

Outreach Opportunities for FireSmart Staff and Volunteers



Community Workshops:

- Conduct workshops to educate residents about [FireSmart principles](#), including removing combustible material around homes.
- Consider adding a lunch or dinner to attract more attendees.



Community Social Events:

- Integrate FireSmart messaging into community events, fairs, and gatherings to reach a diverse audience.
- “Piggyback” on other community events. Ask to set up an information booth at a farmers’ market or at a Car Show: Show and Shine.



Information Sessions:

- Host information sessions to discuss the importance of wildfire prevention and mitigation with one of our prebuilt presentations found in the [LFR Den](#).



Demonstration Days:

- Organize hands-on demonstration days to showcase FireSmart techniques, such as proper debris disposal and [vegetation management](#).



Collaborative Clean-Up Events:

- Encourage community members to participate in [clean-up events](#) to remove dead vegetation and flammable materials.



FireSmart Ambassadors and Neighbourhood Champions

- Recruit and train community members as FireSmart ambassadors or [Neighbourhood Champions](#) to spread awareness and assist with local initiatives.



School Programs:

- Partner with schools to integrate the [FireSmart Education Program](#) into the curriculum and involve students in wildfire resiliency.



Community Contests:

- Organize contests to encourage residents to implement FireSmart practices, with prizes for the most effective measures. Contests could be: [Colouring contests](#) for kids, Family FireSmart Action Plan Challenges - encouraging families to develop a personal FireSmart Action Plan by undertaking a [Self-Assessment](#).



Neighborhood Associations:

- Work with neighborhood associations, strata's, and similar communities to integrate FireSmart guidelines into their community planning and regulations.



Community Bulletin Boards:

- Utilize community bulletin boards to share [FireSmart information](#), updates, and upcoming events.



FireSmart Pamphlets:

- Distribute free, informative [pamphlets and brochures](#) door-to-door to ensure every community member has access to FireSmart guidelines.



Local Media Campaigns:

- Run FireSmart awareness campaigns through local newspapers, radio stations, and community newsletters. Click [here](#) for a great example of an awareness campaign from Williams Lake, BC.



Regular Updates:

- Provide regular updates on [FireSmart](#) initiatives, progress, and new resources through various communication channels.