



United States Department of the Interior  
BUREAU OF LAND MANAGEMENT

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July 19, 2012



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EMS Transmission 07/19/2012  
Instruction Memorandum No. FA IM-2012-020, Change 1  
Expires: 09/30/2013

To: State Directors

From: Assistant Director, Fire and Aviation

Subject: Purchasing of Mission-Related Fire Informational/Educational Items

**Program Areas:** Acquisition, Fire Prevention, and Hazardous Fuels/Community Assistance

**Purpose:** This instruction memorandum (IM) provides guidance for the purchase of fire safety informational/educational items.

**Policy/Action:** In accordance with the President's Executive Order (EO) 13589, Promoting Efficient Spending, and subsequent Department of the Interior (DOI) and Bureau of Land Management (BLM) guidance, Bureaus are directed to limit the purchase of promotional and informational/educational items, in particular, when they are not cost-effective. In addition, the BLM policy "pertains to all tangible items and materials that are intended to promote the BLM or provide information about the BLM's mission, offices, and programs."

Fire safety, prevention, and community outreach and education are key components of BLM's mission to protect lives, property, and resources from wildland fire. These efforts are not directed to promote BLM's mission or programs but, rather, to convey public fire safety messages to reduce the risk and impact of wildland fire. Therefore, the purchase of fire informational and educational items will be allowed under the following circumstances:

- All fire education items must contain a clear fire prevention, safety, or mitigation message or direct the recipient to a source for additional information, such as a web or social media site. Items with just the BLM logo are not allowed. All Smokey Bear materials are allowed, as Smokey's image IS the fire prevention/safety message.
- All purchases of fire education items should be cost-effective and follow procurement guidelines that require a market analysis to achieve the best price.

- All fire education items shall be purchased appropriately, tracked, and accounted for according to Bureau guidelines. Offices should coordinate with their local procurement and property personnel to ensure all applicable guidelines are followed.

Supervisors are responsible to approve, monitor, and ensure these requirements are followed for all fire education and information items purchased with BLM funds.

**Timeframe:** This IM is effective immediately upon approval.

**Budget Impact:** Minimal, as these products are already purchased annually for fire prevention and education public events.

**Background:** On November 9, 2011, President Obama signed EO 13589, Promoting Efficient Spending, which among other things, states that “Agencies should limit the purchase of promotional items (e.g., plaques, clothing, and commemorative items), in particular where they are not cost effective.” In support of the EO, the DOI issued policy with restrictions on the purchase of promotional items on March 29, 2012, directing Bureaus and offices to eliminate spending on promotional items unless deemed necessary by the head of the Bureau/office. The Departmental guidance did not distinguish between purely promotional items and informational/educational items, and applied the same policy to both.

On May 21, 2012, the BLM Washington Office (WO) issued IM No. 2012-123, Purchase of Promotional and Informational/Educational Items, directing that all WO and field office (FO) officials “may not acquire promotional items for internal or external use.” Further, this IM required any exceptions to this policy be approved by the BLM Assistant Director (AD) for Business and Fiscal Resources (AD800).

On June 15, 2012, the AD for Fire and Aviation wrote a request for an exception to this policy for “mission related fire informational/educational items” to AD800. Upon review of the business case outlined in this document and further discussions, it was determined that no exception was necessary for fire educational/informational items as long as they contain a fire safety/public education message, are cost effective, and are appropriately purchased and tracked.

**Manual/Handbook Sections Affected:** None.

**Coordination:** This IM was coordinated with the Assistant Director for Business and Fiscal Resources (AD800), National Interagency Fire Center (NIFC) Division of External Affairs (FA700), NIFC Branch Chief for Business Practices (FA250), and Joe Freeland, Senior Fire Program Advisor (WO400).

**Contact:** For questions regarding this policy, please contact either Howard Hedrick, Division Chief, Fire Planning and Fuels Management (FA600), at 208-387-5153, or Jon Skinner, Fire Mitigation & Education Specialist (FA600), at 208-387-5321.

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