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## **KEY MESSAGES**

### **SPRING CAMPAIGN 2022**

1. Wildfire mitigation and preparedness are a shared responsibility and everyone in the province plays a role.
2. Residents of BC can help protect their property and community from wildfire threats by using proven FireSmart principles.
3. Your home and property's wildfire risk level is within your control. The journey to becoming FireSmart starts where you live.
4. Now is the time to take action. You won't have time to get prepared once fire is at your doorstep.
5. Simple landscaping tasks and chores like watering and mowing the lawn are proven to increase a home's survivability from wildfire.
6. FireSmart BC puts the power of prevention into the hands of property owners through its many resources found at [FireSmartBC.ca](https://firesmartbc.ca).

### **Calls-to-Action**

1. Go to [firesmartbc.ca](https://firesmartbc.ca) and find out how to make your property and community more resilient to wildfire.
  - [Firesmartbc.ca](https://firesmartbc.ca)
2. Homeowners can use the interactive [FireSmart Begins at Home Manual](https://firesmartbc.ca/homeowners-manual) to make their property and neighbourhood FireSmart.
  - [homeowners-manual.firesmartbc.ca](https://homeowners-manual.firesmartbc.ca)
3. The recently launched interactive [Landscaping Hub](https://firesmartbc.ca/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.
  - [FireSmartBC.ca/landscaping hub](https://firesmartbc.ca/landscaping-hub)

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## Key Headlines

1. An unmaintained lawn is a wildfire risk within your control
2. A messy gutter is a wildfire risk within your control
3. Firewood stored by your house is a wildfire risk within your control

CTA: Protect your property at [FireSmartBC.ca](https://FireSmartBC.ca)

## Social Media

1. An unmaintained lawn is a wildfire risk within your control. Simple landscaping tasks and chores around your home, like mowing your lawn to 10 cm or less, could prevent damage or even save your home from wildfire. Learn how to protect your property at [FireSmartBC.ca/prepare](https://FireSmartBC.ca/prepare)
2. Firewood stored next to your home is a wildfire risk within your control. Simple landscaping tasks and chores around your home, like keeping flammables 10 m away from your home, could lower the risk of damage or even save your house from wildfire. Learn how to protect your property at [FireSmartBC.ca/prepare](https://FireSmartBC.ca/prepare)
3. Messy gutters are a wildfire risk within your control. Simple landscaping tasks and chores, like clean, could lower the risk of damage or even save your house from wildfire. Learn how to protect your property at [FireSmartBC.ca/prepare](https://FireSmartBC.ca/prepare)

*Note: Please include the following in your posts #BCWildfire @BCWS*

**For more key messages and general information about FireSmart BC and the BC FireSmart Committee please refer to [FireSmart BC Key Messaging\\_2022](#)**