Wildfire risk communication; lessons learned dealing with complexity

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Why???
What???
To whom???

DO YOU KNOW YOUR ROLE?
Learn what you can do to help your community become fire adapted.
Visit FireAdapted.org

CIVIC LEADERS
- Require defensible space around structures
- Don’t allow development in high risk areas
- Follow safety codes to regulate building materials & locations

DEVELOPERS AND BUSINESS OWNERS
- Don’t build in high risk areas
- Make sure developments have adequate defensible space
- Use non-combustible building materials

FIRST RESPONDERS
- Use the Ready, Set, Go! program
- Educate your jurisdiction about fire adapted communities
- Create a fire plan with other emergency responders

LAND MANAGERS
- Treat hazardous fuels to reduce risk from wildfire
- Identify & assess wildfire risk on the land you manage
- Work collaboratively to reduce risk on the land you manage

HOMEOWNERS
- Become a Firewise Community
- Create 100 feet of defensible space
- Keep roof & gutters clean

Nearly 70,000 communities are at risk from wildfires and billions are spent each year to fight them. Reduce your risk by creating and implementing a Community Wildfire Protection Plan.
Factors affecting the individual capacity of action (Martin et al 2007):

- The perceived effectiveness of actions to reduce the risk
- Confidence in the ability to correctly carry out actions
- The perceived responsibility for fire risk management
- Trust and credibility to the institution promoting actions

The need of explaining a new version of an old story – “One message, Many voices”

- Transition from awful forest fires to the good fire's concept
- Coexisting with fires as we already do with avalanches, floods, storms…
  - Build up a fire adapted landscape and society

Social’s perception changement – long time investment

As you can see it is number six!

He talk about a six, but until yesterday it was a nine for sure! What a mess?

Who is completely right?
Efficient fire risk communication for resilient societies

Main goals:

- Increase the fire risk knowledge and awareness in-between general society.
- Promote a risk culture through efficient fire risk communication by means of tools adapted to 3 specific target audience:
  - **Students and their teachers**
  - **Journalists and media**
  - **Communities at potential risk (WUI)**
- Adapt the tool’s content into 2 Mediterranean context, south Europe and North Africa (tools available in English, Spanish, Catalan, French and Arabic)
Some outputs…

**Understand the problem**

**Short book**

FIRE AND FOREST FIRES IN THE MEDITERRANEAN; A RELATIONSHIP STORY BETWEEN FORESTS AND SOCIETY
FIVE MYTHS AND REALITIES TO LEARN MORE

*(general public)*

**Guideline**

FOREST FIRES GUIDELINE FOR COMMUNICATORS AND JOURNALISTS

*(journalist & media)*
Some outputs...

Storybook

Llamita y Llamota, del fuego a los incendios forestales.
¡Con el fuego también prevenimos los incendios forestales!

(students and youth)

Assess the problem

Self-evaluation guide

Ma maison est-elle vulnerable en cas de feu de forêt?

(community at risk)
Effectiveness level of “students teaching programs”

Full video available at:
http://efirecom.ctfc.cat/?page_id=541
All the results are available at:  http://efirecom.ctfc.cat

Thanks for your attention