

FIRE EDUCATION AND OUTREACH IN THE NATIONAL PARK SERVICE

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ABSTRACT

This poster highlights services and products offered by the National Park Service (NPS) Fire Communication and Education program to increase understanding and support for fire and fire management practices. It directly addresses the first element of this year's conference theme, "Public Awareness," by summarizing the National Park Service's agency-wide efforts to support fire management with integrated education, interpretation, and outreach. The poster lists and discusses products and services offered in all six NPS regions: Alaska, Pacific West, Intermountain, Midwest, Southeast, and Northeast. Services include support for Web-based information sources such as Inciweb and NPS Fire News. Products include posters, Flash presentations, and templates for documents such as interpretive pamphlets on prescribed fire.

Keywords: communication, education, information, interpretation, National Park Service, outreach.

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FIRE OUTREACH AND EDUCATION: LESSONS LEARNED AND METHODS FOR MAKING YOUR MESSAGE STICK

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ABSTRACT

Reaching the public with fire education messages has been a key initiative of the Florida Division of Forestry (DOF) since wildfires in 1997 and 1998 burned throughout much of the state. The DOF has sponsored many programs for diverse audiences in order to encourage people in the WUI to protect their homes from wildfire and to garner public support for prescribed burning as a land management tool. Pandion Systems has been working with DOF to conduct this outreach statewide via the Fire in Florida's Ecosystems, Florida Wildfire Prevention, and Firewise programs. This presentation will highlight lessons learned from years of planning, conducting, and evaluating outreach. It will emphasize key elements needed to make fire ecology education and outreach efforts in Florida successful. The talk will present a case for using social marketing methodologies to deliver effective fire education messages that cause lasting changes in attitudes and behavior and acceptance of prescribed fire and wildfire prevention techniques.

Keywords: curriculum, education, evaluation, fire ecology, outreach, public outreach, social marketing, teachers, training, wildfire prevention.

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