

Sequoia/Kings NP – In the Fire Management plan education is one of the main 8 tools. It is an integral part of the plan. Another positive success has been work with interpretation staff on roving education.

Sequoia NF – One focus and success for NF is the High Desert Communication Team Teaching, a year round education and prevention program. Want to have more work on educating on Fire Use using more prevention people to help with information and education.

Yosemite NP – Strong education has made the transition from suppression to Fire Use and prescribed fire successful. The public is accepting not putting all fire out. Fire ecology message still needs to evolve to develop messages such as smoke and safety. These are key issues they have to address with the public. Early on realized we weren't going to get burning done without education.

**Challenges for Local Fire Education Programs** presented by FMO's and SEKI NP Fire Information Officer, Inyo NF Public Information Officer & BLM Public Affairs Officer. Education needs to be a part of the Fire Management Plan. Need to look at issues in the management plan that need education and actively address those issues and get education involved in the planning.

Challenges discussed:

- Need Common messages for fire use
- Future for Education and fitting into FPA
- Old products/technology is sometimes a barrier
- NWCG training – topics not current
- Forest Health not in line with fire on issues like smoke
- Regional and National levels not in tune
- Prevention Teams limited perception in the field is they are prevention oriented and spin the prevention message only
- Teams don't always understand what the unit needs – both sides need good briefings
- Need a better structured framework and process of how the messages get out – possible utilize FPA here
- Integrating different agencies – progress and challenges exist simultaneously. Proactive efforts on fuels management side saw successes in 03 with many fires managed together but need more ecology related education and continue cooperative work on fire use.

Recommendations to WFEWT:

- Continue getting national level messages out
- Need to develop products that reflect the future – the next generation of education
- Fire Use Education Teams –integrate prevention teams with Fire Use Teams
- Expand Teams to understand and have tools on all critical messages
- More integrated messages coming from the teams
- Air Quality specialists on Teams
- Help educate regional staff
- National level staff work education issues with FPA
- Bring Public Affairs people onto committee

- Bring values into the fold – add a social scientist team member
- Delegate training to local units that teach techniques – still need basic national training
- More proactive education and communication needed on smoke management (ie smoke tactical strategy) and how it interacts with the overall fire management. More education needed for regulators and how actions now may prevent destructive fires in the future. This requires the need to be based on science.
- Key target audience is still interagency
- Another key audience congressional – briefings tied to successes useful
- Suggested Annual themes for development of products for the field
  - Air quality – smoke
  - Public acceptance of Fire Management by targeting social science groups
  - WUI – homeowners understand there are going to be fires and need to be responsible for actions they can take and hopefully it becomes a way of life.
  - More of a general message on issues that are going to hit us 5-10 yrs out.
  - Craft audience specific messages – right message to the right audience is key
  - Consequences of if we don't burn

Client perspective on the **Fire Prevention and Education Team** was presented by Fire Prevention Officer from the San Bernardino NF. He found overwhelming satisfaction with the Prevention Teams. Saw positive community involvement and a successful outcome is their Mobile Education Trailer. Riley McClellan updated group on NFPET statistics.

## **Day Two:**

Dennis presented the new **Fire Messaging PPT** prepared by **Fleishman-Hillard**. Dennis, Robin and Ed will be at the National Firewise Conference and Dennis will be presenting the Role of Fire PPT. Team agreed to review photos and send strong ecosystem representation photos to Robin. Task group also reviewed phase 2 plan with Team.

The task group analyzed and discussed the **Wildland Fire Education Working Team Guides**. It was decided that all products need revision if not discontinued. Bernie and Bill accepted responsibility of managing the revision process for the guides.

Reviewed **Team Charter's** revisions and final version will be distributed post meeting by Rick.

Budget for FY2005 was reviewed by the team. Task groups were on track with assignments.

## **Day Three:**

Yosemite National Park for discussions on Education application in the NP.

**Proposal for future Meetings-**

- January 4-6, 2005 in Denver.
- May 10-12, 2005 in Boise. Parent group also in Boise at this time. Roberta organizing facility.