

USDA Forest Service
Fire and Aviation Management,
Washington Office

National Wildfire Prevention Strategy

December
2021

(First Published March 2021)



VISION: A robust wildfire prevention program that supports a well-trained employee base, and utilizes partnerships, technology and research to integrate wildfire prevention into fire management to reduce human-caused ignitions.

MISSION: Integrate wildfire prevention education, enforcement, engineering and administrative strategies into all aspects of Forest Service fire and land management programs.

CONTENTS

Executive Summary	3
Strategy Intention	4
Background	4
Guiding Values	6
Organizational Chart	6
Partners	8
Wildfire Prevention Strategies	8
National Programmatic Goals	11
Operating Budget	13
Conclusion	14
Appendix A: Three-Year Rolling Work Plan	15

Executive Summary

“Every Forest Service employee has a responsibility to support and to participate in wildfire prevention and mitigation. Each Region, Forest and District must develop and implement wildfire prevention plans.” (FSM 5110.4).

This national wildfire prevention strategy addresses the USDA Forest Service Fire and Aviation Management’s vision of a robust wildfire prevention program that supports a well-trained employee base, and utilizes partnerships, technology and research to integrate wildfire prevention into fire management to reduce human-caused ignitions.

This national-level strategy establishes a national mission and vision, and formally documents guiding principles, goals and objectives. The intent is that Fire and Aviation Management leadership, other directorate areas, and field personnel are aware of these elements and can integrate them into other functional areas and programs-of-work. National-level collaboration is needed to develop wildfire prevention goals and objectives and share knowledge while empowering field units to implement their site-specific wildfire prevention strategies. Wildfire Prevention is about preventing unwanted human-caused wildland ignitions from starting.

Nationally, nine out of ten wildfires are caused by humans and implementing a vigorous, well-supported, intentional wildfire prevention strategy can reduce this statistic. Since the early 1900s the number of wildfires has greatly reduced. According to the April 1958 readers digest article on wildfires, the average in 1942 was over 200,000 wildfires annually. In 2020, the 10-year average is about 60,000. In 2019, the nation experienced weather conditions that assisted with decreasing the number of wildfires on all lands 15% compared to 2018. However, the weather wasn’t the only factor in 2019 that reduced the number of human-caused wildfires. In 2019 there was also a multi-agency, year-long wildfire prevention messaging campaign around Smokey Bear’s 75th birthday celebration. This, as well as traditional wildfire prevention efforts may have contributed to reducing the percentage of those wildfires to 87% caused by humans (Statistics derived from National Interagency Fire Center data).

Successful wildfire prevention requires a plan. The plan must address what is known as “the 3 Es and the A” strategies: Education, Engineering, Enforcement and Administration. Messaging, training, and school programs provide a good foundation for the education strategy. Engineering involves doing inspections and addressing equipment or operations that throw sparks such as chainsaws, powerlines, trains, etc. Enforcement includes patrolling areas, burn bans and fire restrictions, permits, fining and ticketing. The administration element addresses wildfire prevention training, budgets and personnel that can support the implementation of a robust, technology- and science-based wildfire prevention strategy. The intent is to integrate wildfire prevention education, engineering, enforcement and administrative strategies into all aspects of fire and land management programs.

The most difficult question in the wildfire prevention arena is “how many wildfires did you prevent?”. It’s very difficult to measure something that doesn’t happen. The intent of a strategy

is to develop goals and objectives, identify a program of work, and implement, monitor and adjust the actions. This creates the ability to document the success of reducing human-caused wildfires and more importantly, save lives and communities.

This national strategy does not supersede the direction and responsibilities outlined in Forest Service Manuals [3100](#) and [5100](#) or Forest Service Handbook [5109.18](#). The Interagency Standards for Fire and Fire Aviation Operations ([Red Book](#)) also provides a quick reference for wildfire prevention guidelines. Elements from these resources are referenced in this document.

The specific national goals and objectives in this strategy provide guidance for local-level decisions on specific education, engineering, enforcement and administrative wildfire prevention strategies and annual tasks to implement. The identified national-level wildfire prevention program-of-work (Appendix A) is anticipated to be implemented over a three-year period, understanding that other priorities and opportunities will arise as they relate to education, engineering, enforcement and administrative strategies.

Each year this strategy will be reviewed, identifying what was accomplished, removing what is no longer valid, adding new initiatives and rolling the program-of-work to the subsequent years.

Strategy Intention

The purpose of this strategy is to formally present the National Wildfire Prevention and Mitigation Branch Chief's leader's intent to Fire and Aviation Management leadership, and field staff, and partners This Strategy will provide a connection and common thread between the Forest Service Washington Office, Regional Offices, and local units regarding the direction of the national wildfire prevention program. This will improve transparency about national goals and reenergize the priority to integrate wildfire prevention into the USDA Forest Service fire and aviation management and land management programs.

The goals and objectives in this strategy are designed to encourage a cross-discipline approach to wildfire prevention. Tasks will be accomplished in partnership with cooperators, non-government organizations, stakeholders and other federal and state agencies. The structure of this strategy is to present *national* goals, objectives and tasks and allow decision-space at the local level to determine the specific education, engineering, enforcement and administrative wildfire prevention strategies and annual tasks to implement the national objectives.

Background

The foundational doctrine of wildfire prevention is derived from several overarching documents: Forest Service Manuals [3100](#) and [5100](#), Forest Service Handbook [5109.18](#), and the Interagency Standards for Fire and Fire Aviation Operations ([Red Book](#)). This National Wildfire Prevention Strategy describes the current situation of wildfire prevention and how the doctrine is currently integrated into fire management from the Washington Office to the field.

Wildfire prevention in the USDA Forest Service Washington Office is located within the State and Private Forestry Deputy area, Fire and Aviation Management directorate area and Landscapes and Partnerships Assistant Director area. However, wildfire prevention is implemented by fire, public affairs, conservation education, and interpretive services in the field. Without a set structure, there is an inherent complexity of who implements, or is responsible for wildfire prevention.

Wildfire prevention with the USDA Forest Service, started with Gifford Pinchot, the first Forest Service Chief. In his 1905 Use Book for line officers, Pinchot noted that “care with small fires is the best way to prevent large ones.” He instructed line officers to “cheerfully and politely” teach visitors about safe fire use. The early Forest Service took Pinchot’s guidance to heart, and the first few issues of Fire Control Notes featured articles on prevention issues related to incendiary fires, fires started by railroads and powerlines, and accidental ignitions caused by forest visitors and residents.

During World War II, the ethics of fire prevention extended to national security. Beginning in 1942, a Japanese campaign of incendiary balloons and shelling oil fields started forest fires in some Western States. The Japanese attacks raised national awareness that timber supplies were critical to the war effort, and the Forest Service joined The War Advertising Council (now the Ad Council) and the National Association of State Foresters in establishing the Cooperative Forest Fire Prevention (CFFP) Program. The program launched a campaign to make fire prevention a matter of civic pride and patriotism.

The CFFP received permission from Disney to use Bambi in the fire prevention posters for one year. Seeing the success an animal brought to the campaign, Albert Staehle created an anthropomorphized animal character – and Smokey Bear was the result, with August 9, 1944 being his official acceptance (now known as his birthday) as the “spokes-bear” of wildfire prevention. Since Albert Staehle’s original creation, illustrators and artists throughout the decades, most notably Rudy Wendelin, have played crucial roles depicting Smokey Bear.

The campaign’s original catch phrase was “Smokey Says – Care Will Prevent 9 out of 10 Forest Fires.” It then changed in 1947 to say “Remember... Only YOU Can Prevent Forest Fires.” In response to wanting to recognize the difference between unwanted and uncontrolled forest fires from preferred, controlled prescribed fires, as well as a desire to emphasize that fires can happen in any type of wildland, not just forests, the message changed in 2001 to “Only You Can Prevent Wildfires.”

In 1950, a black bear cub was rescued from a fire in Lincoln National Forest in New Mexico. He was named “Smokey” and was brought to the National Zoo in Washington, D.C., and became the living symbol of wildfire prevention until his death in 1976.

Nationally, nearly nine out of ten wildfires are still caused by humans. However, the ten-year average for total number of wildfires has drastically reduced. Concurrently, compared to 1944, three times as many people are now living, working and playing in the wildland urban interface. Thus, it can be stated that wildfire prevention programs, staffing and leadership at the district, forest, regional and national level, is a critical element to the overall fire management program.

Guiding Values

This section reveals the core ideals and principles that Forest Service and Fire and Aviation Management employees uphold and apply to every aspect of wildfire prevention.

Forest Service Values:

- Service. To each other. To the American people. To the planet.
- Interdependence. Of all things. People and nature. Communities and colleagues. The past, present, and future.
- Conservation. Protection when necessary. Preservation when appropriate. Restoration, when needed, and wise management for multiple use and enjoyment always.
- Diversity. People and cultures. Perspectives and ideas. Experiences and ecosystems.
- Safety. In every way: physical, psychological, and social.

The Principles of Forest Service Wildfire Prevention are to:

- Implement all aspects of wildfire prevention (Fire Prevention Education Team assignments, campaign creatives, messages, education programs, restrictions, enforcement, and administrative policies) with a manner of respect and integrity.
- Be guided by the current national fire management initiatives (National Cohesive Strategy for Wildland Fire Management, Shared Stewardship, National Fire Plan, Quadrennial Fire Review) to reduce risk to firefighters, the public and their communities and to reduce suppression costs.
- Collaborate across disciplines.
- Stay true to the intent of wildfire prevention – to reduce unwanted human-caused wildfires.

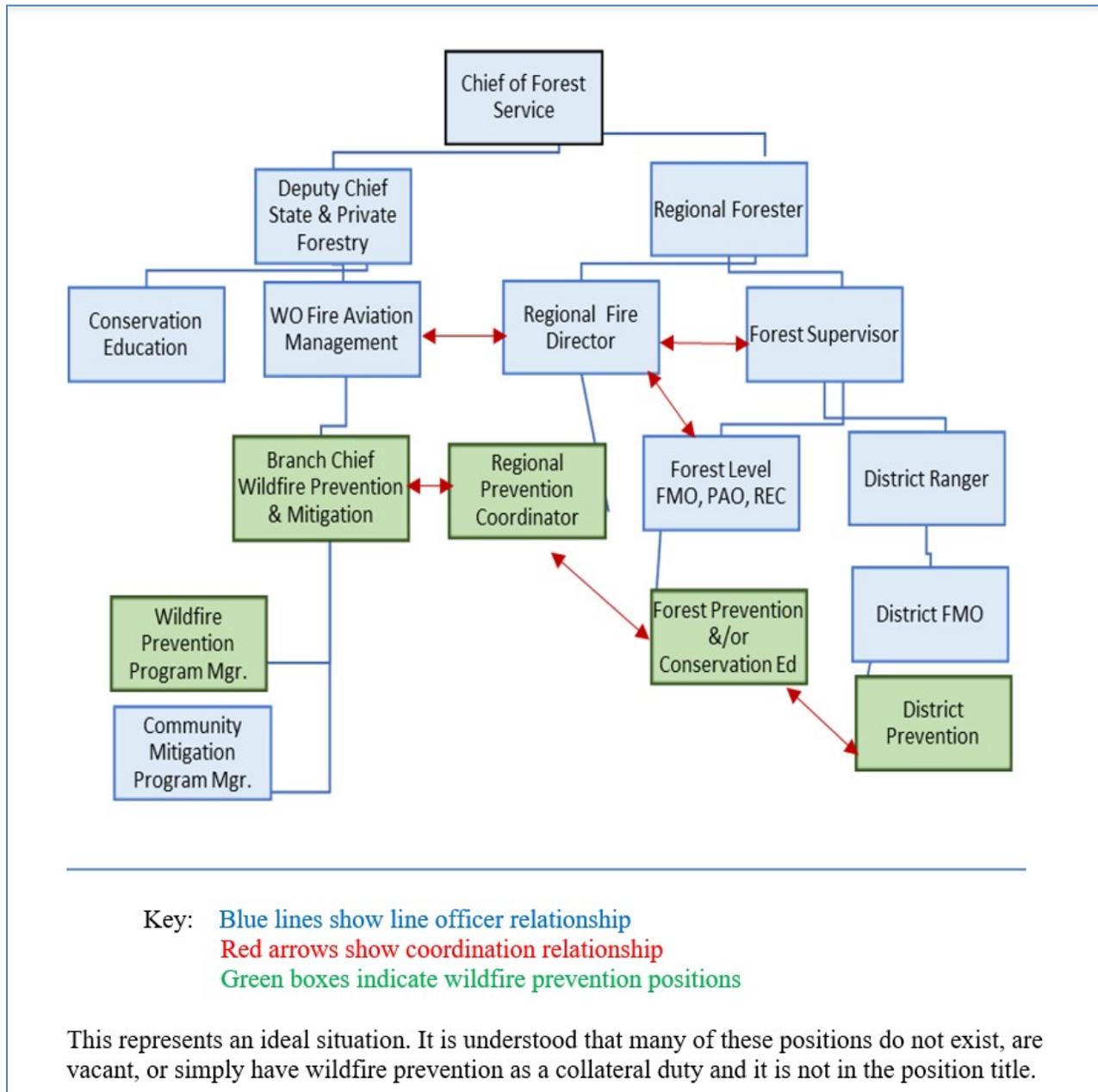
Wildfire prevention vision and mission:

- VISION: A robust wildfire prevention program that supports a well-trained employee base, and utilizes partnerships, technology and research to integrate wildfire prevention into fire management to reduce human-caused ignitions.
- MISSION: Integrate wildfire prevention education, enforcement, engineering and administrative strategies into all aspects of Forest Service fire and land management programs.

Organizational Chart:

Wildfire prevention in the USDA Forest Service Washington Office (WO) is located within the State and Private Forestry Deputy Chief area, Fire and Aviation Management Area, Landscapes and Partnership Deputy Area. Regional wildfire prevention and mitigation positions coordinate with the WO Branch Chief, and assist, guide and communicate with regional and forest fire directors, recreation, law enforcement, public affairs and fire management officers. Many forests currently do not have dedicated prevention or mitigation positions. In several regions, prevention and mitigation work is accomplished through partners and state agencies.

The intent of the organizational chart below is to provide a visual of the typical structure of how wildfire prevention direction is given within the Forest Service. It is understood that organizational structure varies and there are nuances to who implements the program at multiple levels.



Partners

An essential element to a successful wildfire prevention program is long-term relationships created amongst external and internal partners.

“Wildfire prevention planning should be coordinated with cooperators and stakeholders to align with other guiding documents, such as community wildfire protection plans (CWPPs) and the National Cohesive Wildland Fire Management Strategy (Cohesive Strategy)” ([FSM 5109.18](#)).

A few national partners that should be included in wildfire prevention planning are:

- The Ad Council
- The National Association of State Foresters
- The National Wildfire Coordinating Group Communications, Education and Prevention Committee (CEPC)
- The Forest Service Office of Communications, Partnerships Office, Conservation Education Office and Research and Development.
- The USDA Rural Utility Service

Partners on a regional, state or local level will vary however some examples are:

- State forestry agencies
- Geographical Area Coordinating Groups
- Colleges and Universities
- Non-government Organizations e.g. The Nature Conservancy, Forest Guild, etc.

Wildfire Prevention Strategies

Forest Service Manual [FSH 5109.18.10](#) states “that every Region, Forest, and District, implement and update annually a wildfire prevention and mitigation plan consistent with fire and ecosystem management objectives of the unit's land management plan.”

The Wildfire Prevention assessment process carefully addresses risks (potential for ignition), hazards (potential intensity based on topography, fuels and weather), values (potential for loss) and historical fire occurrence data. This analysis informs proposed solutions to wildfire problems that include the three “Es and the A”: Education, Engineering, Enforcement, and Administrative strategies.

The most effective prevention strategies have the proper mix of general actions which develop awareness among a large audience (such as mass media or parades) and Specific Actions (such as inspections, fire-use restrictions and public contacts) which effectively target priority fire causes or target groups in specific locations. ([PMS 455 Wildfire Prevention Strategies](#))

EDUCATION

“The objective of the Education Strategy is to develop effective wildfire prevention and fire education programs and increase public understanding about the role of fire.” ([FSH 5109.18.30](#))
Education Strategies may include:

- Smokey Bear wildfire prevention campaign

- Smokey Bear character appearances
- Youth and adult education programs
- Material development and distribution
- Provide materials and messages in languages for intended audiences
- Symbols Cache management
- Wildfire prevention public service campaigns (One Less Spark, etc.)
- Fire information
- Training (state and federal personnel, volunteer fire departments, partners, environmental educators, recreation and interpretive specialists, etc.)
- High-visibility public contacts: front desk, visitor center, fire prevention patrols
- Mass traditional and social media
- Signing: information boards, electronic Department of Transportation signs, billboards, bus stops, restrooms, and other high-use areas.
- Parades
- Exhibits/displays
- Messaging at sports events

ENGINEERING

“The objective is to reduce wildfire risks, hazards, ignitions, and losses through the development, use, and communication of wildfire prevention standards, procedures, mechanical devices, and technology.” ([FSH 5109.18.40](#))

“Engineering is an activity designed to shield an ignition source or remove the fuel which could ignite from a spark or fire brand” (ref. PMS 455 Wildfire Prevention Strategies).

Engineering Strategies may include:

- Rural utility and electric line collaboration: fire prevention plans, physical inspections, spot checks, hazardous fuel removal, etc.
- Equipment use inspections and restrictions: hoot-owl restrictions, welding spotter guidelines, spark arresters, etc.)
- Train and track inspections, restrictions, and R-O-W clearance
- Campfire building, extinguishing and safety: fire-restriction flags inserted into campfire rings, maintain grates and fire pits, reduce fuel around campfire pits, fuel breaks around campgrounds and recreation sites
- Hazard reduction: around recreation sites, residences, government facilities, roads, etc.
- Residential evaluations
- Land use development and planning: fire-safe practices, community wildfire mitigation and preparedness, etc.

ENFORCEMENT

“The objective of wildfire prevention enforcement is to ensure compliance with Federal, State, and local fire prevention laws, regulations, codes, and standards through an effective enforcement program designed to protect National Forest System lands, visitors to National Forest System lands, and private lands and improvements within and adjacent to National Forest

System lands. Fire investigations provide a foundation for developing well informed wildfire prevention programs by identifying wildfire causes and responsible entities.” [\(FSH 5109.18.50\)](#)
Enforcement strategies may include:

- Fire restrictions
- Public/forest closure orders
- Burn bans
- Enforcement codes and ordinances
- Fire investigation, wildfire origin and cause determination and training
- Spark arrester inspections and warnings
- Inspections
- Permits
- Ticketing and warnings
- Arson dogs
- Arson hotlines
- Neighborhood watch programs
- Patrols

ADMINISTRATION

The objective of wildfire prevention administration is to ensure that personnel, training, and budgets support and maintain the implementation of a robust, technology and science-based wildfire prevention strategy. Administrative strategies may include:

- Fire situational awareness: fire occurrence, fire weather conditions, red flag warnings
- depleted initial attack and other fire response resources, planned large public events, increased chances for ignitions, etc.
- Staffing, patrol and pre-positioning plans
- Documentation (daily logs, contacts, outputs and outcomes)
- Wildfire prevention councils and committees
- Management of, support for and deployment of Fire Prevention Education Teams
- Corporate involvement and partnership agreements to enhance wildfire prevention efforts
- Qualifications and training for fire and non-fire personnel: wildfire prevention NWCG courses, fire investigation, communications, wildfire prevention planning and strategy development, etc.
- Cooperative Fire Prevention Program: Smokey Bear Campaign, Smokey Bear Awards, media tours, long-range planning to advance the wildfire prevention program
- Wildfire prevention planning at all levels from ranger district to Washington headquarters
- Reporting
- Plan monitoring and evaluations

National Programmatic Goals

“The objectives of wildfire prevention and mitigation is the cost-efficient reduction of fire suppression expenditures and damages from unwanted human-caused fires to levels commensurate with resource management objectives and fire management direction.” ([FSM 5110.2](#))

These *national* goals, objectives and tasks allow decision-space at the local level to determine their specific education, engineering, enforcement and administrative wildfire prevention strategies with the annual tasks to implement the national objectives.

These are the five Forest Service’s *national* wildfire prevention goals followed by their objectives and tasks:

Goal I. The wildfire prevention employee base is sustainable, fully staffed and well-trained with positions at all levels of the agency.

Objectives:

- Establish roles and responsibilities of personnel at all agency levels for the delivery of the wildfire prevention program.
- Create professional development standards, position descriptions and career ladders.
- Offer trainings of National Wildfire Coordinating Group (NWCG) sanctioned wildfire prevention courses annually.
- Encourage workshops where prevention, education, and mitigation are in the focus.

Goal II. Wildfire prevention is an integrated (inter- and intra-agency) process.

Objective:

- Initiate actions, which encourage and build interagency and intra-agency cooperation, coordination and communication.

Tasks:

- Conference calls between interagency and intra-agency groups
- Annual regional wildfire prevention coordinator meetings
- Support National Wildfire Coordinating Group
- Plan with partners how to implement your wildfire prevention strategy
- Encourage the development or sharing of information and messaging across agencies.

Goal III. Wildfire prevention plans use the 3Es and A (education, engineering, enforcement, and administration) strategies.

Objective:

- Develop and implement an education strategy

Tasks:

- Review fire causes to create messages that are focused on target audiences.
- Make presentations at annual meetings and conferences.
- Utilize wildfire prevention teacher education materials provided by the Symbols Cache.

- Promote and participate in the national Smokey Bear awards program and wildfire prevention campaign.

Objective:

- Develop and implement an engineering strategy

Tasks:

- Collaborate with Forest Service Lands, Engineering, Wildfire Mitigation and Fuels staff on R-O-W special use permits, hazardous fuels management, construction design and wildfire prevention on power lines, railroads, roadways, developed recreation sites, and places of concentrated public use and population.
- Work with partners and universities on wildfire prevention engineering.
- Participate in interagency teams that address fuels reduction, wildfire prevention and research behind reducing powerline and railroad-caused wildfires.
- Ensure campfire engineering techniques are part of facility reviews and fuel brakes around campgrounds, fire pit grates and rings are maintained.
- Attend and present at rural utility and cooperating agency conferences.

Objective:

- Develop and implement an enforcement strategy

Tasks:

- Prevention staff coordinate with law enforcement, forest fire staff and Office of General Council to establish pre-season fire restriction and fire use plans.
- Work with partners regarding fire restrictions: shooting community, local jurisdictions, game wardens, etc.
- Determine fire origin and cause for tracking and program development.
- Collaborate pre-wildfire season with law enforcement, Forest Protection Officers, Fire Prevention Patrols, etc.

Objective:

- Develop and implement an administration strategy

Tasks:

- Establish work groups as needed to develop wildfire prevention plans. Establish regionwide guidelines for wildfire prevention planning. Wildfire Prevention plans are developed and approved by the Forest Supervisor as a component of Spatial Fire Planning and the Fire Management Reference System (FMRS) and district rangers implement wildfire prevention plans. ([FSH 5110.42](#)).
- Follow policy established in [FSH 5109.18.10](#) for the Framework, Development and Plan Outline of the wildfire prevention plans.
- Wildfire prevention staff annually review wildfire prevention plans to ensure the four strategies of Education, Engineering, Enforcement and Administration are addressed.
- Incorporate wildfire prevention into forest preparedness reviews.
- Utilize National Fire Prevention and Education Teams (FPETs) as a standard National Fire Resource.
- Take advantage of other forums (websites, meetings, virtual trainings) to make presentations about wildfire prevention and FPETs.

Goal IV. Wildfire prevention is driven and supported by scientific research.

Objective:

- Encourage research and technology transfer so that wildfire prevention can be based on the best science, including social science.

Tasks:

- Sponsor research and apply social science to the overall strategy to modify human behavior.
- Document and communicate rates of return on mitigation and prevention investments.
- Utilize programmatic effectiveness research, monitoring strategy baselines and accountability measures.
- Determine the need for additional research on society and fire issues (shooting research, value of wildfire prevention, etc.)
- Utilize technology and systems such as Wildfire Prevention and Spatial Assessment Strategies and National Fire Danger Rating System and current data to develop wildfire prevention plans and strategies.

Goal V. Wildfire prevention is integrated into all fire management functions.

Objective:

- Integrate wildland fire prevention, education, and mitigation as a key element in the national, regional and forest level wildland fire budgeting process (e.g. create a wildland fire prevention specific budget line item if possible).

Tasks:

- Attend relevant meetings and webinars for awareness and opportunity to promote and communicate wildfire prevention.
- Develop briefing papers for line officers annually that demonstrate the requirements and results of wildfire prevention (wildfire prevention plans, etc.)
- Make presentations at fire meetings (i.e. Incident Management Team, Fire Director, Fire Chief, Fire Management Officers, etc.) about national wildfire prevention programs and strategies.
- Provide input into newsletters, department updates and prevention posts that convey opportunities, deployments of FPETs and success in wildfire prevention.

Operating Budget

Wildfire Prevention does not have a specific Budget Line Item (BLI) and typically falls within the wildfire preparedness (WFPR) funds and State and Private Cooperative Fire (SPCF) allocation. However national wildfire prevention events such as attendance in the Macy's Thanksgiving Day Parade, the Tournament of Roses Parade and education products such as the Highlights Magazine insert and the Smokey Bear Big Flip Book, can be financed by the Smokey Bear Royalties Permanent Account funds which are non-appropriated dollars.

In Forest Service regions funding for wildfire prevention is primarily split between wildfire preparedness and cooperative fire funds. Regions typically have a robust Fire Preparedness account and should incorporate their wildfire prevention program of work into this BLI's project work plans. Some forests support wildfire prevention through public affairs, recreation and/or conservation education program area funding. Unfortunately, this means many local units are working with funds that are typically identified for other program priorities and "collateral" wildfire prevention efforts are minimally supported. A resolution to this challenge is formal regional- or forest-level wildfire prevention strategies that identify needs and support funding requests.

Conclusion

Wildfire prevention is everyone's responsibility, throughout the year. It is more than just posters, parades and Smokey Bear messaging through traditional methods of outreach when the summer fire season rolls around. It includes year-round education, engineering, enforcement and administrative strategies regarding personal responsibility with fire and the importance of reducing unwanted ignitions. Pre-planning for personnel, budgets, partnerships and tiering to this national strategy is crucial for success.

Practitioners of wildfire prevention must think outside the box, analyze the past, and be innovative in our future efforts to effectively incorporate wildfire prevention into a community culture of adaptation to wildland fire.

Appendix A
National Wildfire Prevention and Mitigation Branch
Three-Year Rolling Program of Work

The following tasks for implementation or leadership by the Washington Office Wildfire Prevention and Mitigation Branch are identified to work toward the five national wildfire prevention goals. It is understood that budgets, timelines and other priorities will dictate the feasibility of these proposed tasks.

Goal I. The wildfire prevention employee base is sustainable, fully staffed, and well-trained with positions at all levels of the agency.

Fiscal Year 2022

- Support and assist with insuring the proposed increased staffing for the Washington Office Wildfire Prevention and Community Mitigation Branch (WP and CM) is executed.
- Using the FS's national qualitative risk assessment data, large population centers and historical fire occurrence data to estimate the number of new positions that we would need to adequately build the prevention infrastructure in the regions and forests.
- Ensure career path development task force stays on task and completes gap analysis of wildfire prevention positions. Implement the career-path opportunities identified in this working team's plan.
- Identify or develop PDs and standard elements that will be useful for the proposed increase hiring in wildfire prevention and community mitigation positions.
- Provide NWCG wildfire prevention trainings according to geographic area training needs analysis.
- Track and promote research done on wildfire prevention efficacy through Joint Fire Sciences grant.
- Assist with and present at NWCG CEPC FPET webinar.
- Institutionalize WPSAPS as the Forest Service wildfire prevention planning tool.
- Co-host the annual wildfire prevention conference/workshop with the NASF.

Fiscal Year 2023

- Establish and support regional and forest-level wildfire prevention and community mitigation positions determined by the data assessment completed in FY2022.
- Plan for and manage staffing changes in the WP and CM Branch.
- Possibly receive funding from NWCG to manage P-101 rewrite.
- Co-host the annual wildfire prevention conference/workshop with the NASF.
- Continue to create PDs and positions that will implement the desired career paths.
- Assist with and present at NWCG CEPC FPET webinar.

Fiscal Year 2024

- Assist with a national wildfire prevention workshop.
- Assist with and present at NWCG CEPC FPET webinar.

Goal II. Wildfire prevention is an integrated (inter- and intra-agency) process.

Fiscal Year 2022

- Fill Wildfire Prevention and Mitigation Branch Chief position after Beavans retirement.
- Wildfire Prevention and Mitigation Branch Chief possibly serve as co-chair of the [NWCG CEPC](#).
- Hold a regional fire prevention coordinators meeting.
- Conduct quarterly CFFP meetings.
- NWCG FPET Subcommittee (SC) hosts a FPET webinar with participation from Forest Service wildfireprevention specialists.
- Enhance interagency FPET coordination to bolster support across geographic areas.
- Encourage and assist with NWCG CEPC FPET SC to update Prevention Education Team Leader (PETL), Member (PETM) and FPET Host Agency guides andhandbooks.
- FPET management resolved with possible assignment to a National Interagency Coordination Center, a contractor, a coordinator position, or other solution.
- Develop wildfire prevention webpages on both the internal and external Forest Service websites that provide information for practitioners, the public and partners about resources, interagency campaign materials, messaging and other items.
- Utilize interagency, interdisciplinary, and inter-programmatic Learning Networks to highlight successes and barriers.

Fiscal Year 2023

- Wildfire Prevention and Mitigation Branch Chief possibly serve as chair of the [NWCG CEPC](#).
- Hold an annual regional fire prevention coordinators meeting.
- Conduct quarterly CFFP meetings.
- NWCG FPET SC hosts a FPET webinar with participation from Forest Service fire directorsharing success of utilizing a team.
- Update and maintain the wildfire prevention webpages on both the internal and external Forest Service websites that provide information for practitioners, the public and partners about resources, interagency campaign materials, messaging and other items.
- Utilize interagency, interdisciplinary, and inter-programmatic Learning Networks to highlight successes and barriers

Fiscal Year 2024

- If Wildfire Prevention and Mitigation Branch Chief is chair of the NWCG CEPC, continue this for this second year of a 2-year term.
- Hold an annual regional fire prevention coordinators meeting.
- Conduct quarterly CFFP meetings.
- NWCG FPET SC hosts an FPET webinar with participation from Forest Service fire director sharing success of utilizing a team.
- Update and maintain the wildfire prevention webpages on both the internal and external Forest Service websites that provide information for practitioners, the public and partners about resources, interagency campaign materials, messaging and other items.
- Utilize interagency, interdisciplinary, and inter-programmatic Learning Networks to highlight

successes and barriers

Goal III: Wildfire prevention plans use the 3Es and A (education, engineering, enforcement, and administration) strategies.

Fiscal Year 2022

- **Education:**
 - Support the wildfire prevention Smokey Bear campaign through the Ad Council, incorporating new social media, communication techniques and addressing specific communities and fire-causes. Provide all assets in Spanish.
 - Establish planning team for Smokey Bear's 80th Birthday celebration.
 - Investigate various region's wildfire prevention messages for the "un-housed" and add to FPET digital library or another shareable-resource site.
 - Assist with the Symbols Cache product review.
 - Determine need for and develop additional children's wildfire prevention education

 - Present at national meetings including the national Incident Communications Conference.
 - Manage the Smokey Bear Program:
 - License program - Fully functioning on-line Smokey Bear product approval process. Analyze and manage potential gaps caused by vendors who are terminating license.
 - Symbols Cache funding- Develop additional educational materials for teachers (possibly another Highlights Insert for Smokey's 80th).
 - CFFP campaign development and management
 - Smokey Bear award promotion and management
- **Engineering:**
 - As a member of the Forest Service Energy Sector Team (hazardous fuels, fire ecologists, USDA RUS and NFS forest management and lands), work on solutions to and mitigation of intensity of power line-caused wildfires (e.g., streamline exemptions process during restrictions to allow public utilities to continue critical work).
- **Enforcement:**
 - Support national effort to utilize campfire restriction flags.
 - Continue to support resolution to creating new fire-restrictions website and standardizing a template.
 - Collaborate with law enforcement on sharing wildfire prevention messaging while patrolling.
- **Administration:**
 - Develop a working team to create uniform data collection of wildfire prevention efforts, visitor contacts, etc.
 - Establish budget direction to be included in advice to regions for FY23.
 - Update the Organization Chart and Appendix for the Forest Service National Wildfire Prevention Strategy.
 - Consult with Regional Fire Directors on regional efforts that tier to the National Wildfire Prevention Strategy.

Fiscal Year 2023

- **Education:**
 - Continue to plan for Smokey Bear's 80th birthday celebration.
 - Support the wildfire prevention Smokey Bear campaign through the Ad Council, incorporating new social media, communication techniques and addressing specific communities and fire-causes.
 - Support [Symbols Cache](#) new 80th birthday product development based on last year's review.
 - Distribute and promote children's wildfire prevention education products created last year.
 - Manage the Smokey Bear Program:
 - License program - Fully functioning on-line Smokey Bear product approval process.
 - Symbols Cache funding- Develop additional educational materials for teachers
 - CFFP campaign development and management
 - Smokey Bear award promotion and management
- **Engineering:**
 - Report findings from Joint Fire Science Program studies addressing wildfire prevention techniques for power line-caused wildfires.
 - Create infographic and Briefing Paper on success of FS Energy Sector Team collaboration to reducing wildfire risk related to powerlines.
- **Enforcement:**
 - Increase awareness of standardized template for fire-restrictions website.
 - Collaborate with law enforcement on utilizing the wildfire prevention arson dog program.
- **Administration:**
 - Develop a working team to create uniform data collection of wildfire prevention efforts, visitor contacts, etc.
 - Initiate process of Forest Service Fire Prevention Manual and Handbook updates.
 - Establish budget direction to be included in advice to regions for FY24.
 - Update the Organization Chart and Appendix for the Forest Service National Wildfire Prevention Strategy.
 - Consult with Regional Fire Directors on outcomes of implementing the National Wildfire Prevention Strategy.

Fiscal Year 2024

- **Education:**
 - Implement Smokey Bear's 80th birthday celebration in coordination with the SB 80th Birthday plan created by the Forest Service, Ad Council, CE, Partnerships Office and others.
 - Promote [Symbols Cache](#) new products designed for Smokey's 80th.
 - Manage the Smokey Bear Program:
 - License program
 - Symbols Cache funding
 - CFFP campaign development and management
 - Smokey Bear award promotion and management
- **Engineering:**

- Continue to enhance work of the Energy Sector Tiger Team.
- Enforcement:
 - Expand fire-restrictions website to additional regions and partners.
- Administration:
 - Complete process of Forest Service Fire Prevention Manual and Handbook updates.
 - Establish budget direction to be included in advice to regions for FY25.
 - Update the Organization Chart and Appendix for the Forest Service National Wildfire Prevention Strategy.
 - Consult with Regional Fire Directors on impacts of implementing the National Wildfire Prevention Strategy.

Goal IV: Wildfire prevention is driven and supported by scientific research,

Fiscal Year 2022

- Continue to support NWCG updated fire-cause categories, including a process to facilitate interagency reporting.
- Relook at R6 Fire-occurrence app (Amy Mathie) and/or Beta test R5 fire-occurrence dashboard. If desired to make this a national tool, secure funds and IT agreements.
- Report and publish Joint Fire Sciences findings on effectiveness of Fire Prevention activities and strategies.
- Complete a Gamma test of WPSAPS, if needed, or move into making this the sanctioned wildfire prevention planning tool for the USDA Forest Service.
- Identify research needs in the area of arson-caused wildfires.

Fiscal Year 2023

- Support Research and Development's use of the WPSAPS data to determine the financial value of various wildfire prevention strategies and actions (expanding on Prestemon research findings of 35:1 ratio).
- Establish O&M funds for human-caused spatial app implementation or fire-occurrence dashboard (if previous years determine need and success).
- Continue to collaborate with Joint Fire Science on wildfire prevention studies.

Fiscal Year 2024

- Promote findings from Research and Development's use of the WPSAPS data to determine the financial value of various wildfire prevention strategies and actions
- Promote use of human-caused spatial app implementation or fire-occurrence dashboard.

Goal V. Wildfire prevention is integrated into all fire management functions.

Fiscal Year 2022

- Support NWCG CEPC presentations at national/local IMT meetings about national FPET operations.
- Provide input and encourage participation on FAM or Department briefings when at a national Preparedness Level of 3 or higher.

- Provide input into the Landscapes and Partnership AD area strategy.
- Maintain wildfire prevention input on NIFC website, Greenline, FAM12 calls, etc.
- Support NWCG CEPC FPET sub-committee maintenance of the FPET documentation system on FireNet SharePoint site.
- Work to incorporate WPSAPS, fire restrictions webpage, fire occurrence spatial data/App is incorporated into NFDRs and other FAM decision-making processes.
- Make presentations at national/local IMT meetings about national FPET operations.
- Make presentations to Regional Fire Directors and FAM12 about wildfire prevention advancements.
- Present advancements in wildfire prevention to the state foresters at the NASF annual meeting.

Fiscal Year 2023

- Provide input and encourage participation on FAM or Department briefings when at a national Preparedness Level of 3 or higher.
- Implement elements identified in the L&P AD area strategy.
- Maintain wildfire prevention input on NIFC website, Greenline, FAM12 calls, etc.
- Continue to incorporate wildfire prevention technology into NFDRs and other FAM decision-making processes.
- Support NWCG CEPC presentations at national/local IMT meetings about national FPET operations.
- Make presentations to Regional Fire Directors and FAM12 about wildfire prevention advancements.
- Present advancements in wildfire prevention to the state foresters at the NASF annual meeting.

Fiscal Year 2024

- Continue to provide input and encourage participation on FAM or Department briefings when at a national Preparedness Level of 3 or higher.
- Maintain wildfire prevention input on NIFC website, Greenline, FAM12 calls, etc.
- Continue to incorporate wildfire prevention technology into NFDRs and other FAM decision-making processes.
- Support NWCG CEPC presentations at national/local IMT meetings about national FPET operations.
- Make presentations to Regional Fire Directors and FAM12 about wildfire prevention advancements.
- Present advancements in wildfire prevention to the state foresters at the NASF annual meeting.