

NATIONAL FIRE SEASON THEMES FOR 2013

The national themes are designed to be broad so communicators can tailor the message to meet the needs of the local situation.

1. Our top priority is to keep the public and firefighters safe.

- No structure, natural or cultural resource, is worth the loss of human life.
- In every fire activity, managers weigh the risk against the safety of the public and fire personnel, available resources and the cost. Decisions are always based on safety.
- Information is vital to keeping the public safe. Fire personnel are committed to providing the best available information through a variety of avenues.

2. Teamwork, partnerships and cooperation are essential in managing fire.

- Wildfire knows no boundaries. Local, state, tribal and federal agencies support one another in wildfire response, planning and decision making.
- Working together keeps our responsiveness up and costs down. Together, we can share limited resources, whether they are firefighters, equipment or other services.

3. Fires are managed in different ways. The same fire may have several objectives, which can be modified as the fire changes.

- Fires that threaten life, property and important natural and cultural resources will be put out as safely and quickly as possible.
- Many landscapes are out of ecological balance. When the conditions are right, fire is one way to help restore that balance in landscapes so they become more resilient to threats.

4. A community that has adapted to fire is a better-protected community.

- When residents of a fire-prone community clear brush, trees and other flammable materials away from their homes and other structures, it helps keep residents and firefighters safe.
- Take a few simple steps to make your home and property more defensible.
- Firefighters appreciate the help given to them by people who are willing to do their part to reduce risk prior to a fire incident.

5. Fire seasons and fire behavior are influenced by several factors including weather, the amount and condition of fuels and sources of ignition.

- Conditions change; for your safety stay informed on current and predicted conditions in your community and when you are enjoying the outdoors.

For updated news and information, be sure to check out the NIFC PIO Bulletin Board at http://www.nifc.gov/PIO_bb/pio_main.html.

