



# WILDFIRE READY NEIGHBORS BRAND SUMMARY

PSAC-Public Safety Advisory Committee



## PROGRAM SUMMARY

**Wildfire Ready Neighbors** (WRN) is a free program that supports the efforts of partners and existing programs to engage with community members to help make homes, structures, and wildfire-prone landscapes more resilient to wildfire.

## WHAT ARE THE PROGRAM'S GOALS?

WRN is built on Washington Department of Natural Resources (WADNR) 20-Year Forest Health Strategic Plan (Eastern Washington), WA State Wildland Fire Protection 10-Year Strategic Plan, and other legacy efforts including the use of the national Firewise USA® recognition program.

1. Drive people in high-risk areas to take action to become ignition-resistant, wildfire-ready and resilient to wildfire.
2. Assess land! Identify forest health issues for small private landowners; drive awareness and interest around Wildfire Ready Home Visits (WHV) and Forest Health Consultations (FHC) and conduct these services in collaboration with local partners.
3. Build a simple and replicable program framework and brand that can be easily adopted in communities across Washington.
4. Continue to grow and deepen community relationships around issues of wildfire and community resiliency.

## WHAT IS THE MAIN MESSAGE?

**We can't do it without you!** WRN has a tagline "There's Strength in Neighbors" with the idea that when we come together as neighbors, we can reduce the risk wildfire poses to our properties, homes and community. The primary call-to-action is to visit the program website ([WildfireReady.com](http://WildfireReady.com) or [ListoParaIncendios.com](http://ListoParaIncendios.com)) to get a free Wildfire Ready Plan.

## WHO ARE THE PRIORITY AUDIENCES?

The program is open to anyone in WA state with a marketing focus on full- and part-time property owners and renters. The program partners with communities each year to run local WRN promotions. People in these communities can get a free home visit assessment in addition to a Wildfire Ready Plan.

## BRAND RELATIONSHIP

WRN serves as a gateway to **engage individuals** in wildfire risk awareness and wildfire preparedness actions, and naturally provides a pathway into neighborhood-scale programs like the national [Firewise USA®](#) recognition program. It also provides a conduit into the multifaceted world of [fire adaptation](#) and the [Fire Adapted Communities Framework](#).

DNR [Forest Resilience Staff](#) supports WRN by conducting FHCs, providing forest health improvement advice and information about funding opportunities that support homeowner actions on their forested land.

## HOW DO WRN AND EXISTING PROGRAMS OR ORGANIZATIONS, INCLUDING WA DNR, WORK TOGETHER?

WRN complements other programs and uplifts existing efforts that work toward wildfire preparedness and fire adaptation. WRN supports the shared mission of WA DNR and partners to fully engage the 3 pillars of the [National Cohesive Wildland Fire Management Strategy](#). For example, WRN and Firewise USA® both emphasize the importance of ignition-resistant homes/structures and the movement toward more ignition-resistant communities across Washington.



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| NATIONAL COHESIVE WILDLAND FIRE MANAGEMENT STRATEGY |                                                |                                                                        |
|-----------------------------------------------------|------------------------------------------------|------------------------------------------------------------------------|
| I. Fire Adapted Communities                         | II. Resilient Landscapes                       | III. Safe and Effective Wildfire Response                              |
| Wildfire Ready Neighbors and Firewise USA®          | DNR Forest Resilience Division and Cooperators | DNR Wildfire Management Division, Local Fire Districts and Cooperators |

## HOW IS WRN SIMILAR OR DIFFERENT FROM FIREWISE USA®?

WRN works in conjunction with Firewise USA® to capture interest and sustain community engagement in wildfire preparedness. While Firewise USA® focuses on resident and community mitigation, WRN aims focuses more on **community engagement**.

While WRN works in conjunction with Firewise USA® to capture interest and develop community engagement, it often functions as a useful starting point for an **individual** resident to engage in wildfire risk awareness and mitigation actions, which can lead to neighborhood-scale efforts like participation in the Firewise USA® Program.

WRN also offers FHCs to larger acreage, small-private forest landowners to address landscape level forest health conditions and provide cost-share mitigation opportunities.

## HOW DOES WRN FIT WITH FIRE ADAPTED COMMUNITIES?

WRN serves as a gateway to **engage individuals** in resident mitigation actions and provides an access point to the larger fire adapted communities framework. Participants are encouraged to 'tier up' to the neighborhood-scale Firewise USA® recognition program *and* engage in other fire adaption actions.

**Fire Adapted Communities, Firewise USA® and Wildfire Ready Neighbors all work together to promote wildfire ready behaviors**

