



BRITISH COLUMBIA
FireSmartTM

FireSmart Power Hour:

Program Updates & Upcoming Campaigns

May 4th, 2022



BRITISH COLUMBIA
FireSmartTM

Agenda

1. National Update
2. Provincial Update
3. Penticton FireSmart Success
4. 2022 FireSmart BC Campaign



National Program Update

FireSmart Canada is gearing -up to help support the provinces and territories in their FireSmart journey.

- Additional staff will begin work in May to expand the communications and technical support
- Ongoing improvements to the FireSmart Canada website
- Launch of the FireSmart Neighbourhood Recognition portal
- Nova Scotia will welcome their first recognized neighbourhood in May
- Redesign of the app FireSmart Begins at Home (available from the Apple and Google stores) enabling residents to complete a wildfire home assessment
- A new governance model is being implemented to include a FireSmart Canada Advisory Committee. The purpose of the committee is to engage national, non-government organizations, in partnering to share a wildfire resilience message to all Canadians in the WUI

FireSmart Power Hour



Provincial Update - FireSmart BC Team



Kelsey Winter

FireSmart Program
Lead



**Amanda
Reynolds**

FireSmart Education
Officer



Janet Ford

FireSmart
Coordinator



Karen Borden

BC FireSmart
Committee
Coordinator



Helena Marken

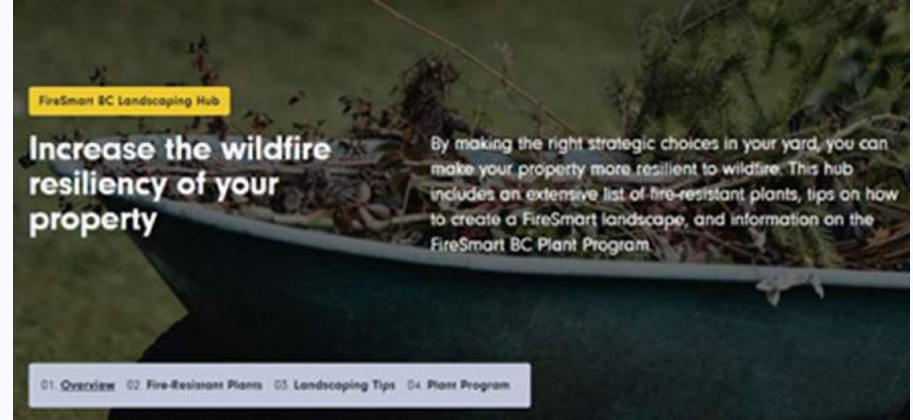
FireSmart Analyst



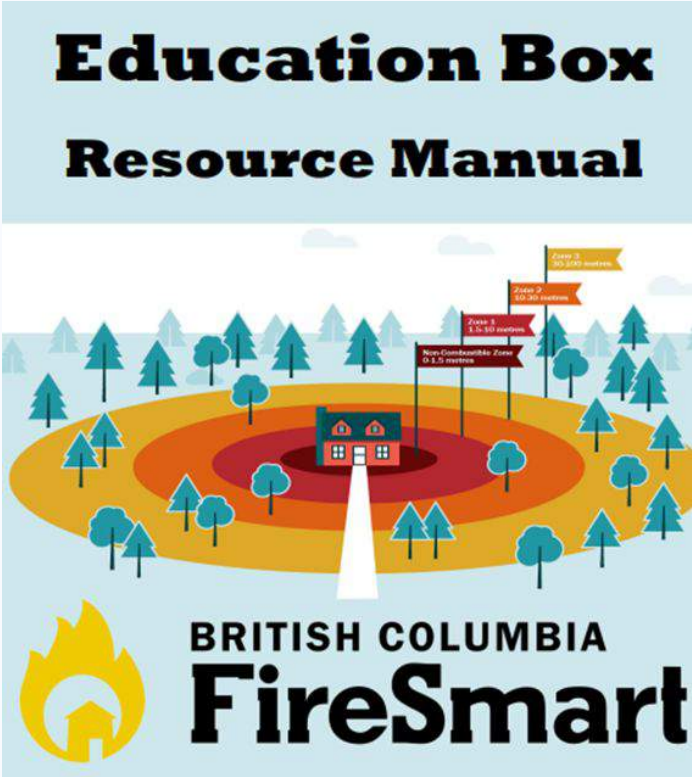
Joel Hamilton

FireSmart Home
Partners Program
Provincial
Coordinator

FireSmart Power Hour - Plant Program



FireSmart Power Hour - Education



FireSmart Power Hour - Ember's Den



Ember Request Platform

The Ember mascot suit is available for use at your local community FireSmart event if you are affiliated with a local government, First Nation or Indigenous community, or [BCFSC member agency](#).

Before submitting, make sure you've read through the [Ember the FireSmart Fox Costume Guidelines](#)!

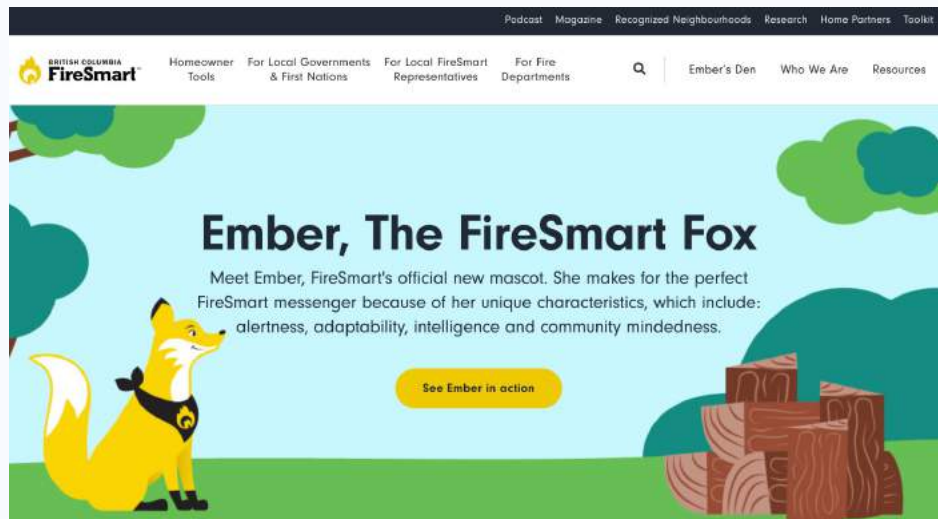


① Step 1: Read and print out the costume guidelines form

Before proceeding, ensure that you have both read and printed out the [Ember the FireSmart Fox Costume Guidelines](#). You will need to bring a signed version of this to the place of pick up (which will be determined below).

② Step 2: Identify which Fire Centre you live in

Using the map below, identify which fire centre you live in. This will determine where you will be requesting the Ember suit from. Please type in your street address and city into the top of the map to determine your fire centre.



FireSmart Power Hour - Indigenous Outreach

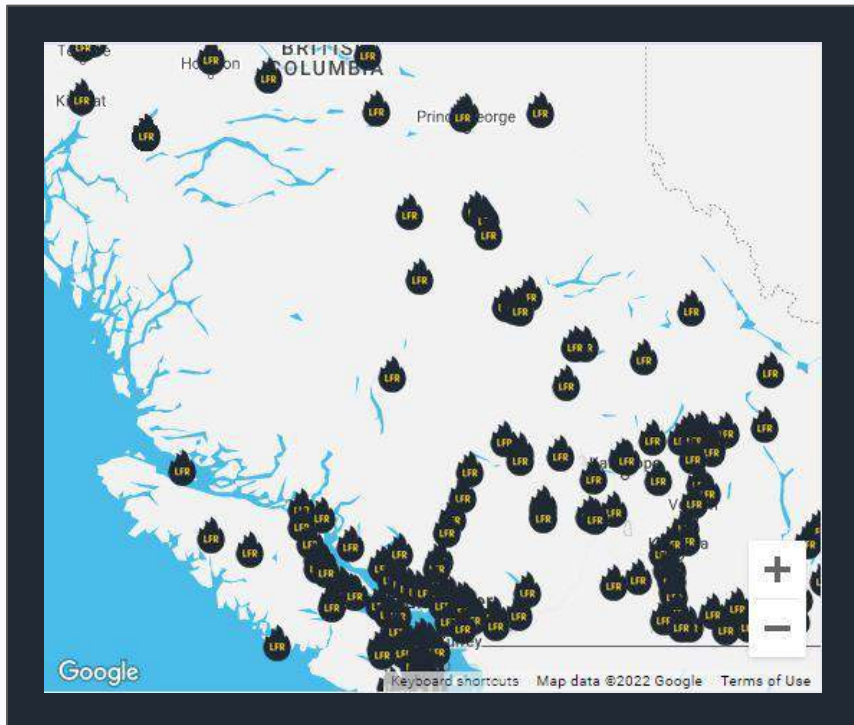


FireSmart BC Education Package
for all First Nations in BC

Package includes:

- Videos
- Podcast
- Print Resources
- USB
- Hard copy materials

FireSmart Power Hour - Local FireSmart Representatives



- FireSmart BC - 5 LFR workshops (Nov 2021- April 2022)
- 419 trained LFR's
- FCNRP Portal



2022 FireSmart BC Conference

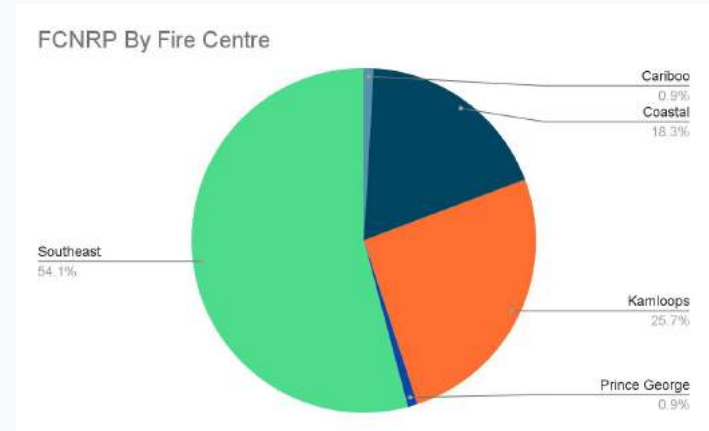
Building Collaboration & Community



2021 Neighbourhood Recognition Program

In 2021 the FireSmart Community Recognition Program evolved into the the FireSmart Neighbourhood Recognition Program. The new program allows homeowners within a community to be recognized for neighbourhood specific recognition.

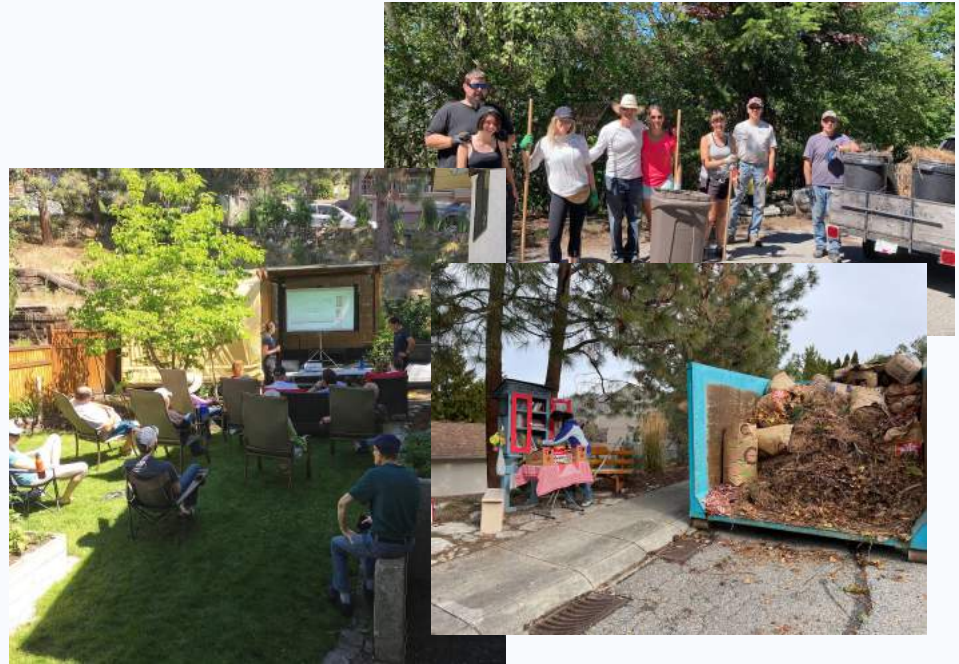
The Program saw an increase of 43 new neighbourhoods being recognized Provincially, with half of those being in the Southeast Fire Centre region.



FireSmart Power Hour - FCNRP in Penticton



- 2021: 5 recognized neighbourhoods
- 2022: 2 additional recognized neighbourhoods
- Events
 - Bin days
 - Information sessions / Pancake breakfasts
 - Areas of concern
- Making connections, removing barriers
 - Neighbourhood Champions via FCNRP or HPP



FireSmart Power Hour - Plant Program Penticton



Gaining Interest

- February 2022 - FireSmart Landscaping Webinar
- Focus on landscapers, garden centres and nurseries in and around Penticton
- Presenting on FireSmart Landscaping and the FireSmart BC Plant Tagging Program

A collage of three images related to the FireSmart program. The top image is a 'FireSmart 101' poster for landscapers and garden centres, showing a fire in a garden. The middle image is a screenshot of a Castanet news article titled 'PLANTING TO REDUCE FIRE RISK' from the City of Penticton and RDOS, dated Thursday, Apr 28. The bottom image is a screenshot of a webinar slide titled 'The FireSmart Plant Program for Garden Centres & Nurseries', featuring logos for the City of Penticton, RDOS, and FireSmart BC. A sidebar on the right of the webinar slide shows a video call interface with participants.



FireSmart Power Hour - Plant Program Penticton



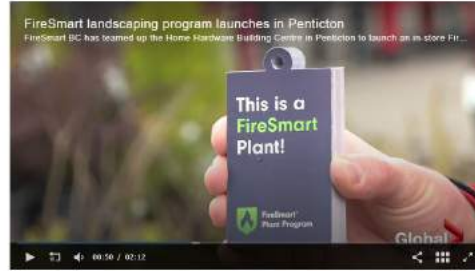
Penticton Home Hardware

- Social Media / News Coverage
- Information Booth and Program Launch
 - Featuring Ember the fox and BC Wildfire Crew Members
- Other nurseries gaining interest
- Positive feedback from city residents



FireSmart launches landscaping program in Penticton, B.C. ahead of wildfire season

By Taya Fast - Global News
Posted April 10, 2022 9:07 am



FireSmart landscaping program launches in Penticton - Apr 10, 2022



FireSmart BC has teamed up with the Home Hardware Building Centre in Penticton, B.C., to launch an in-store fire smart landscaping program.





BRITISH COLUMBIA
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Spring Campaign

2022 Spring Campaign

Wildfire Danger Rating



BRITISH COLUMBIA
FireSmartTM

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

FireSmart Power Hour - Spring Campaign Overview



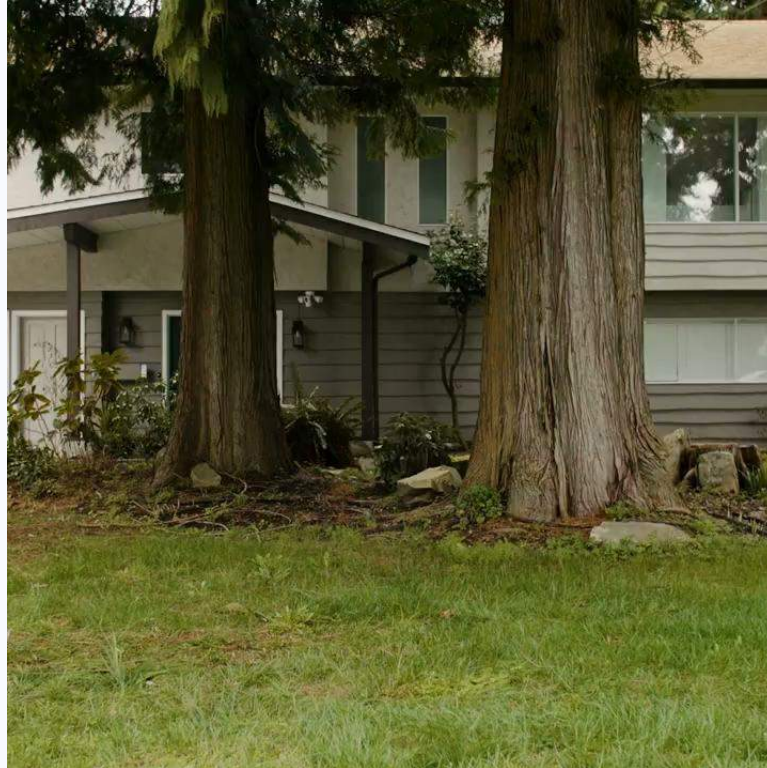
Our 2022 Spring Campaign is centered around the idea that individuals across the province have both the **power** and **responsibility** to help lower their property's wildfire risk level. We've used the iconic "Fire Danger Rating" sign to convey how minor tasks, common chores and a little everyday elbow grease are all people need to take action.

The campaign includes 3 30 second TV ads, 3 unique billboard designs and digital ad/social media assets, all of which will be seen throughout the province in areas where risk levels are high and our core audience lives and recreates.

FireSmart Power Hour - TV Ad (Gutters)



FireSmart Power Hour - TV Ad (Lawn)



FireSmart Power Hour - TV Ad (Firewood)

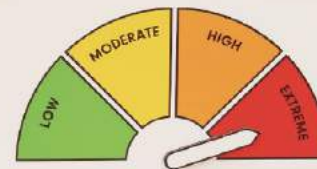


FireSmart Power Hour - Billboard (gutters)



**A MESSY GUTTER IS A
WILDFIRE RISK WITHIN
YOUR CONTROL**

Wildfire Danger Rating



BRITISH COLUMBIA

FireSmart

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

FireSmart Power Hour - Billboard (lawn)



**AN UNMAINTAINED LAWN
IS A WILDFIRE RISK WITHIN
YOUR CONTROL**

Wildfire Danger Rating

Low	Moderate	High	Extreme
Green	Yellow	Orange	Red

**BRITISH COLUMBIA
FireSmart™** Protect your property at [FireSmartBC.ca](https://www FiresmartBC.ca)

The billboard features a photograph of a house with a lawn of tall, dry grass. A sign on the right shows a wildfire danger rating gauge with four segments: Low (green), Moderate (yellow), High (orange), and Extreme (red). The needle points to the 'Extreme' segment. The bottom of the billboard contains the FireSmart BC logo and the website address.

FireSmart Power Hour - Billboard (firewood)



**FIREWOOD STORED
BY YOUR HOUSE IS A
WILDFIRE RISK WITHIN
YOUR CONTROL**




BRITISH COLUMBIA

FireSmart™


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

FireSmart Power Hour - Digital (Ads, Social, Web)



 **FireSmart BC**
July 28 at 9:44 AM · 🌐

Your home's wildfire risk level is up to you. Learn how simple landscaping activities can protect your property.



WHEN YOU AVOID
MAINTAINING YOUR LAWN

WWW.FIRESMARTBC.CA
FireSmart Your Property


Learn More

 **FireSmart BC**
July 28 at 9:44 AM · 🌐

When ignore your messy gutters, you put your home at risk. 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



Wildfire Danger Rating




Frame 1

Frame 2

FireSmart Power Hour - FireSmartBC.ca




[Podcast](#) [Magazine](#) [Recognized Neighbourhoods](#) [Research](#) [Home Partners](#) [Toolkit](#)

 [Homeowner Tools](#) [For Local Governments & First Nations](#) [For Local FireSmart Representatives](#) [For Fire Departments](#)

[Ember's Den](#) [Who We Are](#) [Resources](#)

Firewood stored by your house is a wildfire risk within your control


 [Play Video](#)

Want to protect your home?

From cleaning your roof and gutter to moving firewood, there are surprisingly easy steps you can take to make your home FireSmart.


↓

View The Homeowner's Manual



Wildfire Danger Rating

LOW MODERATE HIGH EXTREME



FireSmart Power Hour - Get Involved!



- FireSmart is shared responsibility, so is spreading the word!
- Participation from our partners makes a massive difference in the effectiveness of the campaign
- Tools provided include: Videos, Images, Copy, Printable Materials and Key Links

All hosted on: **www.firesmartbc.ca/campaign-resources**