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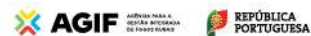
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# Improving wildfire preparedness: lessons from a school radio educational program

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# Getting to know Forest FM

**An educational project** that emerges from the impacts of the 2017 wildfires, which lead us to reflect on the **importance of risk communication** and on the **engagement of communities in wildfire prevention and preparedness.**

Objectives of the project:

1. To engage young people (aged 15-18) in wildfire-related topics.
2. To promote new forms of engagement of local communities through the development of participatory radio programs.
3. To increase youth knowledge and activism on wildfire prevention and preparedness.



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# About the study

## Methodology

1) Survey applied to high school (15-18y/o) students on:

- Wildfire risk perceptions,
- wildfire experience,
- household preparedness.

2) Workshop (14 sessions) in schools about wildfire awareness and preparedness through the production of a participatory radio program

Topics:

- wildfires awareness and preparedness,
- radio production,
- creation of a participatory radio program.

3) Interviews with participants considering their evaluation of the experience and learnings acquired.

# Survey

## Characterization

- Population: high school students (15-18 y/o) from a high-risk wildfire area
- Topic: their perception and experience about wildfires, the way these matters are treated in media, within their families, schools and communities
- Sample: 229 students
  - Direct experience of wildfire: 165 of participants (72%) have experienced wildfires (75,1% reported to have occurred in 2017)

## Knowledge

- $\frac{1}{3}$  stated to have enough knowledge on wildfires characteristics: 33,2%
- Most stated to have enough knowledge on how to protect themselves: 55,5%
- Most would like to know more about wildfires: 58% (although only 42,3% state to have interest on the topic)

## Preparedness

Most participants consider as important local population actions:

- As to avoid wildfires occurrence : 65,9%
- To reduce its consequences: 68,2%



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## Radio production workshops

### Main activities and expected outcomes

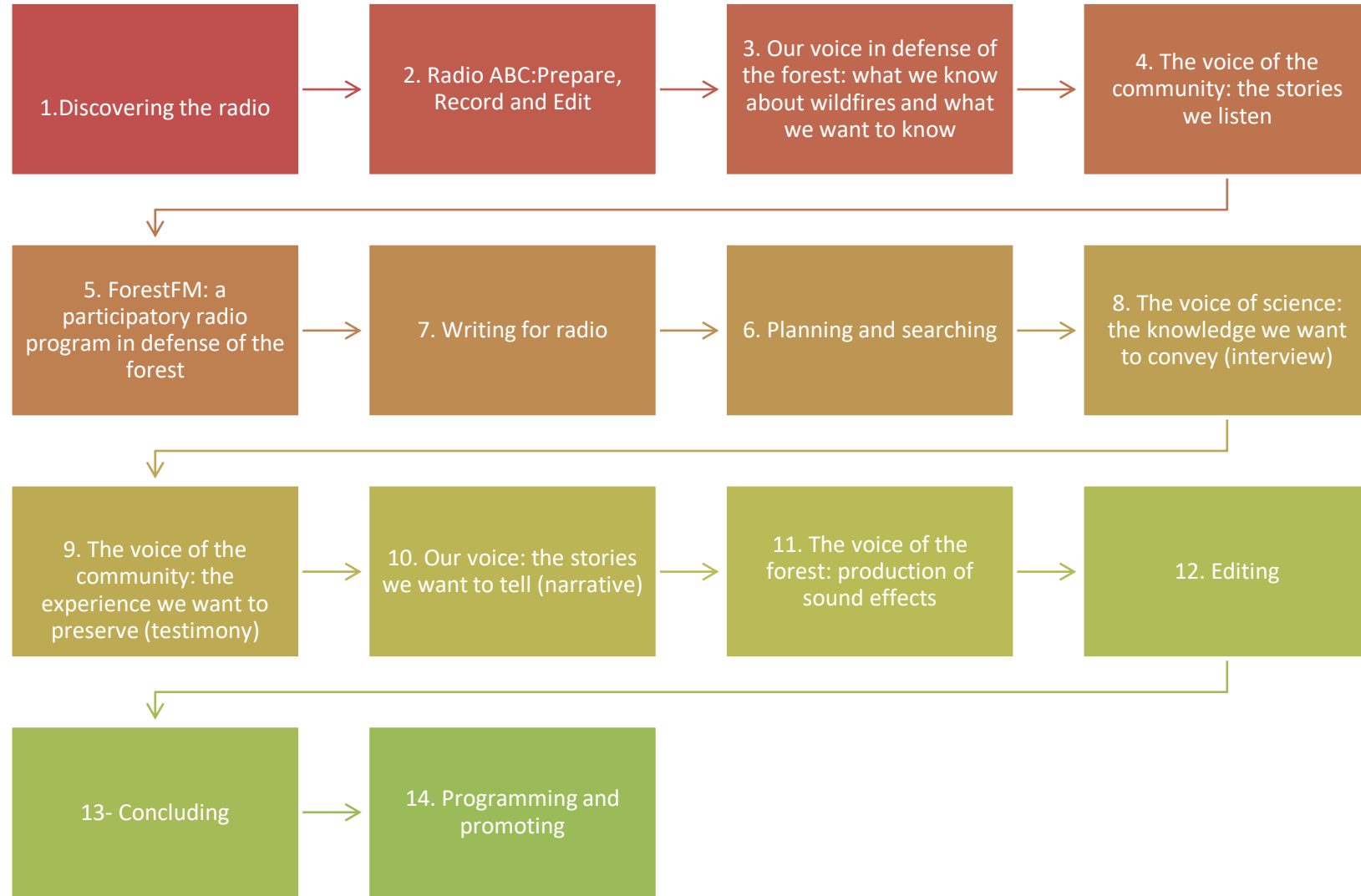
Workshop stages	Literacy skills	Practices (examples)	Knowledge about wildfires preparedness
Introduction	Access	Learning how to produce radio (the basics)	Diagnosis (vox pop with the community and quizzes with the students)
Planning/scriptwriting	Analyze and create	Validating resources; negotiate ideas	Discussion, active listening and decisions
Preproduction	Analyse and create	Roles taking; plan each part of the production	Research, content selection
Production	Create	Producing through a creative and collaborative process	Interviews (scientists, technicians, members of the community), audio storytelling
Postproduction	Analyse and reflect	Monitoring and organizing the work trying different options	Take a stance
Emission	Reflect and act	Having feedback from the audience; evaluating the results from different perspectives	Become an active member of the community in fire prevention, have a voice



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# Radio production workshops

## Program



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# Analysis of the Interviews with workshop participants

Participation in the workshop appears to affect the following issues:

## General attitude and behavior changes

- Recognition of the importance of being informed (namely, as a mean of preparedness)
- Perception of increased capacity for wildfire preparedness and to talk about it

## General Knowledge about wildfires

The characteristics, origin and impacts of wildfires

## Learnings about preparedness and the role of young people

- Awareness for distinct risk behaviors
- Feeling empowered to raise awareness to the topic (social media, radio, talks with neighbors)



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# KEY

## MESSAGES/OUTCOMES

- Mediated societies > need for new education and communication strategies
- Involving young people in the subject, encouraging them to become ambassadors in the community for wildfires preparedness
- Effectiveness of promoting the approach to wildfire preparedness in school curricula, whenever possible



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