



Information Guide & Key Messaging

An internal resource to help promote FireSmart BC clearly and consistently.

Introduction

The FireSmart BC Information Guide and Key Messaging document is an internal resource for FireSmart staff to promote the program clearly and consistently. For questions, email info@firesmartbc.ca. To access FireSmart resources and learn more, visit FireSmartBC.ca

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Vision, Mission, Strategic Goal

VISION		MISSION
A wildfire-resilient province where everyone works, plays and lives FireSmart.		To build wildfire resilience and reduce the negative impacts of fire for everyone in the province through FireSmart.
STRATEGIC GOAL		
Everyone in the province is aware of FireSmart, understands their role, accepts responsibility, and takes action to increase wildfire resiliency.		

FireSmart Campaign Taglines

- FireSmart Your Home and Community Today
- It's Time for [Location] to get FireSmart
- The Homes that are Prepared are the Homes Left Standing
- Every Day Chores Make Everyday Heroes

Key Messaging

What is FireSmart?

- FireSmart BC is a provincial program committed to reducing the negative impacts of wildfire.
- [FireSmart BC](#) is the go-to resource for individuals, neighbourhoods and communities looking to protect themselves and their properties from wildfire.
- FireSmart BC is based on scientific research that shows that doing simple FireSmart tasks around where you live can make your property more resilient to wildfire.
- FireSmart is the Canadian standard recognized by all provinces and territories based on National Fire Protection Association (NFPA) standards.

Why FireSmart?

- Wildfires are growing in frequency, scale, and severity. In 2023, BC experienced 2,252 wildfires.
- 92% of people believe that wildfires are one of the most important issues facing BC.
- We must be more proactive to adapt to a world with more wildfires.
- Research shows that taking steps to FireSmart your property is one of the most effective ways to help defend against wildfire.
- Wildfire prevention is a shared responsibility. When individuals, business owners and the government work together, it can make a big difference in reducing community wildfire risk.

How Does FireSmart BC Work?

- For a wildfire to ignite and grow, it needs fuel such as trees, grass, or other vegetation.
- Embers are smoldering, slow-burning pieces of solid fuel, typically composed of tree needles, flakes of tree bark, small branches, lichen, and even airborne, flammable building materials.

- Embers can ignite materials around your home, causing significant damage or structure loss.
- When a structure begins burning, it can spread to other structures through connected fuels, embers, or radiant heat.
- ***Removing flammable materials and vegetation around your property and preventing embers from accumulating will significantly reduce the chance of your home igniting.***

Who oversees FireSmart?

- The BC FireSmart Committee (BCFSC) formally came together in 2017 to coordinate and advance the goals of FireSmart in BC.
- The BCFSC consists of the following agencies:
 - BC Wildfire Service (BCWS)
 - Office of the Fire Commissioner (OFC)
 - Union of BC Municipalities (UBCM)
 - Fire Chiefs' Association of British Columbia
 - FireSmart Canada
 - First Nations' Emergency Services Society of British Columbia (FNESS)
 - Emergency Management and Climate Readiness (EMCR)
 - Forest Enhancement Society of BC (FESBC)
 - Indigenous Services Canada (ISC)
 - Parks Canada
 - BC Parks
 - Canadian Interagency Forest Fire Centre (CIFFC)
 - Ministry of Forests (MOF)
- The BCFSC's goal is to maintain and improve the delivery of the FireSmart BC program to support wildfire preparedness, prevention, and mitigation.
- The BCFSC is aligned with FireSmart Canada. They develop a strategic plan and an annual work plan to prioritize work and deliver on the program's commitment to wildfire resilience in the province.
- FireSmart BC has a [dedicated team of professionals](#) who action the BCFSC goals. They come from the BC Wildfire Service, the Fire Chiefs Association of BC, the First Nations' Emergency Services Society, and the Union of BC Municipalities.

Core Programs

Program Name	Audience	Description
Home Partners Program (HPP)	Residents, wildfire mitigation specialists, insurance companies, First Nation communities, and local governments.	A professional home assessment with property-specific recommendations.
FireSmart Canada Neighbourhood Recognition Program	Neighbourhoods, subdivisions, communities.	Formal recognition program for neighbourhoods who have collectively taken steps to prepare for wildfire.
Plant Program	Residents, garden centres.	Unique FireSmart plant tags to help residents find safer plants at participating garden centres.
Library Program	Youth, libraries, parents.	Digital & physical children's literacy resources dedicated to wildfire resiliency.
Education Program	Youth, educators, parents.	A teaching resource to introduce students in grades K-12 to FireSmart concepts.

FireSmart's Official Mascot

- Ember, the FireSmart Fox, is the official mascot for FireSmart BC.
- Ember's job is to put a friendly – but also alert and adaptable – face on FireSmart's messages of preparedness and resilience.
- [Click here](#) to watch Ember's story.
- Visit [Ember's Den](#) to access downloadable youth education materials and activities.



Tips To FireSmart Your Home

Taking action to FireSmart your property will decrease the risk of wildfire damaging your home.

General Tips:

- Complete a self-assessment of your property with the [FireSmart Home Assessment](#) tool.
- Clean and maintain gutters and roofs.
- Keep decks and balconies clear of leaves and debris.
- Keep grass and weeds cut below 10 centimetres.
- Move firewood and lumber 10-30 meters away from your property.
- Relocate propane tanks 10-30 meters from your property and keep combustible vegetation at least 10 metres from propane tanks.
- Prune trees to create a two-meter clearance from the ground to the lowest branches.
- Hold sheds and other structures to the same standards as your primary property.
- Use the [landscaping guide](#) to identify and reduce the flammable plants on your property.

For additional FireSmart tips, view the [FireSmart BC Begins At Home Guide](#).

Calls-to-Action

- Learn more at FireSmartBC.ca
- Get started at FireSmartBC.ca
- Find resources at FireSmartBC.ca
- Get prepared at FireSmartBC.ca
- Learn how to prepare your property at FireSmartBC.ca

Examples - how to incorporate calls-to-action in communications:

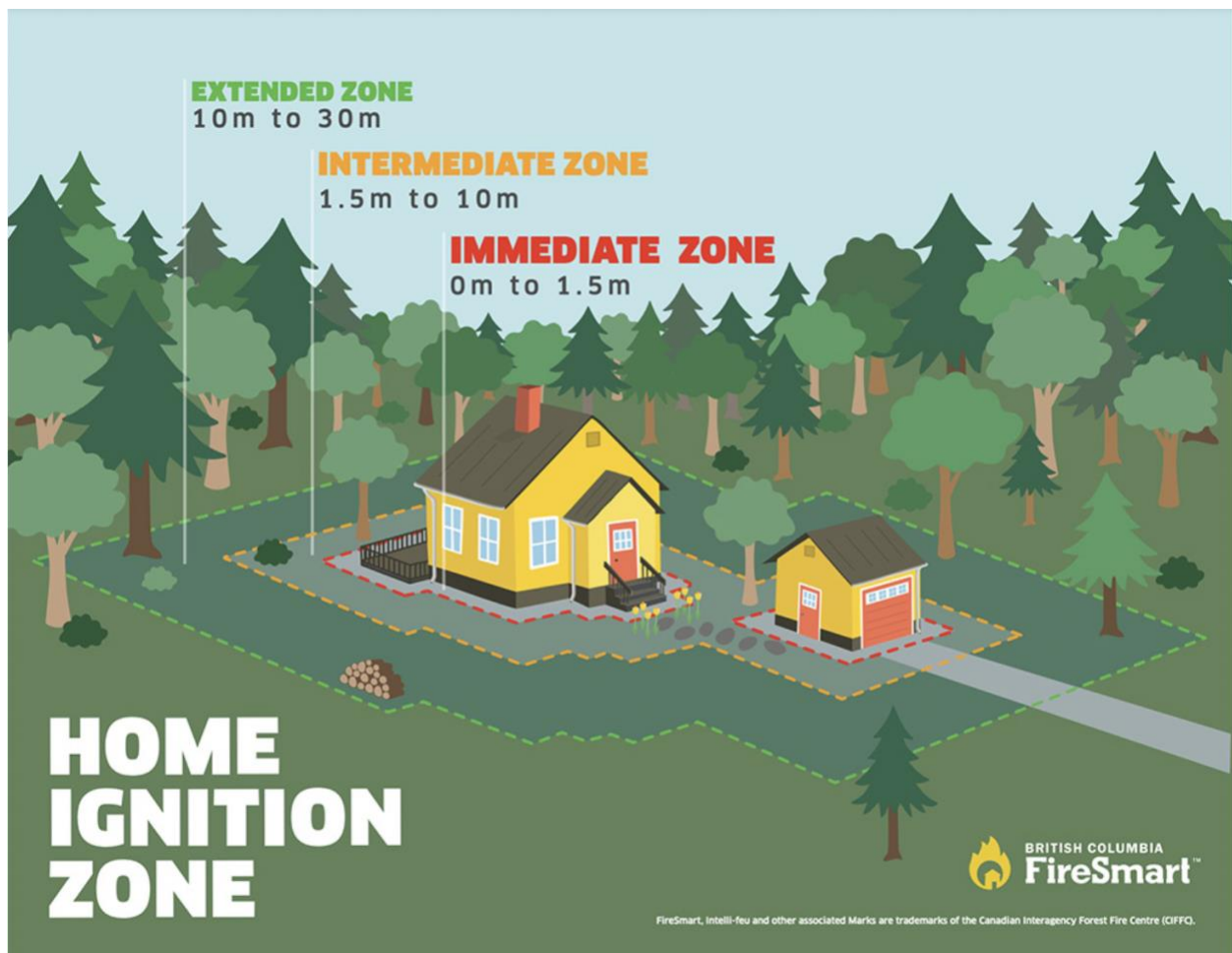
- Wildfire resilience begins before fire season even starts. Get the resources you need to be prepared at FireSmartBC.ca.
- We all have a role to play in mitigating and preparing for wildfire. Learn how to prepare yourself, your neighbours, and your province at FireSmartBC.ca.

Home Ignition Zone

The Home Ignition Zone (HIZ) focuses on reducing areas for embers to gather and ignite nearby objects or structures. It is recommended to start in the *Immediate Zone* and move outwards to the Intermediate and Extended Zones.

Taking the recommended actions within each zone will help reduce the risk of damage to your property and give firefighters a better chance of defending your community.

[Learn more about the actions you can take within each Home Ignition Zone.](#)



Case Studies

Beyond the Blaze: How One Home Stood Strong in the Face of Wildfire

On August 17, 2023, the world turned upside down for the City of West Kelowna. As the McDougall Creek wildfire spread throughout the city, thousands of residents were evacuated from their homes.

[Read this article](#) to learn more about the McDougall Creek wildfire and how one home survived it.

Videos

Video Name	Description
One Island Lake	This video showcases a small community in northern BC called One Island Lake that is taking steps to get FireSmart before fire strikes.
Home Partners Program - Princeton	This video showcases the successful implementation of the Home Partners Program in Princeton, BC.
FireSmart BC Home Assessment Overview	This video shows a typical FireSmart Home Assessment and practical advice to make your home and property more resilient to the risk of wildfire.
Everyday Heroes Campaign Video	This is the 2023 campaign video that shows when it comes to reducing wildfire risks to your home, everyday chores like mowing your lawn make everyday heroes.
Hudson's Hope – Building a Wildfire Resilient Community	This video tells the story of a small-town community that, in the face of wildfire evacuations, has prepared itself and worked together to become resilient to the threat of wildfire.
FireSmart West Kelowna Case Study	This case study video highlights the 2023 McDougall Creek wildfire in West Kelowna and the one home that survived it after following FireSmart principles.
Wildfire Community Preparedness Day - Sunshine Valley	This video showcases how the community of Meadow Village in the Sunshine Valley came together on Wildfire Community Preparedness Day to reduce their wildfire risk.

[Click here](#) to view the entire FireSmart video library.

FireSmart Guides & Resources

There are several guides and resources available to help you on your FireSmart journey. To access all FireSmart BC resources and learn more, visit [FireSmartBC.ca](https://www.fire-smartbc.ca)

Name	Description
FireSmart BC Begins At Home Guide	Reduce the potential impacts of wildfire on your home
FireSmart Landscaping Hub	Includes an extensive list of fire-resistant plants, tips on how to create a FireSmart landscape, and information on the FireSmart BC Plant Program.
Plant Guide	Breaks down fire-resistant plants, as well as gardening and landscaping fire hazards.
Landscaping Guide	Provides an extensive list of fire-resistant plants, as well as tips on how to create a FireSmart landscape around your property.
Wildfire Preparedness Guide	Provides tips to help prepare your household, protect your property, and understand what to do if a wildfire is close to your community.
Home Partners Program Hub	Contains a wide range of information for residents, wildfire mitigation specialists, insurance companies, First Nations, and local governments.
Infographic: Tips To FireSmart Your Home	A visual aid with tips to FireSmart homes/properties.
Infographic: Tips to FireSmart Your Rural Home	A visual aid with tips to FireSmart rural homes/properties.
FireSmart Home Assessments	From residential to community to agriculture, a list of assessment forms to suit your needs.
HIZ Self-Assessment	A self-assessment as a starting point to finding out how resilient your home and property are to wildland fire.
Funding Program Overview	Provides information on the funding programs available to support wildfire risk reduction & FireSmart activities/initiatives.

Stay Connected

- [FireSmart BC Newsletter](#)
- [The Get FireSmart Podcast](#)
- [FireSmart BC X](#)
- [FireSmart BC Facebook](#)
- [FireSmart BC Instagram](#)