



# Fire Wise Communications

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Lake Wildwood Firewise Committee



 eBlast	Weekly e-mail from March through November, Starting with defensible space topics in spring and progressing through evacuation preparedness and situational awareness
 Videos	Custom videos, created specifically for LWW residents
Gate posters	As needed – mostly for events like green waste drop off or townhalls
Community meetings	Fire Wise Festival, Evacuation Town Hall, Fire Wise Crash Course, Fire Wise Neighborhood Groups
TWI	The Wildwood Independent (bi-weekly newspaper)
Web	Association web site

## Goals

- Preserving life
- Protecting property

## Key Topics

- Defensible Space
- Situational Awareness
- Early Evacuation

## Other Themes

- Collective Responsibility

## Example

Article about go bags is not about what you put in a go bag, but about having go bags ready so you do not delay evacuation.



## Our Objective

“To educate Members on Fire Wise Best Practices and related Association Rules and to encourage them to apply this knowledge in a timely manner.”

The implied behavioral model is:

Information + Encouragement = Behavioral Change

Let's test that model.

“Excess weight is bad for your health.”  
+ “You should lose weight.”  
= Weight loss  
(fail)



## Dimensions of Behavioral Change - Motivation



A person who is highly motivated is more likely to act than one who is unmotivated.

### **Tactics**

- Capitalize on periods of high motivation to encourage high value behaviors

### **Example**

During the Rice's Fire we noticed a flurry of social media activity from people who did not know their evacuation zone number. Our next eBlast was "Know Your Zone".

## Dimensions of Behavioral Change - Ability



A person is more likely to perform an easy than a difficult one.

Ability – time, tools, financial resources, knowledge, mental effort

### **Tactics**

- Make tasks easier by breaking subject them down into smaller bites
- Suggest very small and specific action items
- Provide the tools and resources people need with direct links
- Guide people to programs that can help them with resources such as the Access and Functional Needs program

# Dimensions of Behavioral Change - Ability



## Example

The "Know Your Zone" eBlast included a portion of the zone map for our community so the reader didn't even have to click a link to look it up on zonehaven.

## LWA BeFIREWise



### KNOW YOUR ZONE

During the recent Rice's fire, you may have noticed authorities and media using zone numbers in evacuation orders and other important information about the fire. It's important to know your zone so you can understand what information is important to you.

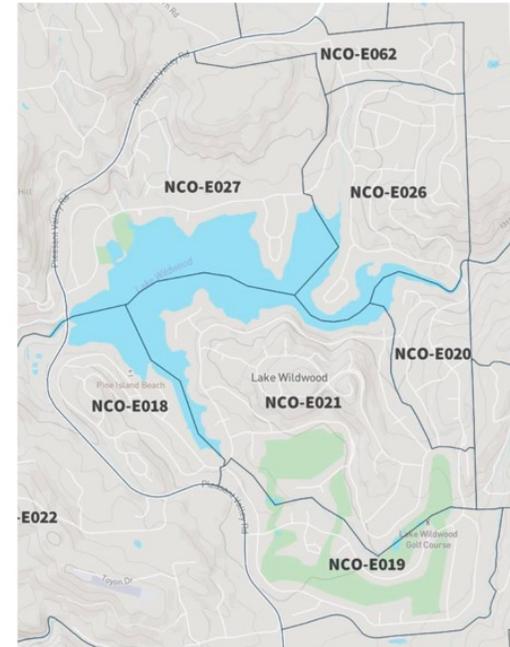
### Your Action Plan

1. Go to [community.zonehaven.com](http://community.zonehaven.com)
2. Enter your address in the search bar.
3. Find your zone in the pop-up window.
4. Write down your zone number and put it in a place that's easy to find or take a screen shot and save it on your phone.  
Do this for your home, school, and workplace.

### Tips

- Make sure everyone in your household knows their zone
- [Download](#) printable instructions and a convenient reminder card.
- Most Nevada County zone numbers start with NCO-E so all you need to remember are the last three digits, 020, 021, etc.

### Learn More



## Typical eBlast Design

### Make it Inviting and Readable

- Eye-catching graphic
- Short – roughly 400 words
- Break content into very small chunks so it appears more readable



**LWA BeFIREWise** 

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**BE PREPARED: GO BAGS**



**Be Prepared to Load and Go**  
Having go bags ready means you can follow an evacuation order. If you delay evacuation, the stress of evacuation may make you forget to pack a detailed packing list. In a severe wildfire, it's time to gather your belongings.

Remember, if wildfire threatens our community, it's the difference between surviving and **prepared to load and go.**

**Pack**  
There are many resources to help you decide what to put in your bags; you will find some linked below. If an evacuation lasts longer than a day or two you may find yourself moving between temporary shelters. Use containers that can be moved easily such as back packs or luggage and storage containers with wheels.

**Start Small, Start Now**  
Looking at lists of everything that could be included in a go bag can be overwhelming. Don't worry about packing the perfect go bag. Start with the highest priority items for you.

**Practice Loading**  
Practice loading your bags. We heard from one community member who found her bags were too heavy to lift into her car. Also, make sure everything fits in your vehicle. The last thing you want to do is be playing a game of suitcase Jenga as a fire is approaching.

**Cache Your Go Bags**  
Consider storing go bags with a friend who lives in another community. This could save precious minutes loading bags into your vehicle. If you are away from home when an evacuation order is issued, you will likely not be allowed back into Lake Wildwood, so this strategy gives you a backup plan.

**Involve the Whole Household**  
Make sure everybody knows where the go bags are stored. Let children pick a special comfort item to include in their own bags.

**Resources**

- [Yubanet: Go Bags For All](#)
- [Nevada County 2022 Ready, Set, Go Handbook \(.pdf\)](#) 4 Steps to Emergency Preparedness for All, page 17
- [Prepare Your Pets for Disasters \(Ready.gov\)](#)

## Typical eBlast Design



### Introduction

- Why should I read this?
- Address common obstacles to action, make it relatable
- Link to our key messages

#### **Be Prepared to Load and Go**

Having go bags ready means you can evacuate within minutes of an evacuation order. If you delay evacuation to gather your belongings, you likely increase your odds of encountering traffic and other hazards. The stress of evacuation may make you forget important items, even if you have a detailed packing list. In a severe wildfire event, you may not have any time to gather your belongings.

Remember, if wildfire threatens our community, leaving early could make the difference between surviving and losing your life. Your goal is to **be prepared to load and go.**

## Typical eBlast Design

- Use meaningful headings.
- Gives the reader clues to what information is contained in the message, may encourage them to read the details.
- Conveys useful information to those who only scan.

### **Practice Loading**

Practice loading your bags. We heard from one community member who found her bags were too heavy to lift into her car. Also, make sure everything fits in your vehicle. The last thing you want to do is be playing a game of suitcase Jenga as a fire is approaching.



## Typical eBlast Design

Provide a call to action with small, specific, achievable steps.



### **YOUR ACTION PLAN**

**[Register for CodeRED](#)**. Be sure to register all the phones in your household. If you need help call 2-1-1.

**[Update Your Registration](#)**. If It's been a while since you registered, it's a good idea to doublecheck your registration to make sure all your contact information is up to date.

**Add CodeRED to Your Contacts** so calls and texts don't appear to be spam. Emergency calls will originate from (866) 419-5000. Non-emergency calls will originate from (855) 969-4636.

**Change the Ring and Text Tones** for CodeRED to something loud and distinctive so you'll recognize it immediately.

**Learn to recognize the hi-lo siren** by watching this video from the Nevada County Sheriff's office **[Hi-Lo Immediate Evacuation Sirens](#)** (2:36).

## Typical eBlast Design



- Provide links to additional resources to that reinforce the message or provide specifics that don't fit into the eBlast format.
- Emphasis on credible authorities like CALFire or NevCo OES.

### **Resources**

CALFire plant and tree spacing (scroll to the bottom)

[www.readyforwildfire.org/prepare-for-wildfire/get-ready/defensible-space/](http://www.readyforwildfire.org/prepare-for-wildfire/get-ready/defensible-space/)

Vivid visual comparison of two adjacent properties, one cleared and one not [youtu.be/KC5GD1L1OQs](https://youtu.be/KC5GD1L1OQs) (30 seconds)

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↳ Be Fire Wise

↳ Guide to Fire Wise Quick Start Videos



Association » [Be Fire Wise](#) » Guide to Fire Wise Quick Start Videos

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### Guide To Fire Wise Quick Start Videos

**The quick start videos give you an overview of how to prepare for wildfires.**

They are all short and don't include everything you should know, but they are a good starting point and they lead you to more information.

**NEW! How to Track Local Wildfires (15:38)**  
During fire season it's important to pay attention to the conditions around you. Is there a fire nearby? Where is it? Is it coming this way? How fast? This video demonstrates how to use reliable wildfire awareness resources to answer all these questions so you can be prepared to leave early if wildfire threatens our community.

[Wildfire Awareness Resources \(.pdf\)](#)

[Maps and other visuals from the video \(.pdf\)](#)

**[Clear and Present Danger at Lake Wildwood \(6:36\)](#)**  
This video describes how longer fire seasons and other factors are increasing the chances that another firestorm will threaten us and our homes and cause us to evacuate. It shows where fires have occurred in the past and the various zones of fire threat.

**[How To Evacuate #1 -- Be Prepared and Leave Early \(12:41\)](#)**  
Why is the Lake Wildwood evacuation situation so challenging that our evacuation strategy is to "leave early"? This video gives you the big

**Reference Links:**

[Wildfire Awareness Resources](#)  
During fire season it is important to pay attention to the conditions around you. This will help you be prepared to go if an evacuation order is issued or make the decision to go before an evacuation order. Here are some resources to help you monitor local conditions.

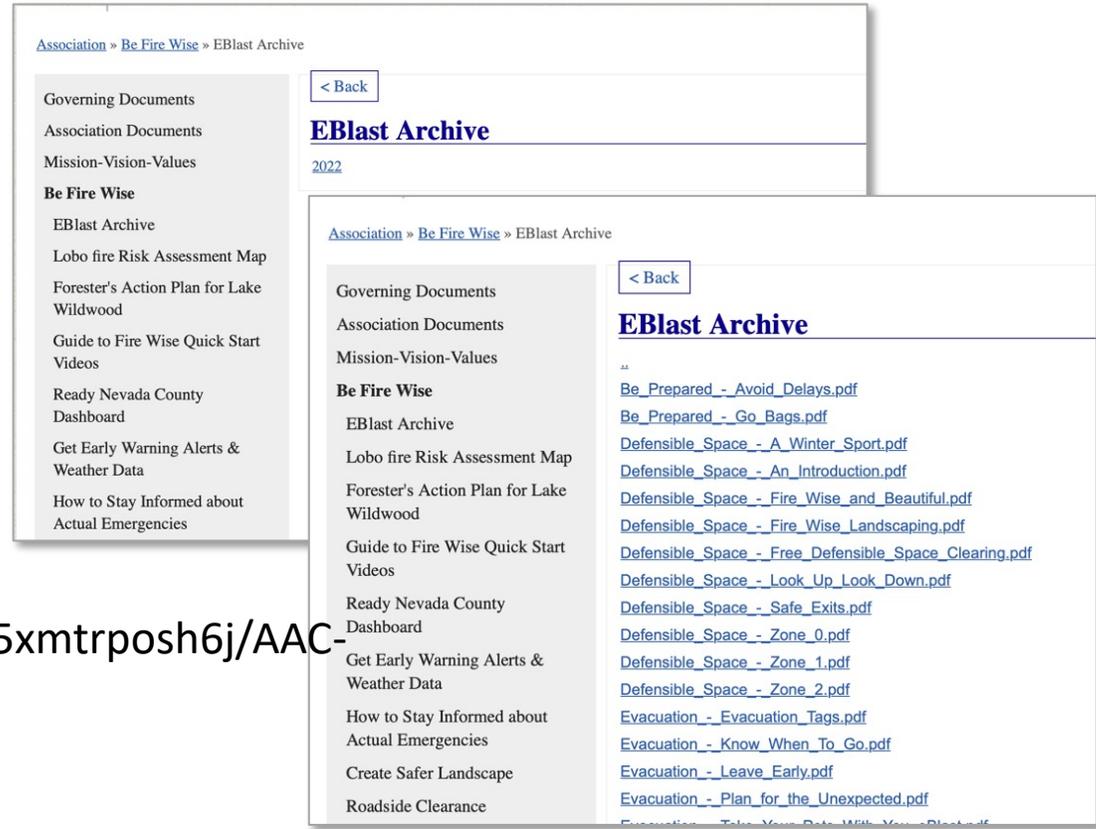
- Governing Documents
- Association Documents
- Mission-Vision-Values
- Be Fire Wise**
- EBlast Archive
- Lobo fire Risk Assessment Map
- Forester's Action Plan for Lake Wildwood
- Guide to Fire Wise Quick Start Videos
- Ready Nevada County Dashboard
- Get Early Warning Alerts & Weather Data
- How to Stay Informed about Actual Emergencies
- Create Safer Landscape
- Roadside Clearance
- Preparing Your Home
- Creating Defensible Space
- Generator Safety
- Neighbors Working Together

- Hosted on a private Youtube channel
- Anybody can access using a direct link but not available by searching
- You may link to our video page or directly to the video

LWWA.ORG



<https://www.dropbox.com/sh/fpaz5xmtrposh6j/AACaupz7y0LHR--G5a6ULRma?dl=0>



- PDFs
- Hyperlinks designed for online use, not ideal for print
- You may download and distribute as is or copy and paste content and adapt to your community

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↳ Be Fire Wise

↳ eBlast Archive



Temporary location until web site error is corrected.

<https://www.dropbox.com/sh/fpaz5xmtrposh6j/AAC-aupz7y0LHR--G5a6ULRma?dl=0>



If you copy and paste text from one of these PDFs you will only get text.

### **Graphics Won't Copy**

A good source for free stock art is [unsplash.com](https://unsplash.com).

### **Hyperlinks Consist of Text Only**

Hyperlinks consist of the text displayed and the destination (URL).

To get the URL:

- Click the link in the PDF.
- Your browser will open that resource.
- Get the URL from the address bar in your browser.
- Many Nevada County web pages have an easy to remember alias such as [readynevadacounty.org/dashboard](https://readynevadacounty.org/dashboard)