

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

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

- No structure, natural resource, or cultural resource, is worth the loss of human life.
- Reducing risk to firefighters and the public is the first priority in every fire management activity.

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. Wildfires are managed in different ways.

- The same fire may have several objectives, which can be modified as the fire moves across the landscape.
- 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 ecological balance across the landscape so the area becomes more resilient to threats.

4. A community that has adapted to wildfire 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.
- Communities, homeowners, and local agencies can take some simple steps to make homes more defensible.
- Firefighters appreciate the help given to them by residents who are willing to do their part on private property to reduce risk prior to a fire incident.

5. The public use of Unmanned Aircraft Systems (UAS) near incidents is creating airspace safety concerns all across the country.

- Unauthorized use of UAS or other model aircraft near wildfires can interfere with firefighter and aviation operations, thus creating a serious safety hazard for fire staff and the public. Please do not use UAS or other model aircraft near wildfires.

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.

