



BRITISH COLUMBIA
FireSmart[™]

FireSmart[™] Power Hour:

February 28, 2024

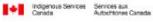


BRITISH COLUMBIA
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Agenda

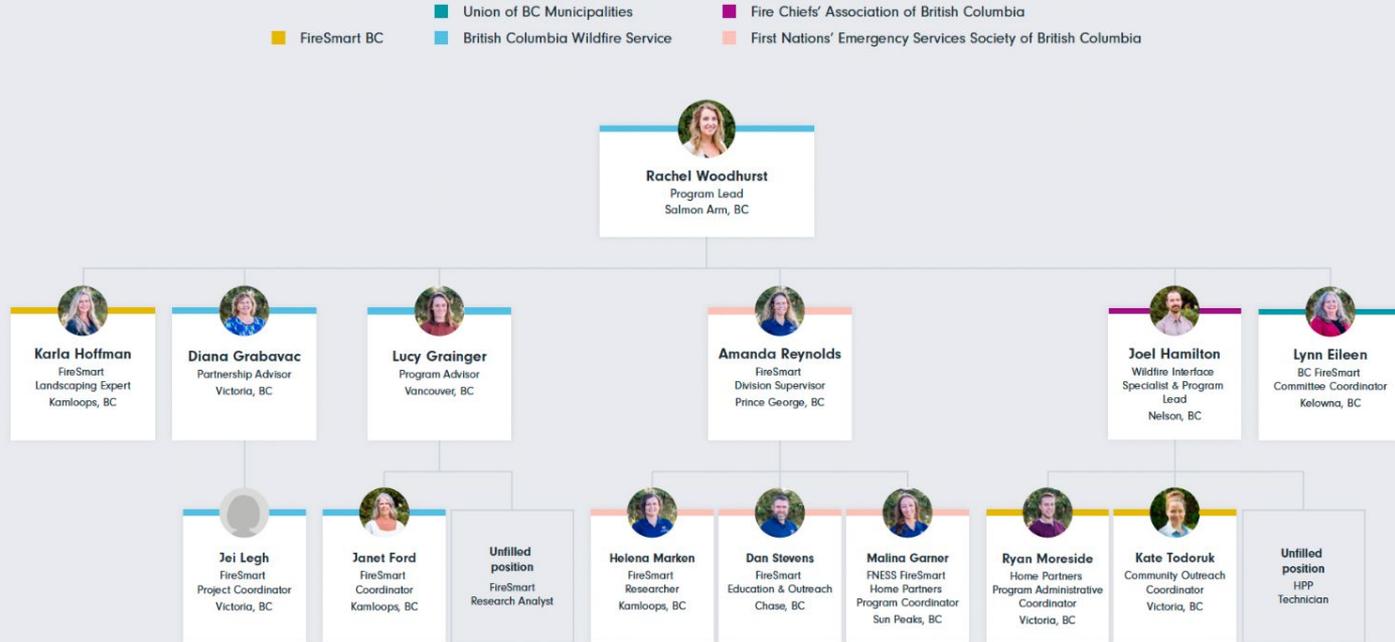
1. FireSmart Team Overview
2. Research Highlights
3. Resource Updates
4. Program Updates
5. Plant Program Highlight
6. Q & A

BC FireSmart Committee Members

 <p>British Columbia Wildfire Service</p>	 <p>Fire Chiefs' Association of British Columbia</p>
 <p>First Nations' Emergency Services Society of British Columbia</p>	 <p>Union of BC Municipalities</p>
 <p>BC Parks</p>	 <p>FireSmart Canada</p>
 <p>Parks Canada</p>	 <p>Indigenous Services Canada (ISC)</p>
 <p>Forest Enhancement Society of BC</p>	 <p>British Columbia Office of the Fire Commissioner</p>
 <p>Ministry of Forests – Regional Operations</p>	 <p>Ministry of Emergency Management and Climate Readiness (EMCR)</p>



FireSmart BC Organizational Chart





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Research Highlights

Eric McKay and Helena Marken

2023 Fire Season Overview



- 2023 - **2.84 million hectares** burned
- 2018 - **1.35 million hectares** burned
- **2,245 wildfires** reported: April 01 - October 31 2023
- **208 evacuation orders** affecting ~ 48,000 people
- **386 evacuation alerts** affecting ~ 137,000 people

[Wildfire Season Summary - Province of British Columbia \(gov.bc.ca\)](https://www.gov.bc.ca/wildfire/season-summary/)



Sampling Method

- Earnscliffe Strategies conducted online surveys of the general population of British Columbia
- The surveys were conducted between November 18, 2023 and December 18, 2023
- A total of 1,111 BC residents were surveyed



92% of people surveyed believed that wildfires are either important or the most important issue facing BC



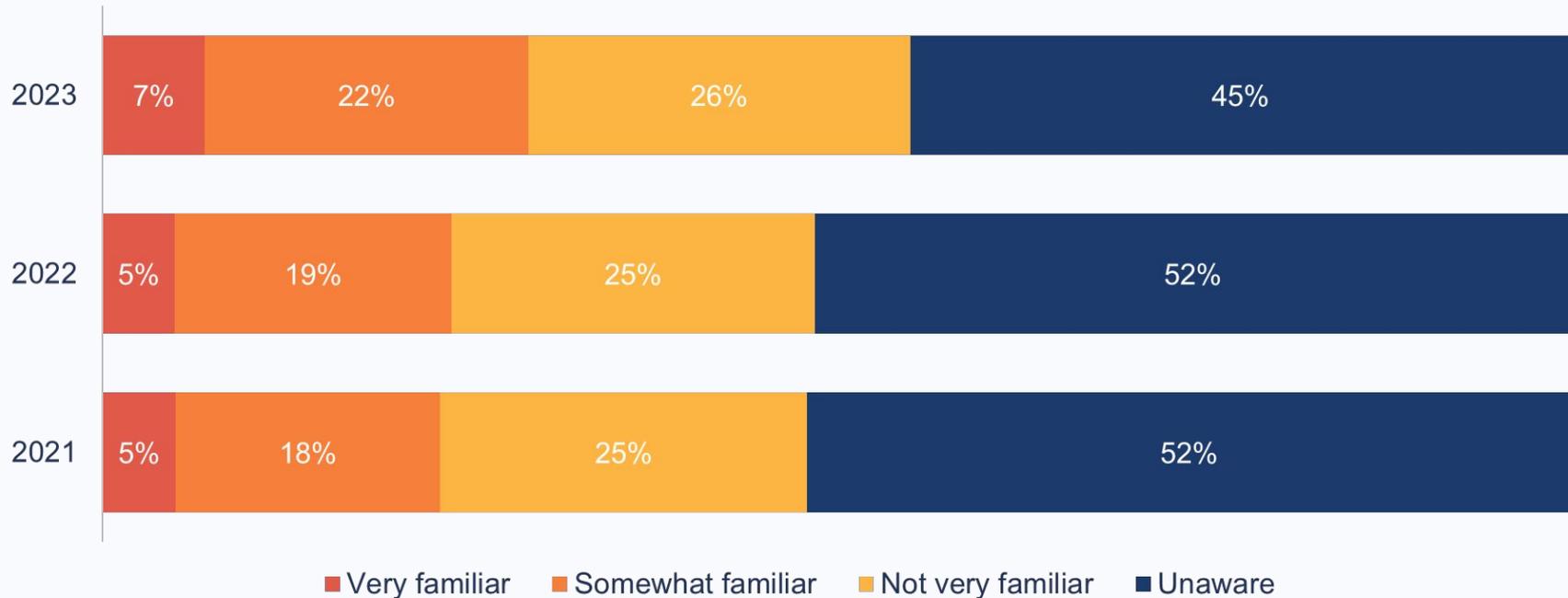
How the Public Feels about Wildfires, Climate Change and Society



Q: And how much do you agree or disagree with the following statements...?



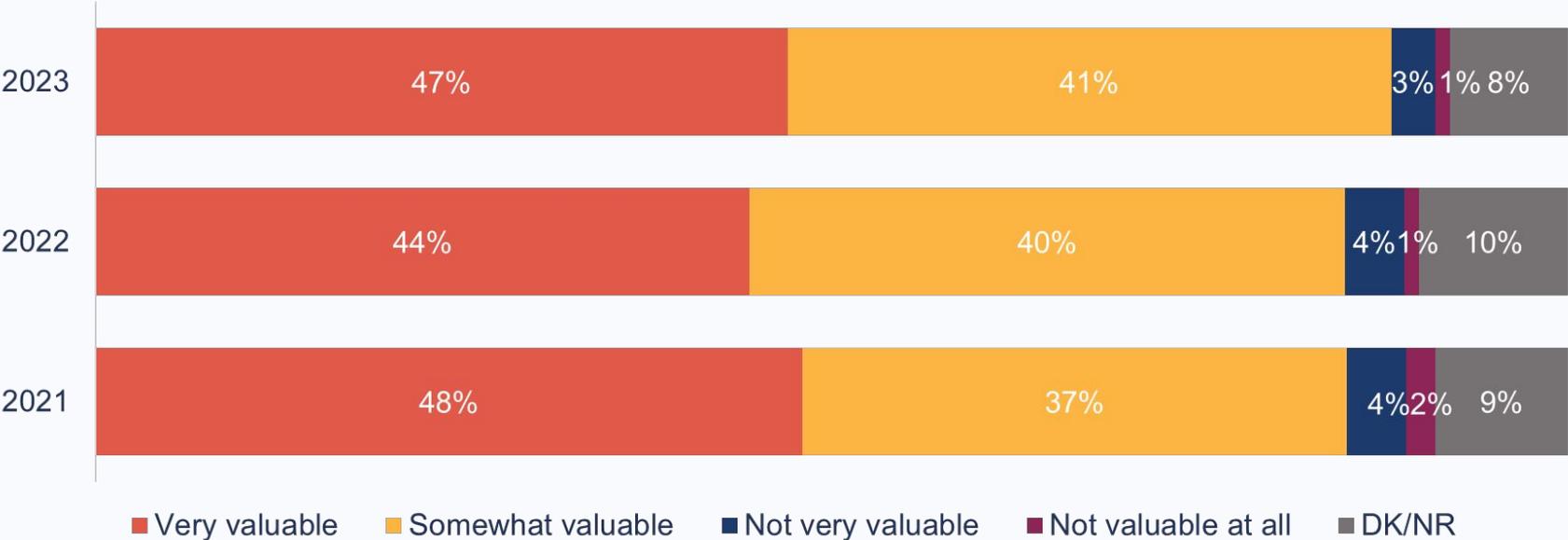
Overall Awareness of FireSmart BC



Q: Have you ever heard of FireSmart BC?



Value Offered by FireSmart BC



Q: Based on your knowledge, experience, or the definition we have provided, how valuable would you say FireSmart BC is to the province and its citizens?





Reasons for getting involved with FireSmart BC

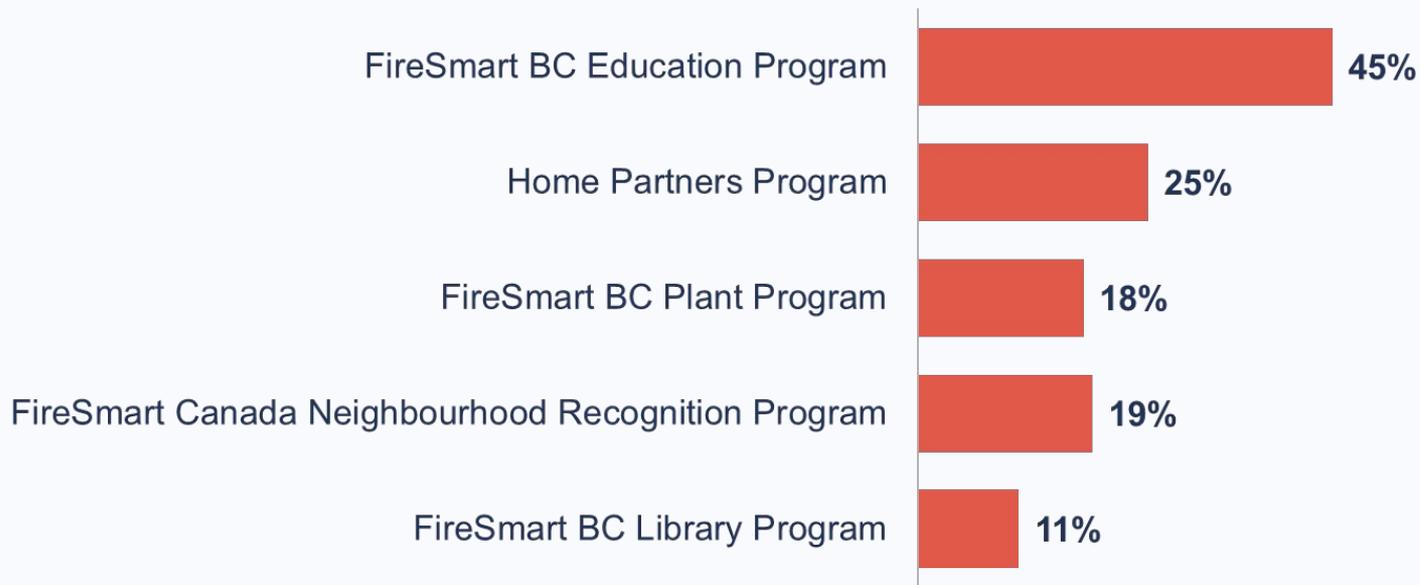


■ Very convincing ■ Somewhat convincing

Q: For each of the following, please indicate if you find each one very convincing, somewhat convincing, not very convincing, or not convincing at all.



Awareness of Specific FireSmart Programs

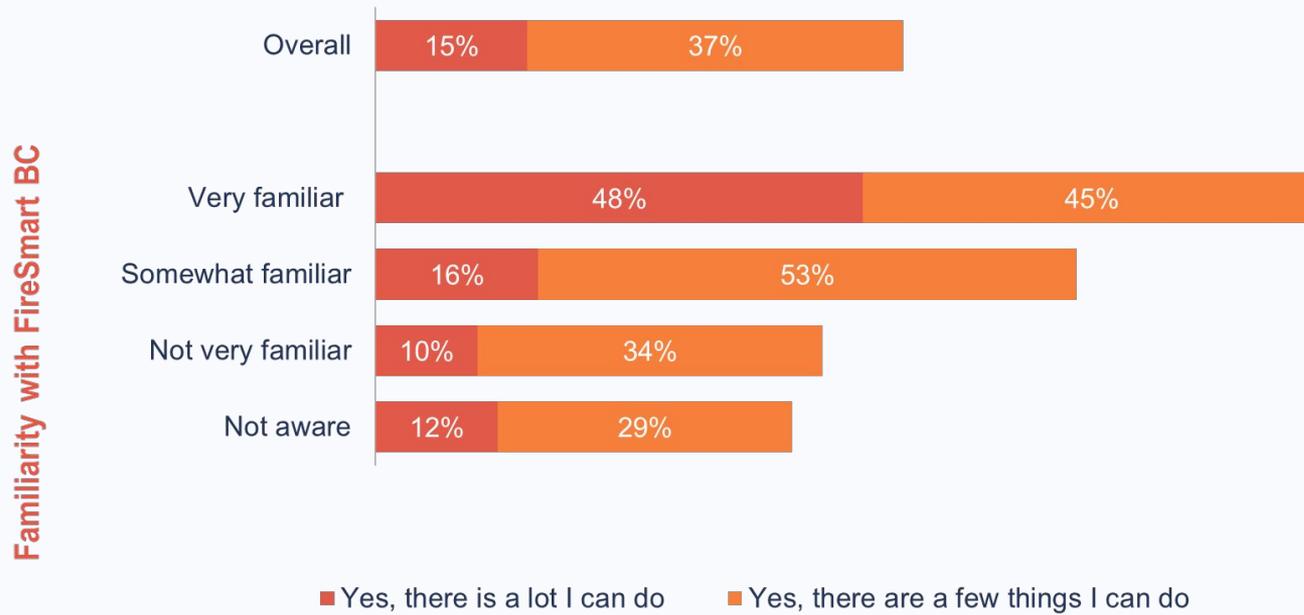


Q: Before today, have you ever seen or heard of any of the following FireSmart BC programs or initiatives?

Awareness of FireSmart & Impacts on Behaviour



Belief that there are individual measures that can be taken to protect your home

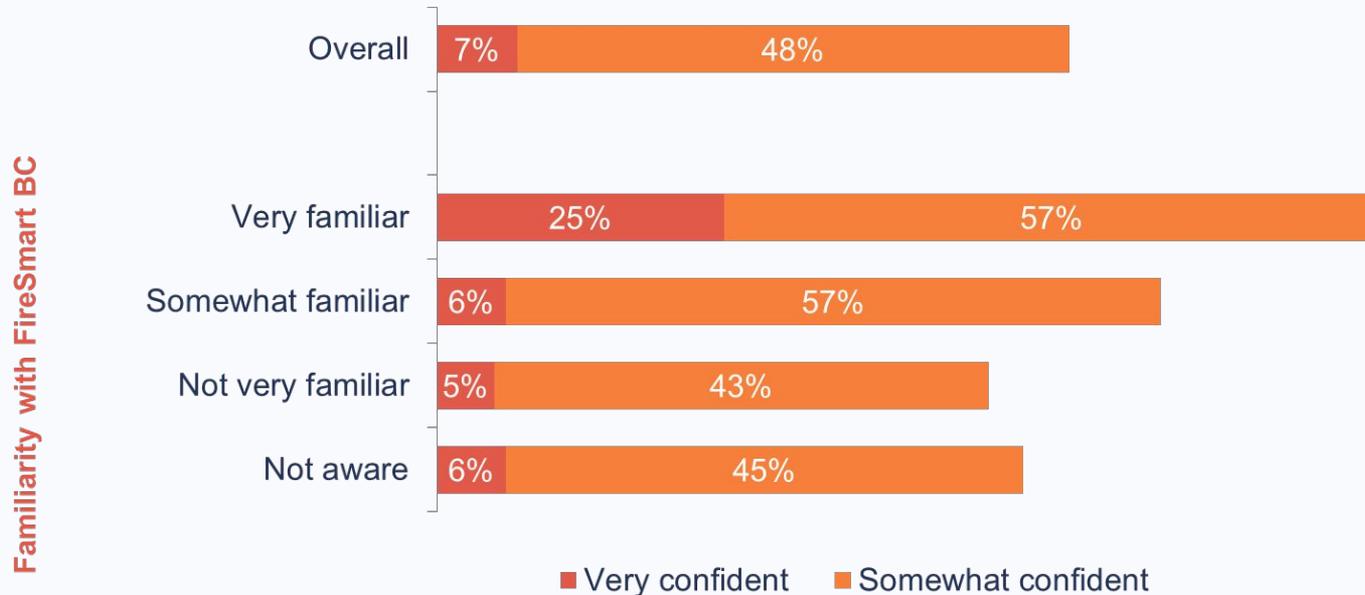


Q: Is there anything you can do personally to protect your home and/or property from wildfires?

Awareness of FireSmart & Impacts on Behaviour



Confidence in community preparedness to prevent and fight wildfires

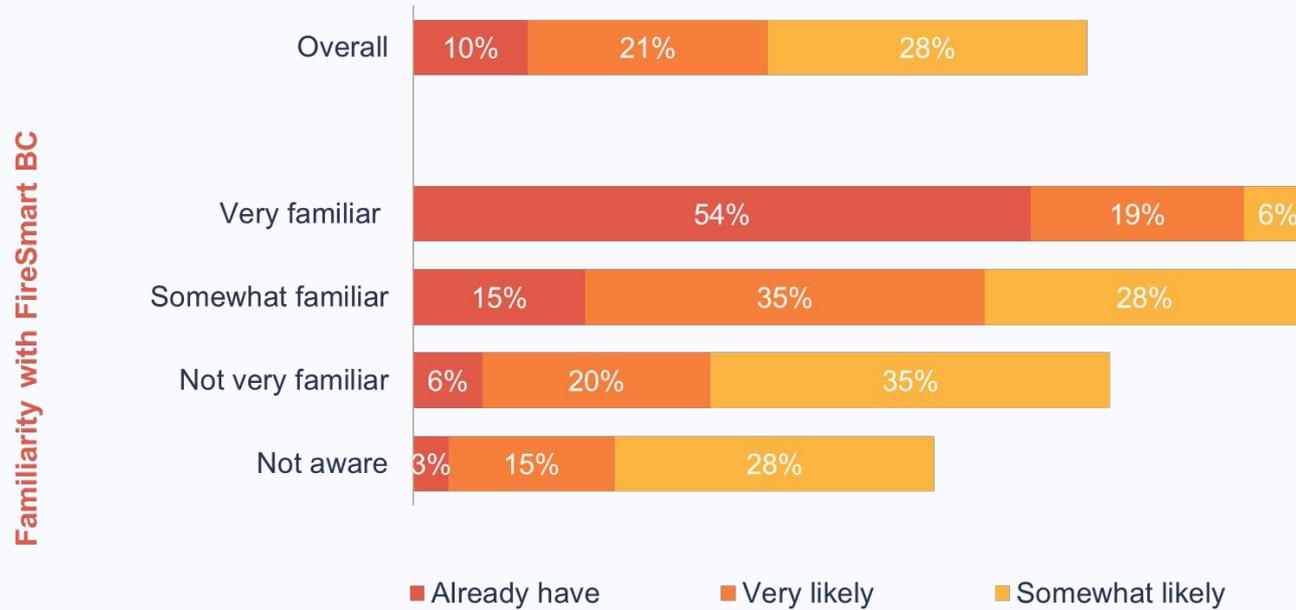


Q: How confident are you that you have the necessary resources located in your local community to prevent and fight wildfires?

Awareness of FireSmart & Impacts on Behaviour



Likelihood to seek out information to help protect home



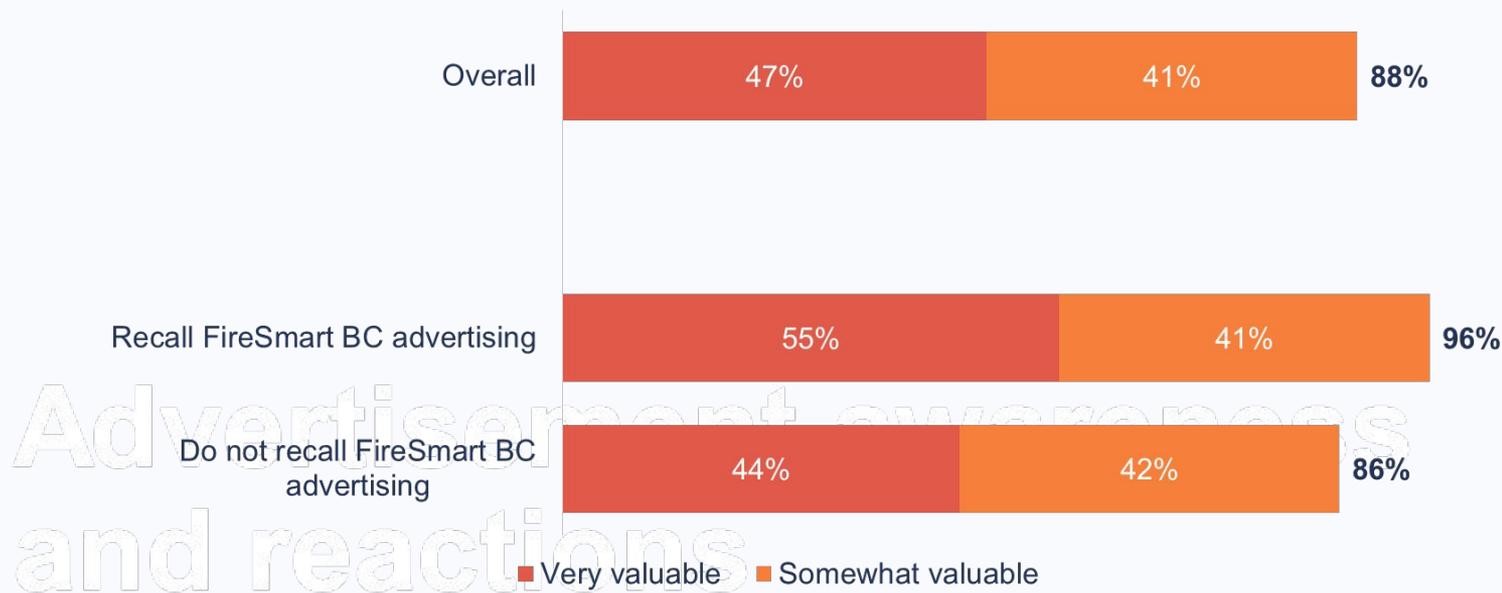
Q: How likely are you to seek out information and guidance to help you protect your home and/or property from wildfires in the next year?



**27% of British Columbians recalled seeing a
FireSmart BC Ad in 2023**



Value of FireSmart BC based on Advertising Recall

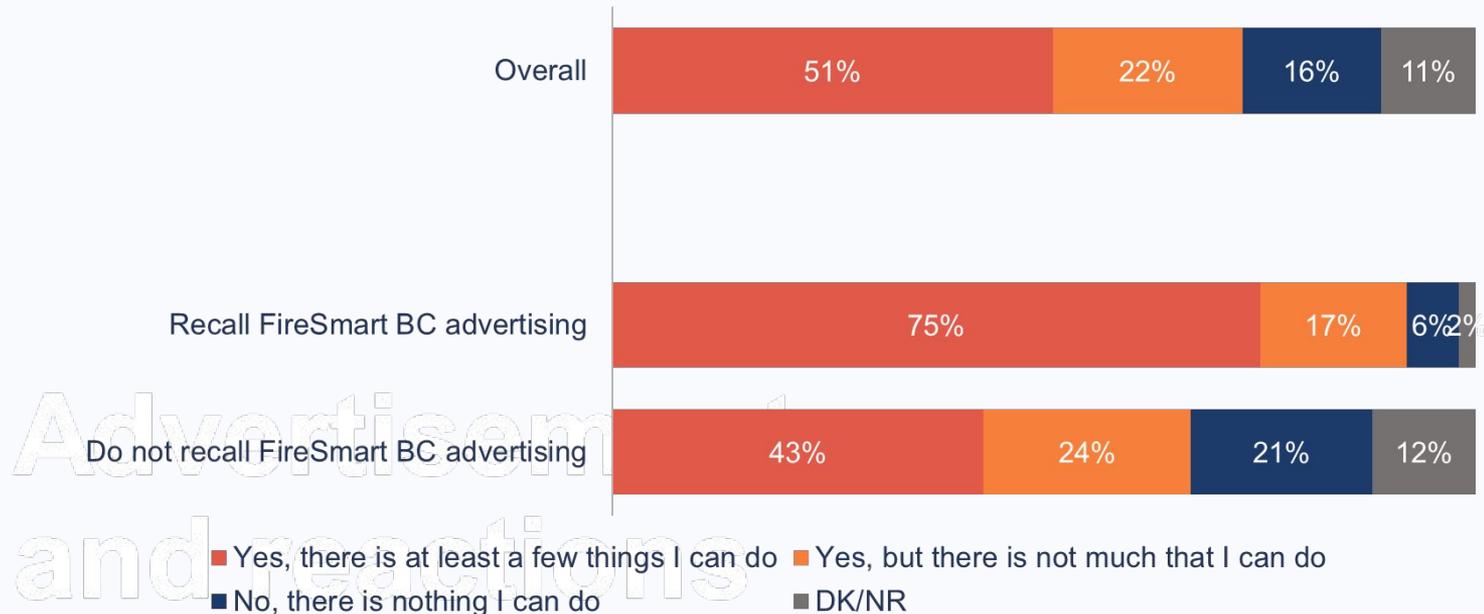


Q: Based on your knowledge, experience, or the definition we have provided, how valuable would you say FireSmart BC is to the province and its citizens?

Advertisement Awareness and Reactions



Belief that there are individual measures that can be taken to protect property by advertising recall



Q: Is there anything you can do personally to protect your home and/or property from wildfires? Over the past year, have you seen, read or heard any advertising from FireSmart BC?

Advertisement Awareness and Reactions



2023 Advertising Campaign: Everyday Heroes

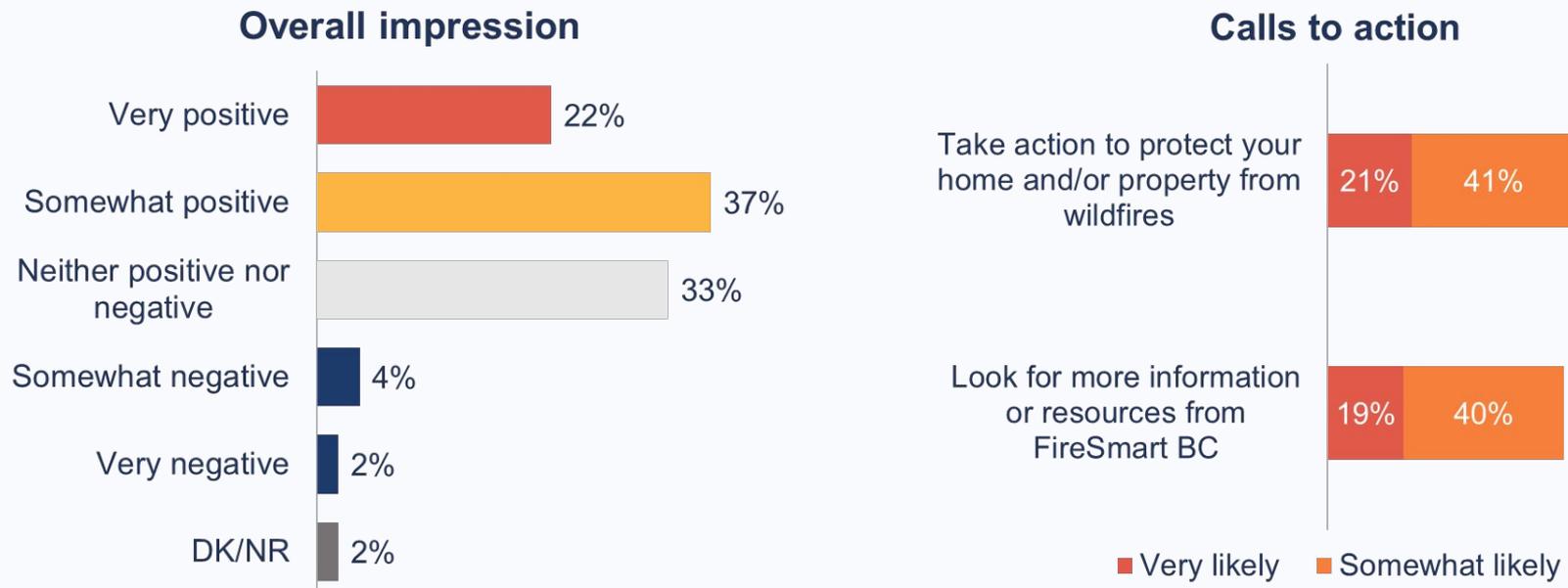
38% of people who recalled seeing an ad said it was “Everyday Heroes”



Advertisement Awareness and Reactions



“Everyday Heroes” Impact on Calls to Action



Q: What is your overall impression of this ad? Having watched this video ad, how likely would you say you are to take action to protect your home and/or property from wildfires? Having watched this ad, how likely would you say you are to look for more information or resources from FireSmart BC?

Public Perceptions Regional Breakdown



	Coastal		Kamloops		Southeast		Prince George		Northwest		Cariboo	
	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022
Familiar with FireSmart BC	23%	18%	49%	47%	65%	50%	44%	30%	40%	43%	52%	64%
FireSmart BC valuable	87%	83%	94%	95%	88%	91%	89%	91%	94%	90%	88%	96%
At least a few things I can do to protect from wildfire	48%	50%	62%	69%	70%	71%	61%	65%	65%	69%	67%	78%
Recall ad by FireSmart BC	21%	20%	47%	41%	52%	47%	47%	43%	35%	45%	39%	53%

Northwest Territories: Structure Ignition Research





- Examination of structure to structure ignition to look for lessons learned to support future community resiliency efforts.
- Interim report to be available soon with initial findings and the full report to be available before the summer.



Australia Disaster Challenge

- Dr. Kamarah Pooley (Fire and Rescue NSW) and Mark Owens (Country Fire Authority).
- Wildfire preparedness public service announcements on free wifi portals within communities.
- Means to communicate with travellers and spread awareness.



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Resource Updates

Recent Resource Updates



- A-Frame Signs are now available!
- FireSmart BC Community Presentation Updates

Resource Types	
Assessments	>
Funding Resources	>
Education Materials	>
Factsheets	>
FireSmart Research	>
Guides & Manuals	>
Local FireSmart Representatives	▼
A-Frame Signage Insert Designs	>
FireSmart BC Community Presentation	>
Local FireSmart Representative Den	>
About the FireSmart Canada Neighbourhood Recognition Program (FCNRP)	>
Photography	>
Posters & Graphics	>

Local FireSmart Representatives

A-Frame Signage Insert Designs



Use these designs for your A-Frame signage at your next local community event! Download the high-resolution print files below and connect with your local print shop to create the design.

[Read More](#)

FireSmart BC Community Presentation



A powerpoint presentation for use in introducing FireSmart to your community. We encourage you to personalize this template to suit your needs.

[Download](#)

Local FireSmart Representative Den

Here are all the key resources you need to assist with

Recent Resource Updates - Group Discussion Examples



FireSmart™ BC Group Discussion Question Examples

Introduction to FireSmart:

- What comes to mind when you hear the term "FireSmart"?
- Follow-up: How do you think FireSmart principles could be relevant to our community?

Personal Experiences:

- Have you or someone you know ever been directly affected by a wildfire?
- Follow-up: In what ways did it impact you or your community, and what lessons were learned?

Understanding Wildfire Risk:

- How aware are you of the wildfire risk in our community?
- Follow-up: What measures, if any, do you think are currently in place to address this risk?

FireSmart Principles:

- Before today, were you familiar with the FireSmart? What aspects surprised you the most?
- Follow-up: How do you think adopting FireSmart could benefit our community?

Community Involvement:

- In your opinion, what role should the community play in reducing the risk of wildfires?
- Follow-up: What specific actions can individuals take to contribute to a FireSmart community?



Mitigation Strategies:

- Are there any specific FireSmart mitigation strategies you think would be particularly effective in our local community?
- Follow-up: How can we encourage the widespread adoption of these strategies within our community?

Emergency Preparedness:

- How well-prepared do you feel for a potential wildfire emergency? What steps have you taken, if any?
- Follow-up: What additional steps can individuals and the community take to enhance their preparedness?

Promoting FireSmart Practices:

- What challenges do you foresee in promoting FireSmart practices within our community, and how can we overcome them?
- Follow-up: How can we create awareness and encourage community participation in FireSmart initiatives?

Responsibility and Cooperation:

- Whose responsibility do you think it is to ensure FireSmart practices are implemented – individuals, local government, or a combination of both?
- Follow-up: How can different partners collaborate to create a more FireSmart community?

Taking Action:

- What immediate steps can our community take to become more FireSmart? How can individuals contribute to this effort?
- Follow-up: How can we establish ongoing efforts to ensure the sustainability of FireSmart practices in our community?

Recent Resource Updates - Presentation Planning



Planning a FireSmart™ Presentation - Considerations

Pre-Event Preparation

- Familiarize yourself with the [FireSmart](#) program and its [key messaging](#).
- Thoroughly review the course content and materials that you are presenting.
- Confirm venue logistics, including room setup, audio-visual equipment, and seating arrangements.

Materials and Resources

- Ensure all printed materials, including participant handouts and presentation slides, are organized and ready. Order free resources [here](#).
- Ensure you have access to the presentation on a backup device, such as a cell phone.
- Pack any necessary [promotional materials](#) or giveaways provided by FireSmart.

Presentation Tools

- Bring a laptop with a fully charged battery.
- Connect with the host to confirm the use of a projector, screen, and possibly speakers and a microphone. Check the compatibility of your laptop with the venue's audio-visual system if applicable.
- Carry a remote clicker for seamless navigation through the presentation.

Attire

- Dress professionally and in accordance with the event's formality.
- Consider wearing FireSmart-branded apparel for a more cohesive presentation.



Communication

- Have contact information for event organizers and local authorities readily available.
- Carry a fully charged mobile phone for emergencies.

Engagement Strategies

- Plan interactive activities and discussions ([FireSmart BC Community Engagement Discussion Questions](#)) to engage participants.
- Prepare statistics or real-world examples to make the content relatable.
- Encourage questions and foster a collaborative learning environment.

Time Management

- Develop a schedule to ensure all topics are covered within the allocated time.
- Set alarms or reminders to stay on track during the presentation.

Post-Event

- Collect participant feedback for continuous improvement.
- Share relevant resources or contact information for further inquiries.
- Express gratitude to event organizers and participants.

Now Live:



Home Ignition Zone



Immediate Zone

0m to 1.5m
A minimum 1.5 metre non-combustible surface should extend around the entire home and any attachments, such as decks.

Intermediate Zone

1.5m to 10m
This should be a fire-resistant area, free of all materials that could easily ignite from a wildland fire.

Extended Zone

10m to 30m
This zone provides vegetation trees to reduce ember loads in the crown. Regularly mow tall grasses, dry leaves, and other materials to eliminate potential ember fuel.

Tree-to-Tree Spacing

Each tree should be spaced to allow for an expanding crown and to ensure that the fire does not spread to the canopy of the next tree.

Coniferous Tree Spacing

Coniferous trees are highly flammable. To maintain a reasonable fire hazard level, spacing between trees should be increased.

Tree Pruning

Pruning of trees should be done in a way that reduces the risk of fire spreading from one tree to another.

Dead branches can be a source of fire fuel. Pruning should be done to remove dead branches from the tree.

Maintenance

Regular maintenance is essential to reduce the risk of fire spreading from one tree to another.

Roadways and Driveways

Regular maintenance of roadways and driveways is essential to reduce the risk of fire spreading from one tree to another.

Regular maintenance of roadways and driveways is essential to reduce the risk of fire spreading from one tree to another.



Understanding Fire Behaviour

Fire + Fuel = Why Homes Burn



- Fuels include trees, woodpiles, structures, fences, plants, etc.**
- Coniferous trees are highly flammable.**
- Deciduous trees are less flammable.**



Immediate Zone



- Doors**
All doors should be fire-rated and have a good seal. This applies to garage doors as well as entry doors.
- Windows**
Tempered or multiple window units can reduce the risk of fire spreading. Provide fire protection to heat from a wildfire fire.
- Ground-to-Siding Clearance**
Siding is vulnerable when a igniter and other flames or sparks get into the space behind a SIP (insulated) sheathing system. Insulate the space behind the siding with 150 mm of non-combustible insulation. Insulation is recommended.
- Eaves and Vents**
Wildfire smoke particles from chimneys, fireplaces or gas vents can ignite eaves, soffits, gutters, or other SIP (insulated) sheathing system. Open areas also create a hazard for animals and debris that can ignite and spread. Reduce the risk of animals and debris by removing the eaves/soffits of your home.
- Other**
Attachments to Your Home
Wooden fences or handrails create a fuel path. Use a non-combustible material to support your home. Use a non-combustible material to support your home. Use a non-combustible material to support your home.
- Roofs and Outdrains**
Roofs and outdrains are the same. Insulate the space behind the roof with 150 mm of non-combustible insulation. Insulation is recommended.



<https://firesmartbc.ca/resource/retractable-banner-templates/>



Recent Resource Updates



- Community Poster (Fillable)
- Checklist for CRI requirement for a Fuel Management Prescription
- Home Ignition Zone LFR Assessment
- Coming Soon: Key Message Document

Recent Resource Updates



Farm & Ranch FireSmart Assessment

Reduce the impacts of wildfire on your agriculture business.

This assessment is used by Wildfire Mitigation Specialists & Local FireSmart Representatives, who have received Farm & Ranch FireSmart training, to assess the risk from wildfire to your operation's critical structures. Using the assessment, they will be able to recommend changes that will make the greatest difference in defending against structure ignition.

Here is an example Farm & Ranch FireSmart Assessment Report for a ranch in British Columbia (**coming soon**)

About the process

A Farm & Ranch FireSmart Assessment provides:

- An in-depth, on-site assessment conducted by experienced fire professionals.
- An opportunity for farms and ranches to identify mitigation actions unique to their property..
- A detailed follow-up report with customized mitigation actions designed to measurably reduce the wildfire risk to your property.



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CRI Funding Resources



CRI Resources:

<https://www.ubcm.ca/cri>

<https://www.ubcm.ca/cri/firesmart-community-funding-supports>

cri@ubcm.ca - FireSmart Community Funding and Supports & CRI questions

[2024 Program and Application Guide](#)



Indigenous Services Canada On-Reserve FireSmart Program

The FNESS - ISC On-reserve FireSmart program is designed to support Indigenous communities in building wildfire resiliency through implementation of various FireSmart activities which include:

- FireSmart home and community assessments
- Education, training, and outreach
- FireSmart staff positions
- Fire resilient firewood structures
- Vegetation management
- Purchase of hand and power tools
- Equipment rental
- Continuing mitigation
- Animal grazing

FireSmart@fness.bc.ca

https://www.fness.bc.ca/wp-content/uploads/2023/03/On-reserve_FireSmart_Program_and_AppGuide_Revised_11062023.pdf





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Program Updates



WILDFIRE RESILIENCY AND TRAINING SUMMIT

REGISTRATION IS NOW OPEN!

April 20 - 24, 2024

Prince George, BC

Unceded traditional territory of the Lheidli T'enneh First Nation, part of the Dakelh (Carrier) peoples' territory

www.wildfiresummit.ca

LFR of the Month



David McKay
(Xwisten)Bridge River Band Community Reserve



LFR of the Month



Gloria Lejour
The District of Metchosin



Education Program



<https://firesmartbc.ca/educationprogram/>

Education Program



FireSmart Coordinator School Visits

**Assembly or Classroom Presentations
w/ Ember the FireSmart Fox**

Education Program Toolkit Available!

<https://firesmartbc.ca/resources-lfr-portal/education/>

Password is FireSmart2020

education@firesmartbc.ca



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Plant Program 2024

Plant Program 2024



Calling all garden centres and nurseries in British Columbia

Participating garden centres have loved our Plant Program. There are all sorts of benefits for participating garden centres and nurseries:

- Partner recognition on the FireSmart BC website
- Official recognition as a certified fire-resistant plant supplier
- Promotion via paid and organic social media posts
- Point-of-purchase support, including plant tags, signage, and landscaping guides
- Promotion in media events relating to the program
- Access to appearances by FireSmart BC mascot Ember for community/store events
- Input on further development of the Plant Program in BC and across the country

Look for the FireSmart plant tag at garden centres



Awards



LYNN ORSTAD AWARD:
WOMEN IN WILDFIRE
RESILIENCY

Est. 2022

A black and white line drawing of a woman's face and shoulders, smiling slightly. She has short hair and is wearing a collared shirt.A photograph of several wildland firefighters in orange gear and helmets, standing in a line outdoors. The image is partially framed by a curved orange border on the left side.

BC WILDLAND
FIREFIGHTER AWARDS

Podcast Feature



The
Get FireSmart™
Podcast

The Get FireSmart Podcast

36: "The FireSmart BC Education Program" Guest: Amanda Rey...



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 DESCRIPTION



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FireSmart BC Updates



Listen to the Get FireSmart Podcast, read the FireSmart BC Magazine, and subscribe to our newsletter!

FireSmart BC Magazine



Follow us on Social Media:



FireSmart Power Hour - Get Involved!



- FireSmart is shared responsibility, so is spreading the word.
- Participation from our partners is key to making BC FireSmart and we appreciate all that you do!
- Try out some of our new resources on the LFR Den, connect with other coordinators and program managers, and share your FireSmart success stories with us.

Questions? Contact support@firesmartbc.ca



Q&A

Drop your questions in the chat box!