

IAFC Wildland Fire Programs

COMMUNITY WILDFIRE READINESS

CWR TOOL KIT

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Formally introduced in 2015 as an outgrowth of the IAFC **Ready, Set, Go! (RSG)** fire-adaptation efforts, the IAFC's **Community Wildfire Readiness (CWR)** program addresses a key component of the National Wildland Fire Cohesive Strategy. It supports local fire department initiatives, establishing and enhancing local fire-adapted efforts. **CWR** provides the fire service, residents and other community stakeholders with the tools, resources, guidance and support to prepare for the threat of wildfire.

CWR resources help community members create a fire-ready community, including mitigating and working to establish a community coalition. This can take place by promoting wildfire readiness through education and providing the community with proper resources to raise awareness on the steps needed to create a fire-adapted community. Through **CWR**, the IAFC is committed to providing the tools local fire departments, their partners, and residents need to make their communities more fire-adapted. A fire-adapted community is a concept used to convey the preparedness message from the USDA Forest Service and related federal and state land-management agencies that encourages individuals to acknowledge and prepare for the wildland fire threat at the community level. A fire-adapted community requires minimal assistance from firefighters during the threat of a wildland fire as the community and its residents have accepted personal responsibility to seek out information and take action. This is important as the fire service is often not able to respond to every home affected by a wildland fire.

There are five main audiences within a fire-adapted community; each with an important role in creating a more favorable outcome in the face of a wildland fire event. Audiences include:

- Fire and emergency services
- Residents
- Elected officials
- Builders
- Land Managers

There are several programs that provide tools and information to specific or multiple audiences in an effort to turn the **CWR** Program into a successful reality across the nation. The more each audience actively engages in the creation and maintenance of a fire-adapted community, the safer and more sustainable the community is against wildland fire.



A wildland fire can be referred to by many different names. Wildland fire is simply any outdoor, uncontrolled fire. Other names include: grass fire, brush fire, forest fire, desert fire, bush fire, field fire, or vegetation fire. These fires can occur anywhere conditions are favorable; fuel (vegetation), higher temperatures with low humidity, wind, and an ignition source.

The Ready, Set, Go! (RSG) Program is a great tool to use in promoting **CWR**. **RSG** targets each audience through the local fire department's public education outreach, providing customizable resources to reflect each community's uniqueness. The program tenets guide fire service personnel to promote readiness through knowledge and preparedness actions (**Ready**), situational awareness when fire threatens (**Set**), and acting early when fire is imminent (**Go**). Local fire departments are a direct tie into the multiple audiences within any community and can provide the necessary information and resources to each.

Because there are varying audiences and the goal of creating widespread fire-adapted communities is so important, several agencies have partnered to form the **Fire Adapted Communities Coalition**. Each agency focuses on specific programs, but also promotes the general aspects of the fire-adapted concept. These agencies work in collaborative fashion to strengthen the message and increase visibility of and outreach for wildland fire preparedness efforts. To learn more about the Coalition and its partners visit iafc.org/CWR.

Collaboration and relationships among the varied audiences are keys to creating a fire-adapted community. Part of the role of each audience is to inform or inquire about actions and smart practices the other groups have in place and begin the collaboration process to enhance the effort community- wide. The IAFC's, **CWR** and **RSG** Programs offer a variety of tools and resources; some are generalized and some are targeted to specific groups, but can be adapted to fit any audience. The following table contains suggested resources to use with specific audiences.

	Resident	Fire & Emergency Service	Elected Officials	Builders	Land Manager
Hero In You – 60 sec PSA	✓	✓	✓	✓	✓
Hero In You – Video	✓	✓	✓	✓	✓
Hero In You – Radio Ad 15 sec	✓	✓	✓	✓	✓
Become A Leader	✓	✓	✓	✓	✓
CWR for the FD		✓	✓		
RSG National Action Guide	✓	✓	✓	✓	✓
RSG & Firewise – How They Work Together	✓	✓	✓	✓	✓
RSG for the Resident	✓	✓	✓	✓	✓
RSG for Farmers & Ranchers	✓	✓	✓	✓	✓
RSG for Seasonal Residents & Property Owners	✓	✓	✓		✓
RSG Youth Coloring Book	✓	✓			
RSG Postcard	✓	✓	✓	✓	✓
RSG Door Hanger	✓	✓	✓	✓	✓
Creating a Fire Adapted Home	✓				✓
Wildfire Checklist	✓	✓	✓	✓	✓
ABC's of a Controlled Burn	✓	✓	✓	✓	✓

Wildland fire awareness and preparedness resources and tools from IAFC and other FAC Coalition partners which are packaged and provided electronically to all members:

IAFC - CWR Resources

- PSA: *Hero in You* 60 sec video (English/Spanish)
- Extended Video: *Hero in You* 2 ½ min video (English/Spanish)
- Radio Ad: *Hero in You* 15 sec spot (English/Spanish)
- Radio Ad: *Hero in You* 30 sec spot (English/Spanish)
- Information Sheet: *CWR for the Fire Department*
- *Creating a Community Coalition*

Ready, Set, Go! Program Resources

- Brochure: RSG National Action Guide (English/Spanish)
- Information Sheet: RSG! and Firewise – How They Work Together
- Information Sheet: RSG for the Fire Service and Resident
- Information Sheet: Models of Outreach
- Press Release: City-Town Decision Makers
- Video: RSG! Program National Video (English/Spanish)

IBHS

- Brochure: *Creating A Fire Adapted Home*
- Brochure: *Wildfire Checklist*

The Nature Conservancy

- Information Diagram: *The ABC's of A Controlled Burn*

NFPA

- Tri-fold: *Adopting Firewise Communities USA*
- Tri-fold: *Home Safety Checklist – How to Have a Firewise Home*
- Brochure: *Firewise Communities Guide to Landscape Construction*

Fire Administration

- Brochure: *Your Role in Fire Adapted Communities – How the fire service, local officials and the public can work together*

Lessons Learned from Waldo Canyon

- Video: *Creating Fire Adapted Communities – Waldo Canyon*
- *Waldo Canyon Fire Executive Summary*
- *Waldo Canyon Fire Full Report & Findings*