

## 2024 Spring Campaign Key Messaging

### Introduction:

The spring campaign key messaging document is an internal resource to help FireSmart BC staff communicate consistently about the 2024 campaign and generate positive media exposure at the local level. Information includes key messaging, questions and answers, and suggested social media captions to utilize on FireSmart BC community accounts.

### 2024 Campaign Name: Our Part, Your Part



**Campaign Concept:** The new *Our Part, Your Part* campaign has a simple message: when it comes to wildfire prevention, we all have a role to play. *Our part* refers to the collective role of first responders and emergency organizations preparing and responding to wildfires. *Your part* refers to the role resident's play in preventing or mitigating wildfire by completing FireSmart tasks at home.

### Campaign Video and other Assets:

[Click here](#) to watch FireSmart BC's new campaign video.

[Download all campaign assets here](#)

### **Key Messaging - Campaign:**

- FireSmart BC just launched a new campaign reminding British Columbians that wildfire prevention is a shared responsibility.
- The new campaign is titled *Our Part, Your Part* and includes a simple message: when it comes to wildfire prevention, we all have a role to play.
- *Our part* refers to the collective role of first responders and emergency organizations preparing and responding to wildfire. *Your part* refers to the role residents play in preventing or mitigating wildfire by completing FireSmart tasks at home.
- Research shows that doing simple FireSmart tasks like moving propane tanks and combustible vegetation away from your home can make your property more resilient to wildfire.
- Our climate is changing and wildfire seasons are becoming longer and drier. The only way to tackle wildfire preparedness, prevention and mitigation is to work together.
- 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.
- The devastating 2023 wildfire season resulted in tens of thousands of people being forced to evacuate their homes with impacts to cultural and ecological values, structures, local economies, and unquantifiable impacts to people's health and wellbeing.
- Get all the resources you need to be prepared at [firesmartbc.ca](https://firesmartbc.ca)

### **Key Messaging - General:**

- FireSmart BC is the provincial program committed to helping British Columbians reduce their wildfire risk.
- 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 like mowing your lawn, cleaning your gutters and pruning your trees can make your property more resilient to wildfire.
- For a wildfire to ignite and grow, it needs fuel such as trees, grass or other vegetation.



- Embers can ignite materials around your home, causing significant damage or structure loss.
- Removing flammable materials and vegetation around your property and preventing embers from accumulating will significantly reduce the chance of your home igniting.
- Resident's can take simple and immediate steps, available online through a variety of resources found at FireSmartBC.ca.
- The FireSmart BC website has many helpful resources, including the [FireSmart BC Begins At Home Guide](#) and the interactive [FireSmart Landscaping Hub](#), which has an extensive list of fire-resistant plants and tips on how to create a FireSmart landscape.

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

- Visit [firesmartbc.ca](https://firesmartbc.ca) to find out how to make your property and community more resilient to wildfire.
- Resident's can use the interactive [FireSmart Begins at Home Guide](#) to make their property and neighbourhood FireSmart.
- The interactive [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.

### **Suggested Social Media Graphics & Captions:**

In addition to re-sharing posts from the FireSmart BC social media accounts, below are some suggested organic social media captions for use on FireSmart BC local community accounts. View the campaign resources to find graphics to use with your posts. Please tag the following in your posts [#firesmartbc](#) [@firesmartbc](#) [#BCWildfire](#) [@BCWS](#)

#### *Social Media Captions:*

1. FireSmart BC just launched a new campaign reminding British Columbians that wildfire prevention is a shared responsibility. The new campaign is titled *Our Part, Your Part* and includes a simple message: when it comes to wildfire prevention, we all have a role to play. Visit [firesmartbc.ca](https://firesmartbc.ca) to view the campaign video.
2. 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. Visit [firesmartbc.ca](https://firesmartbc.ca) to find out how to make your property and community more resilient to wildfire.

3. Making the right strategic choices in your yard, can make your property more resilient to wildfire. Visit the interactive Landscaping Hub at [firesmartbc.ca](https://firesmartbc.ca) to see the extensive list of fire-resistant plants, tips on how to create a FireSmart landscape, and information on the FireSmart BC Plant Program.

4. Our climate is changing and wildfire seasons are becoming longer and drier. The only way forward is to work together. Visit [firesmartbc.ca](https://firesmartbc.ca) to see how you can make your property and community more resilient to wildfire.

5. Research shows that doing simple FireSmart tasks like moving propane tanks and combustible vegetation away from your home can make your property more resilient to wildfire. Review the FireSmart Begins at Home Guide at [firesmartbc.ca](https://firesmartbc.ca) to learn more about how you can take simple steps to make your property more resilient to wildfire.

## Questions & Answers

### 1. What can people do to mitigate the risk of wildfire in their communities?

- Mitigating wildfire risk is a shared responsibility.
- People can play a critical role in mitigating wildfire risks around their homes and properties by undertaking FireSmart initiatives.
- For example, residents can help protect their homes and community by:
  - Cleaning any dry debris like leaves or branches from under decks,
  - Making sure roofs and gutters are clean and clear,
  - Keeping lawns cut short (below 10 centimetres) – wildfire loves tall grass!,
  - Moving items like firewood, propane tanks, plastic toys, dog houses at least 10 M from structures.
  - Keeping trees and shrubs pruned and watered,
  - When planting new trees or plants, opt for the leafy variety that are more resistant to fire. Examples are poplar, birch, aspen, cottonwood, maple, alder, ash and cherry.

- Some B.C. communities have already undertaken the work required to become a designated FireSmart community – more information on how to participate can be found at [firesmartbc.ca](https://firesmartbc.ca)

## **2. How does FireSmart work to mitigate wildfire risks to communities?**

- Given the effects of climate change and the number of homes being developed in forested areas, B.C. residents are encouraged to undertake FireSmart activities to help protect their homes and neighbourhoods from wildfires.
- The FireSmart program was developed to help people reduce the risk of personal property damage due to wildfires.
- FireSmart is the Canadian standard recognized by all provinces and territories and is based on National Fire Protection Association standards that have evolved over the last 40 years.
- Local governments also have a role to play, by implementing FireSmart-related bylaws for new developments in the wildland/urban interface.

## **3. How is the Province helping people access FireSmart programs?**

- Since 2018, over \$180 million has been invested in FireSmart community programs across B.C.
- In that time, 223 local governments and First Nations have been funded to undertake FireSmart activities.
- B.C. now boasts 90 local FireSmart Coordinators and 205 FireSmart recognized neighbourhoods.

## **4. What funding supports are available to communities to mitigate the risk of wildfires?**

- To increase wildfire prevention and help keep people safe, the Province has taken action over the past six years to strengthen provincial and community capacity for wildfire mitigation and preparedness.
- We're supporting the efforts of local governments and First Nations to reduce wildfire risks in and around their communities.
- Since 2018, the Province has taken action in partnership with the Union of BC Municipalities and First Nations Emergency Services Society to reduce wildfire risk through FireSmart grants and supports, with \$185 million committed to date.



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- More than 350 projects have been completed, with more on the way. Budget 2024 also contains \$60 million for the Forest Enhancement Society of BC to continue industry and community focused wildfire risk reduction and fuel management.