

Wildland Fire Key Messages

National Park Service
U.S. Department of the Interior
Division of Fire and Aviation



	National Message	Customize
What	<ul style="list-style-type: none"> The National Park Service is a leader in the wildland fire community. The National Park Service wildland fire management program is committed to safety, science, and stewardship. 	<ul style="list-style-type: none"> Describe your region's or park's wildland fire management objectives, approach and activities.
Why	<ul style="list-style-type: none"> Wildland fire is an essential, natural process. <i>Science tells the story:</i> Today's environment includes hotter, drier, and longer fire seasons. Research also indicates poor ecosystem health and an increasing number of homes in fire prone areas. 	<ul style="list-style-type: none"> Discuss specific fire behavior in your area. Reference recent events that may impact your fire management plan.
How	<ul style="list-style-type: none"> The National Park Service works with our neighbors and other partners to preserve and protect park resources and mitigate wildfire risk in the wildland-urban interface (WUI). 	<ul style="list-style-type: none"> Discuss specific efforts to involve others. Provide tips for visitors and nearby residents.

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Complete messages and supporting points can be found online at: inside.nps.gov/fire/commed

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Tips for Use

Each of the core messages listed on the front side of this card can be used by National Park Service communicators in a variety of settings and with a variety of audiences. These messages are designed to be used as a guide - not a script. They should be fluid depending on the situation. Consider the following tips when communicating with your audience:

- **Provide additional, local detail to ensure the messages touch audiences in a relevant, credible way.** (Example: *The management of wildland fire has been part of the core mission of Zion National Park since its inception. We understand the historic role of wildland fire on public lands and our duty protecting the public and communities.*)
- **Messages should motivate the audiences to act on what they have learned.** (Example: *People can live compatibly with fire, if actions are taken to be aware of – and prepared for – local fire conditions. Before a fire starts, contact Zion National Park to determine your community's fire conditions and learn tips to reduce your fire vulnerability.*)
- **Categorizing the messages by what, why, and how will help you recall the messages.** You may also consider adding “who,” “when,” and “where” in relation to specific initiatives. (Example: *(What) Today's prescribed fire will remove excess vegetation in the park (Why) Dense build-up of vegetation can lead to fires that burn hotter, last longer, and spread faster. As a result, these fires become difficult to manage and can threaten areas of residential development. (How) We are working with local governments and property owners to make their land and property more defensible against wildfire.*)

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