



Wildfire Management Communication

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Porto

17th May 2023

A world on fire

Until politicians call a halt, Indonesia's forests will keep burning



Getty Images



**...and then there was
Mr Trump**



“Finns spend a lot of time on raking and cleaning and doing things, and they don’t have any problem.”

Social media was on fire



Arto Aspors
@aspors · [Follow](#)



Not on my watch!
#Rakenews





#rakeAmericagreatagain

#rakenews

#makeAmericarakeagain

etc.

Extensive media interest
- a good communication
opportunity



AND SO...

EFFECTIVE COMMUNICATION BASICS

AUDIENCE

RELATIONSHIPS

CONTEXT

MESSAGING



10 POINTS *for* SUCCESSFUL COMMUNICATION

1. POLITICAL WILL
2. CAPACITY TO COMMUNICATE WELL
3. RESOURCES
4. STRATEGY
5. AIMS AND OBJECTIVES
6. SOLID EVIDENCE
7. UNDERSTAND YOUR STAKEHOLDERS
8. PARTNERSHIPS
9. BE IMAGINATIVE AND CREATIVE
10. PERSEVERE

1



**POLITICAL
WILL**

2



**CAPACITY TO
COMMUNICATE
WELL**

3



RESOURCES

4 | STRATEGY

5



**AIMS AND
OBJECTIVES**

6



**SOLID
EVIDENCE**

7



**UNDERSTAND
YOUR
STAKEHOLDERS**

8



**FORM
PARTNERSHIPS**

9



**BE IMAGINATIVE
AND CREATIVE**

10



PERSEVERE

**AND HOW DOES ALL OF
THIS APPLY TO
WILDLAND FIRE?**

Meeting people where they are

- understanding where someone is emotionally, mentally, and physically
- connecting with and educating people in a channel that they're already frequenting
- using social media to reach different audiences
- using plain language to explain complex topics, or
- conducting community meetings in a language other than English to reach non-native speakers
- working with trusted community leaders to disseminate information or
- tailoring communication strategies to specific cultural practices or traditions

Regional Forest Communicator Networks



**Forest fires regular part of daily business
AND Climate change brings new dynamics**



**OVER 500
FOREST
COMMUNICATORS**

Regional Forest Communicators Networks



Sensing on Forest Fire Prevention Campaigns in all 6 World Regions, covering 21 Countries

WILDFIRE MANAGEMENT COMMUNICATION

Regional Forest Communicator Networks'
Global Sensing Results



U.S. >

Smokey Bear turns 80 and he's burning up social media



USA 1943

Disney loaned 'Bambi'
to US Forest Service
for one year



USA 1944

1st Smokey Bear campaign poster



SMOKEY SAYS—

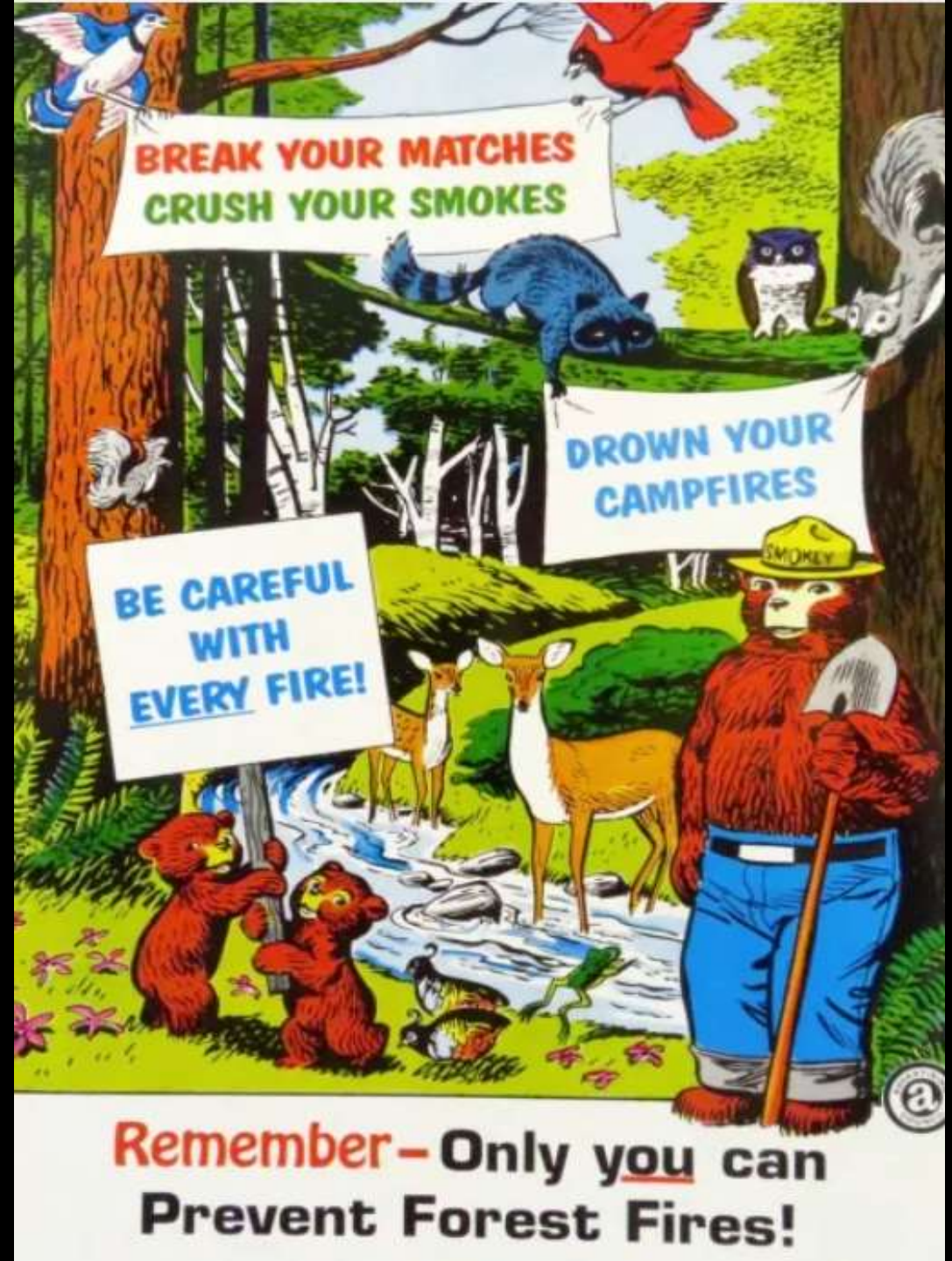
**Care will prevent
9 out of 10 forest fires!**

Only You!

USA 1977

"Only You" -campaign

- Matches
- Cigarettes
- Campfires



The “Only You” approach

- Finger-pointing
- Addressing forest dwellers and visitors
- Shifting responsibility to citizens



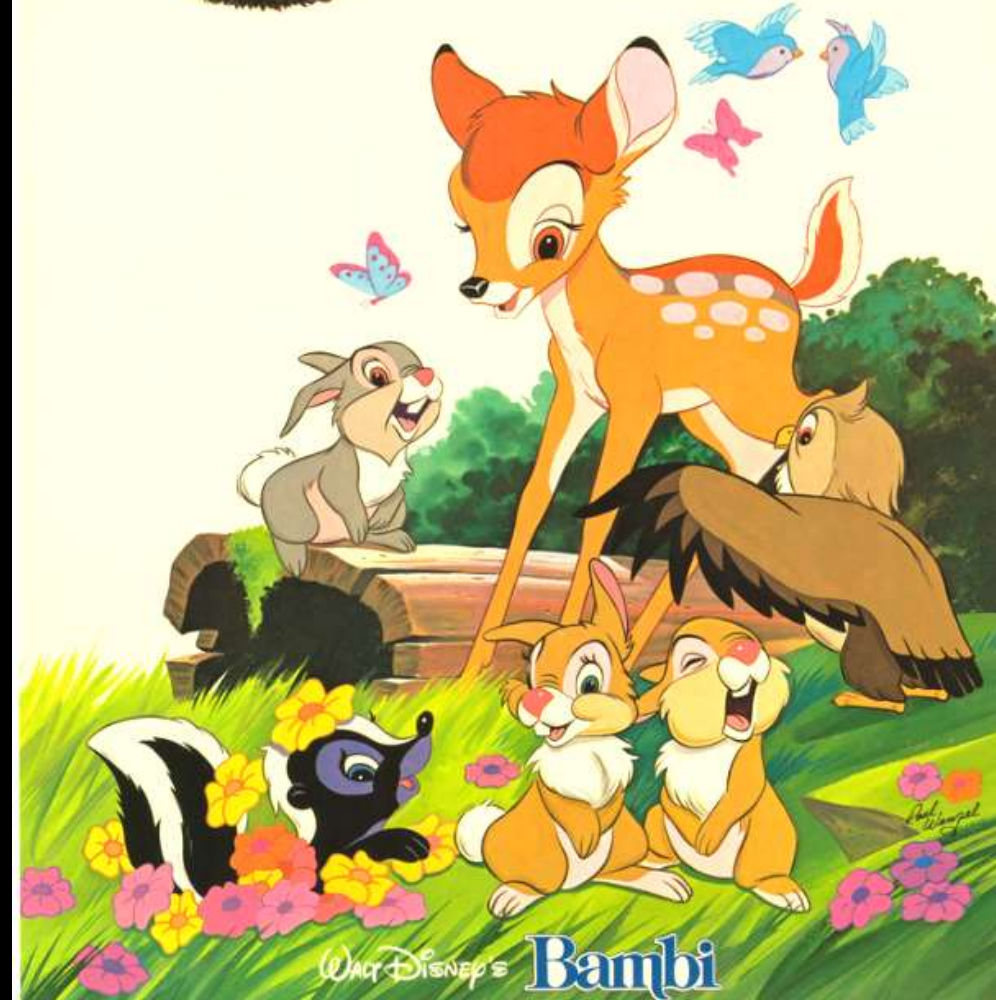
USA 1982

Bambi makes a comeback!

“Only You” has staying power



Only you
can prevent
forest fires.
We can't.



The "Only You" - approach adapts and evolves

Now more
than ever

we need you
to prevent
wildfires

Only you can prevent wildfires.

[LEARN MORE](#)



SMOKEY VIDEOS



Now Playing



Camping with
Assistant Smokey



Isabella Gomez helps
Smokey



Al Roker helps
Smokey Bear

[VIEW MORE PSAS ON YOUTUBE](#)

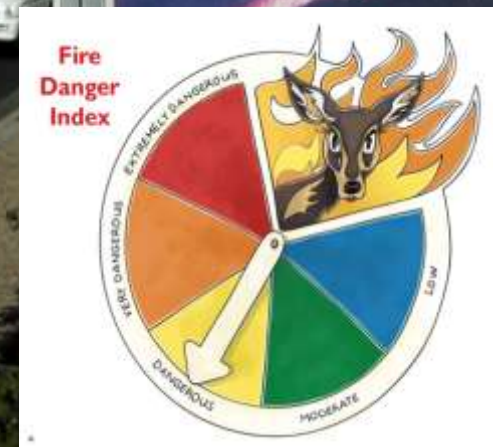
Grilling | Wildfire Prevention | Ad Council

[WATCH NOW](#)

South Africa 1980

- and stays (2015)

The "Only You" approach
spreads to 'Bokkie'



South Africa
2010

Bokkie
Campaign

Don't play
with matches



Japan 2020

The "Only You"
approach
gains even more ground



主催：林野庁
共催：国土交通省、消防庁、環境省
協賛：文部科学省、農林庁、林野庁、
全国森林組合連合会、森林火災防撲滅協会

山火事予防運動実施中
主唱：林野庁・消防庁

ポスターイラスト
兵庫県加古川市立立花中学校2年 田代 舞子
原 浩
愛知県豊田市長倉中中学校2年 立
三浦 悠斗

Scotland/UK 2022

The “Only You” approach



Forestry Commission Scotland
Coimisean na Coilltearachd Alba

A burning issue

Campfires are nice to sit around but they can harm the forest and its wildlife

If you need to have a fire;

- 🔥 Keep it small and controlled
- 🔥 Put it out cold before you go
- 🔥 Try to leave no trace



Tel:

www.forestry.gov.uk/scotland

Argentina: “Seamos responsables”

- In Argentina they **connected the** campaign against forest fires with the importance of native forest and the impacts of climate change.
- The phrase used is: “Seamos responsables”.



<https://youtu.be/8-SmjR97ekQ>

Perú: “Evitar los incendios forestales está en nuestras manos”

- In Peru they have the campaign of prevention against forest fires organized by SERFOR and the Fire Department.
- The slogan is: “Evitar los incendios forestales está en nuestras manos”

Data: Between 2009 and 2018, there were 1087 emergencies related to forest fires. (Source: INDECI)



Education & Awareness

Mediterranean and Middle East

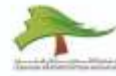
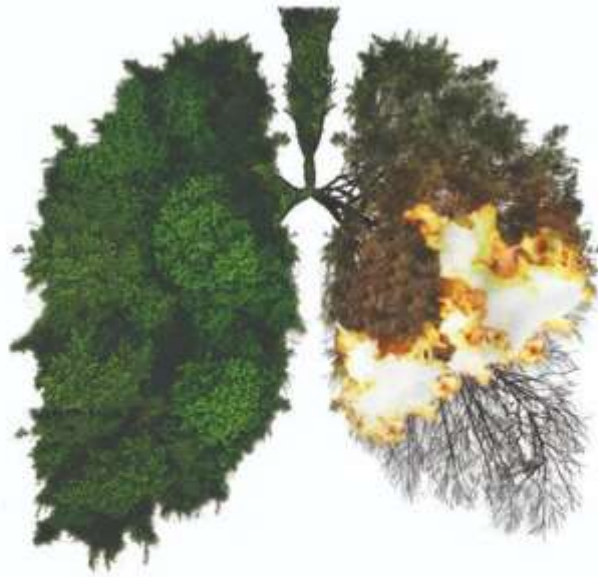


Campaign images 2022



WE LEARN FROM OUR MISTAKES

A MISTAKE TEACHES YOU



Corporation: Sinar Mas “Preventing forest and land fire together”



Pencegahan Kebakaran - PT Sinar Mas ...
smart-tbk.com



Pencegahan Kebakaran - PT Sinar Mas ...
smart-tbk.com



Pencegahan Kebakaran - PT Sinar Mas ...
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tentang pencegahan kebakaran hutan ...
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Pencegahan Kebakaran - PT Sinar Mas ...
smart-tbk.com



Webinar Kampanye Edukasi Pe...
smart-tbk.com



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smart-tbk.com



Mencegah Kebakaran Huta...
sumatra.bisnis.com

<https://www.smart-tbk.com/wp-content/uploads/2020/01/rumbun-dan-sahabat-rimba.pdf?source=fire-prevention-page>

TODAY'S FIRE DANGER



PREVENT WILDFIRES

PUBLIC EDUCATION

Public Education	
Fire causes & risks	-
Top fire causes	+
Regional risks	+
Seasonal fire causes	+
Specific groups at risk	+
Behavioral risks	+
Wildfire	-
Firewise USA®	+
Preparing homes for wildfire	
TakeAction - Teens for Wildfire Safe Communities	+
Wildfire preparedness tips	
International outreach & partnerships	+
Wildfire training and certification	+
Wildfire reports and articles	
Wildfire codes and standards	

[Public Education](#) / [Fire causes & risks](#) / [Wildfire](#) / [Firewise USA®](#)



FIREWISE USA®

RESIDENTS REDUCING WILDFIRE RISKS

Every year, devastating wildfires burn across the United States. At the same time, a growing number of people are living where wildfires are a real risk.

While these fires will continue to happen, there are things you can do to protect your home and neighborhood as well as your family's safety. The Firewise program is here to help you get started.



Prepare your home

Learn what action you can take to make your home safer from wildfire.

Get started

Understand more about the process and help your community get started on its wildfire preparedness journey.

Login to the portal

Create a new Firewise USA® site, complete your annual renewal application, or manage the communities you advise.

Get tips!



Firewise USA Sites of Excellence

In 2019, NFPA began a journey with seven active Firewise USA sites spread across the country, challenging them to improve their resilience to wildfire. The two-year pilot program, Sites of Excellence, was designed to increase participation in active wildfire risk reduction through a focused approach. At the end of the two years these communities showed that big goals of a focused approach are achievable.

[Learn more](#)

Involving Communities

Indonesia: Government-led campaigns



Our Fire Free Future

Bringing communities together to prevent forest fires in South East Asia



- [HOME](#)
- [ABOUT](#)
- [MEMBERS](#)
- [UPDATES](#)
- [CONTACT](#)

Our Fire-Free Future

Every year across Indonesia and Southeast Asia, land fires threaten the environment and communities. The Fire Free Alliance brings together corporations, communities and other stakeholders to support fire prevention and mitigation.

How we are bringing about **change**

Corporation: APRIL's "Fire Free Village program"

The three stages:

Stage 1

- FAC: Fire Aware Community (FAC) is the first stage of the FFVP, allowing fire-free concepts and initiatives to be introduced to new communities through a range of community awareness and engagement activities.
- It is meant to be a powerful motivator to these communities to move into the FFV stage.

Stage 2:

- FFV: Fire Free Village (FFV) focuses on educating, equipping, and supporting villages to adopt no-burn agricultural practices.
- At this stage, participating villages are eligible to receive rewards, if communities are successful at achieving a zero-burn target for the year.
- Communities also receive assistance from APRIL to adopt sustainable agricultural alternatives – such as mechanical land clearing tools – in lieu of fire for land clearing.

APRIL's Fire Free Village program

Stage 3:

- FRC: Fire Resilient Community is the final stage and comprises villages which graduate from the FFV stage of the program after spending two years at that stage.

APRIL 

THE 3 STAGES OF APRIL'S FIRE FREE VILLAGE PROGRAM

Fire Aware Community (FAC)



Community awareness programs to introduce concepts around fire prevention, smoke haze & health, and prepare people for the next phase

A collection of five programs that shift communities away from relying on fire as a land management tool

Fire Free Village (FFV)



Fire Resilient Community (FRC)

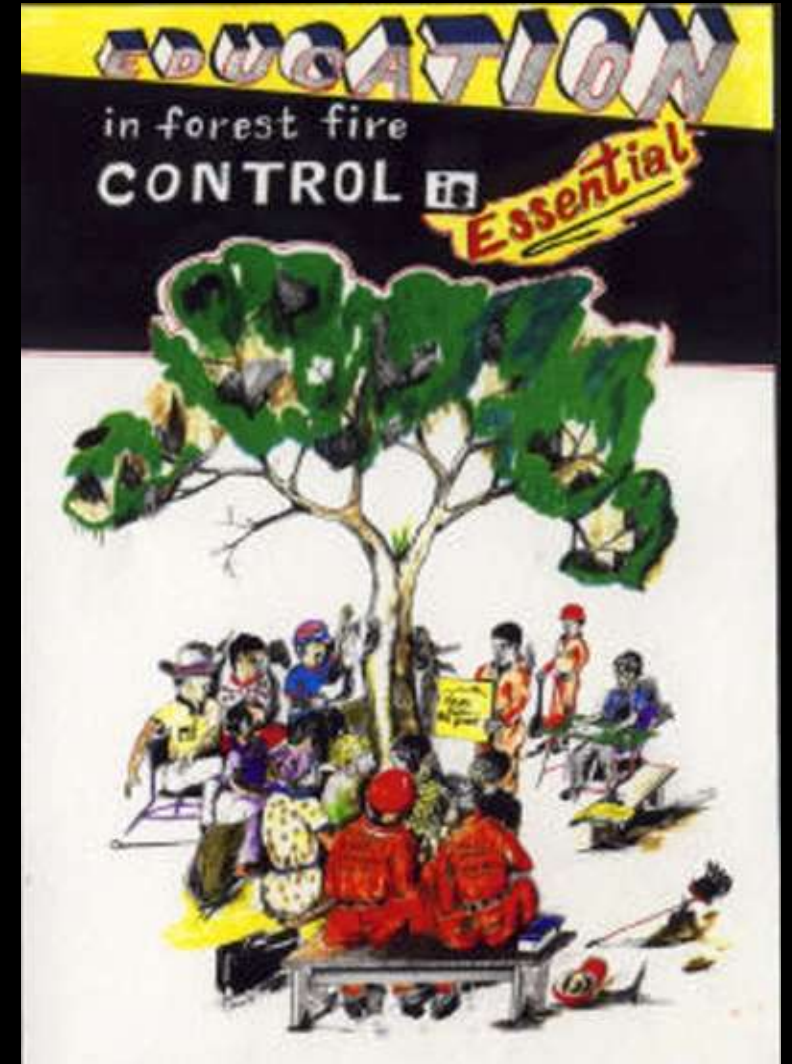


Ongoing engagement with communities who have worked in the FFV project for at least two years

2020

Namibia
'on fire'

Wildfires
in the
Charcoal
Zones



Raising Awareness with Urban Citizens

Indonesia & Malaysia: Stop the Haze Campaign

Global Environment Centre



20 Years of Achievement

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Stop the Haze Campaign



GEC undertakes the initiative to find solutions to avoid peatland forest fire and the haze by working with project partners and networks through APFP - SEApeat project. Funds will be channelled to patrolling of fire-prone peatlands in Southeast Asia, purchase of equipment and supplies to support community fire prevention and control teams, monitoring the activities of forest and oil palm plantations and promoting zero burning. GEC will also be providing regular reports on the haze and fire situation.

[Browse firefighting photos](#)



Malaysia My Right to Haze-Free Air

MY Right to Haze-Free Air



In 1997, we first had our worst case of transboundary haze. Over 20 years later, we are still dealing with air pollution from haze almost yearly.

According to the [Health Ministry of Malaysia](#), the 2019 haze led to a rapid rise in asthma and conjunctivitis cases nationwide.

Now in the middle of the worldwide Covid-19 pandemic that affects our lungs, can we really afford to live through another season of air pollution from domestic and transboundary haze?



Clean and haze-free air is NOT a luxury. It is a BASIC HUMAN RIGHT.

"The smoke was unbearable. We were woken up by the choking stench in the early morning and found the smoke appearing late at night."

Suffering from repeated bouts of local haze pollution from 2010 to 2020 in the Kota Kemuning area, became too much to bear for Dr. Teohay Lim and his family, especially for his elderly diabetic mother-in-law and young daughter.

"My mother-in-law developed lung-cancer. In the end we had no choice but to move out of the area. I made around 2 dozen trips to visit the site of the burning and made

Your stories have an impact!

Empower yourself and others by sharing your stories to show your support for the campaign.

Like Dr. Lim, every voice counts and no matter how big or small, the problems we face can create a greater impact and touch the lives of others when it is shared.

From health issues, to the emotional and financial costs that have carried can inspire change.

Fight for a haze-free Malaysia.

Fight for clean air to be recognised as a basic human right!

Support the campaign by submitting your story of how haze affected you.

Submit your Story / Kongsikan Cerita Anda

Email / Email*

Full Name / Nama Penuh*

Phone Country Code / No. Kod Negara

Local Phone Number / No. Telefon Tempatan

Country / Negara

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Submit

Thailand: #RIGHT2CLEANAIR

<https://www.right2cleanair.com/>

The image shows a screenshot of a website with a dark blue background. On the left, there is a photograph of people's legs and feet walking on a paved surface, with their shadows cast on the ground. The website header includes a globe icon, the text "RIGHT TO CLEAN AIR ROADSHOW", and navigation links: "Roadshow Home", "Learn x Take Action Recordings", a search icon, and a language selector showing the UK flag. A blue "Take Action" button is in the top right. The main content area features the text "#RIGHT2CLEANAIR ROADSHOW LEARN X TAKE ACTION" and "FROM 2.5 TO ZERO" in large white letters. Below this, there is a paragraph of text and a blue button that says "Why Now Is the Time".

RIGHT TO CLEAN AIR ROADSHOW

Roadshow Home Learn x Take Action Recordings ... Q  Take Action

#RIGHT2CLEANAIR
ROADSHOW
LEARN X TAKE ACTION

FROM 2.5
TO ZERO

Did you know that you can support the development of Thailand's first citizen driven Clean Air Act?
More below

Why Now Is the Time



LEARN WHY WE HAVE AN AIR POLLUTION PROBLEM - AND- WHAT YOU CAN DO ABOUT IT!

From August-December 2020 we hosted a "digital roadshow" - a series of online sessions with the authors of the Blue Paper, yet also those working in the space from a creative angle. We heard from entrepreneurs, artists, musicians and others from international organizations. More below. All recordings and summaries are below. The goal is to raise awareness and gain more citizen signatures to support establishment of the first Clean Air Act of it's kind in Thailand.

INHALE AND LEARN

ABOUT THE LEARNING TRACK

In this part of the Roadshow series, that took place from August - December last year, participants gained an understanding of the multiple causes and effects of air pollution as well as what the options are for sustainable solutions- particular in the context of South East Asia. The audience also was equipped to understand the process to drive legislative change as a group of citizens, and have an idea where they may be able to support the work being done.

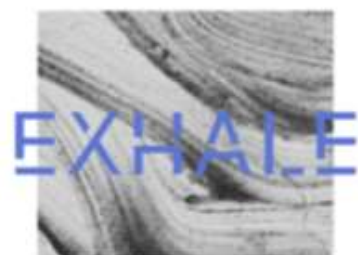
This track of the Roadshow series was designed to accelerate the understanding of air pollution issues - particularly PM2.5 - in Thailand by diving deep into the [Clean Air Blue Paper written by Thailand Clean Air Network \(TCAN\)](#), an interdisciplinary group of volunteers working to affect change and ensure the right to clean air for all, at the highest policy level. The Blue Paper authors were featured speakers- so we could learn from the scientists, environmental lawyers, health workers and researchers who have been working closest to the issue.

EXHALE AND ACT

ABOUT THE CREATIVE COMMUNITY AND ACTION TRACK

In this part of the Roadshow series we expanded on the materials covered in the INHALE and LEARN sessions by providing creative and interactive space, workshops and forums to help participants protect themselves against air pollution as well as get involved in the solutions.

The workshops also pulled knowledge and work from volunteer groups, NGOs, companies and social enterprises working on initiative around the issues in Thailand and beyond. The offline workshops featured citizen science components (DIY Air Filters for the most vulnerable- funded by the International Development Innovation Network) and Systemic Design Workshops for those who wanted to develop more possible interventions. We are happy to feature and amplify existing and ongoing efforts too- reach out if you would like to collaborate or have us share your work.



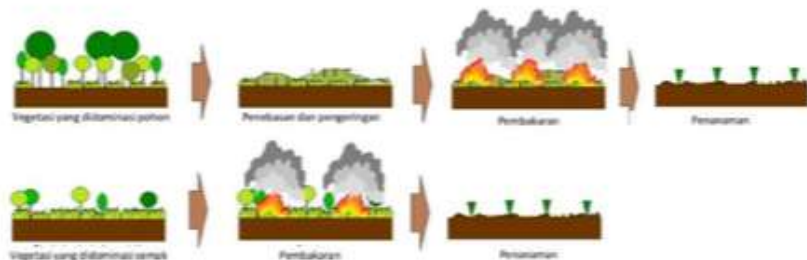
Strategic Approaches

CIFOR study

Land Preparation Without Burning (PLTB)

- A widespread campaign used by Indonesian government, NGOs and private sector

Kebiasaan Membakar Lahan



- Banyak dipraktekkan karena mudah, cepat, dan murah.
- Membantu menghilangkan hama dan penyakit tanaman.
- Sisa bakaran dapat mengurangi keasaman tanah dan dipercaya dapat menyuburkan tanah.

< 2 of 13 >



Penyiapan lahan tanpa bakar untuk pencegahan kebakaran lahan dan hutan

Jan. 20, 2020 • 3 likes • 2,652 views

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Kelebihan Ekologis Cara Tebas Imas



- Seresah dan sisa perakaran tanaman tidak terkikis/terbuang, menjadi mulsa bagi tanaman.
- Pohon *native species* masih dapat dipertahankan untuk percepatan Revegetasi.
- Resiko penurunan permukaan (subsistensi) tanah lebih kecil/tidak ada.



< 10 of 13 >





Forest Service
U.S. DEPARTMENT OF AGRICULTURE

| January 2022



WILDFIRE CRISIS
strategy



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

January 2022



WILDFIRE CRISIS
Implementation Plan

WHAT ELSE?

There is quite a lot on

- Shifting responsibility to individuals
- Involving communities
- Raising awareness with urban citizens
- Education, e.g. for kids
- Some strategic backing

There is not so much on

- Underlying drivers and causes of forest fires

Socio-economic and socio-cultural factors?



Ecological Factors – fire-prone alien/invasive species?



Spatial planning?



Targeting the right groups?



COMMUNICATING PREVENTION VS. RISK...

in many parts of the world, the focus is on prevention, perhaps because risk is complicated for small communities that have forest-dependent livelihoods

→ prevention is pretty straight-forward to grasp

TAKE HOME TIPS

- Work with government and local leaders before the blaze
- Multi-leadership and multi-stakeholder environment of risk and fire means relationships and communication channels need to be in place before you need them
- Campaigns take a long time to gain traction, but can be very effective
- Meet people where they are at with messaging they can understand

Thank you

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