

Talking the Talk

Let Research be Your Guide



Prescribed Fire



Prescribed Fire



Controlled Burn



Controlled Burn



Controlled Burn



Controlled Burn

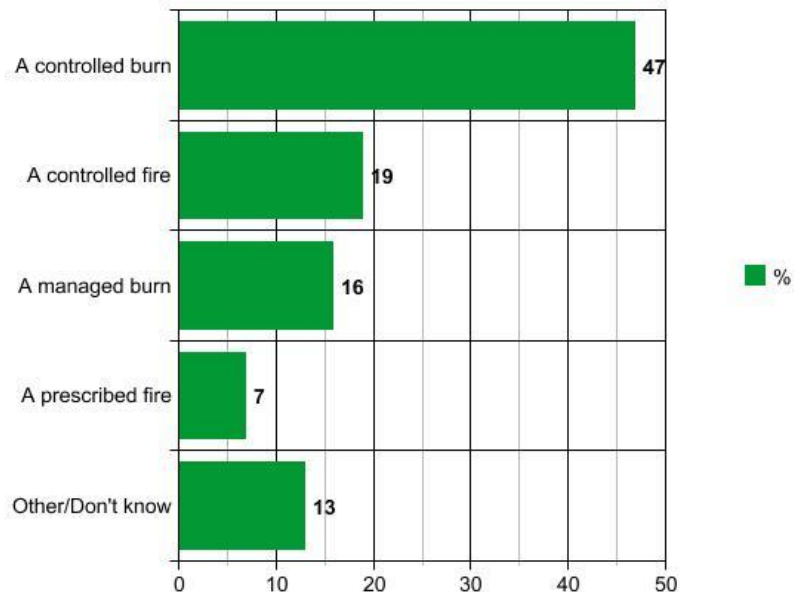


Controlled Burn

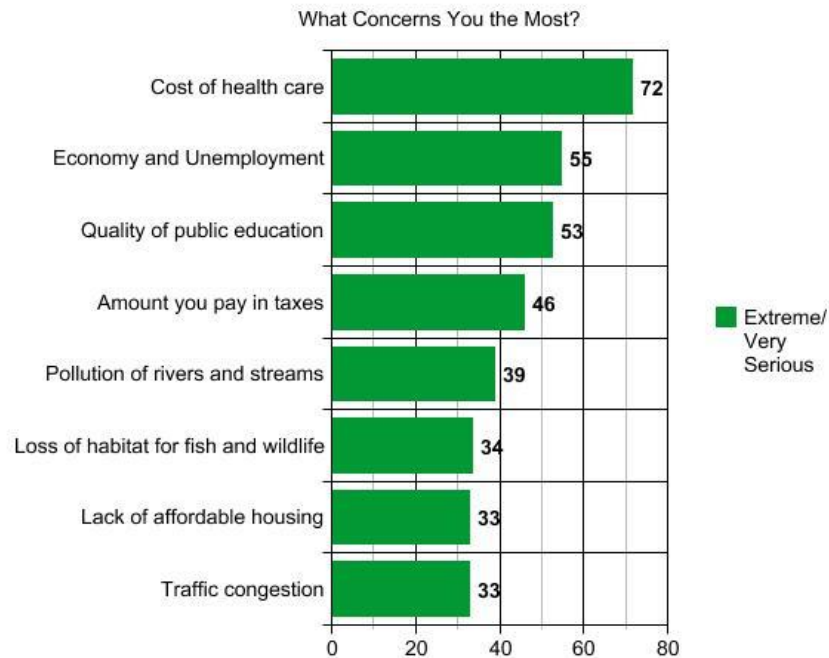


Talking the Talk: Say Controlled Burning

Given the choice among several terms, "controlled burn" is the clear leader.



Talking the Talk: Here's Why



Talking the Talk: General Conservation Language

DON'T:

Environment

Ecosystems

Regulations

Riparian

Aquifer

Watershed

DO:

Land, Air, and Water

Natural Areas

Fish and Wildlife

Safeguards/protections

Groundwater

Land along rivers and lakes

Talking the Talk: General Conservation Language

DON'T:

Environmental Programs

Agricultural Land

Urban Sprawl

Ecosystem Services

Landscape-scale

Conservaiton

DO:

Conservation groups

Working farms

Poorly planned growth

Nature's Benefits

Large, connected natural
areas

Talking the Talk

DON'T:

Wildlands

Wildland Urban Interface

Appropriate Management Response

Mechanical Thinning

Natural Fire Regime

Altered fire dynamics

DO:

Natural areas

Natural area near cities/towns

Talk about specific actions

Cut, trimmed trees

Fire history

What's changed?

WUI – WOO WEE



Talking the Talk: Stress Safety

“Safety is always our number one priority. But, by putting out every single fire, we are actually creating more dangerous conditions. Using controlled burns to thin out overgrowth and carefully managing natural fires helps ensure the safety of neighborhoods in outlying areas.”



Talking the Talk: Teams

There is Safety in Teams:

- Talk about partners
- Stress expertise
- Firefighters, forest experts, meteorologists



Talking the Talk

Credibility goes to:

- Front line messengers
- Appearances matter



Questions

