

A National Cohesive Wildland Fire Management Strategy



Communication Framework

Cohesive Strategy Communication Workgroup (CS-CW) Members:

- ❖ Mary Jacobs, WFEC Liaison, National League of Cities
- ❖ Roberta D'Amico, Lead Coordinator, Department of the Interior (NPS)
- ❖ Judith Downing, US Forest Service (FS)
- ❖ Sarah McCreary, National Association of State Foresters (NASF)
- ❖ Shawn Stokes, International Association of Fire Chiefs (IAFC)

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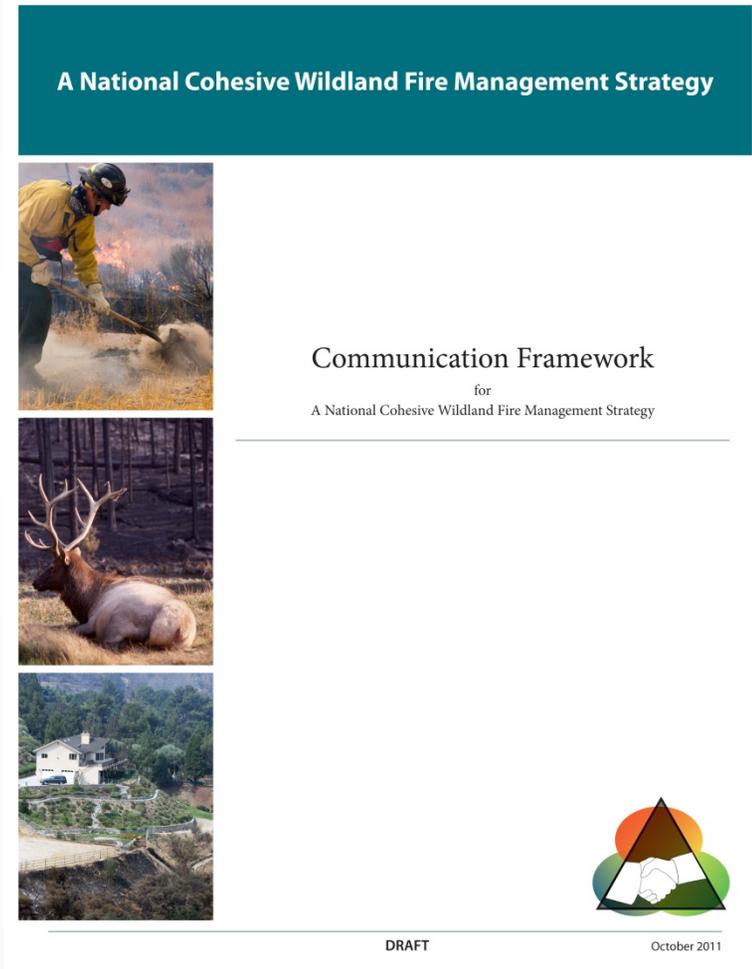
Objectives of the Presentation

- Present the Communication Framework
 - Primary intent of the tasking: *“the development of a unified communication guidance and direction document is critical”*
 - Information
 - Organizational Communication and Collaboration
 - Implementation
- Address who, what, when, where, why & how
- Next steps, prepare for WFLC meeting

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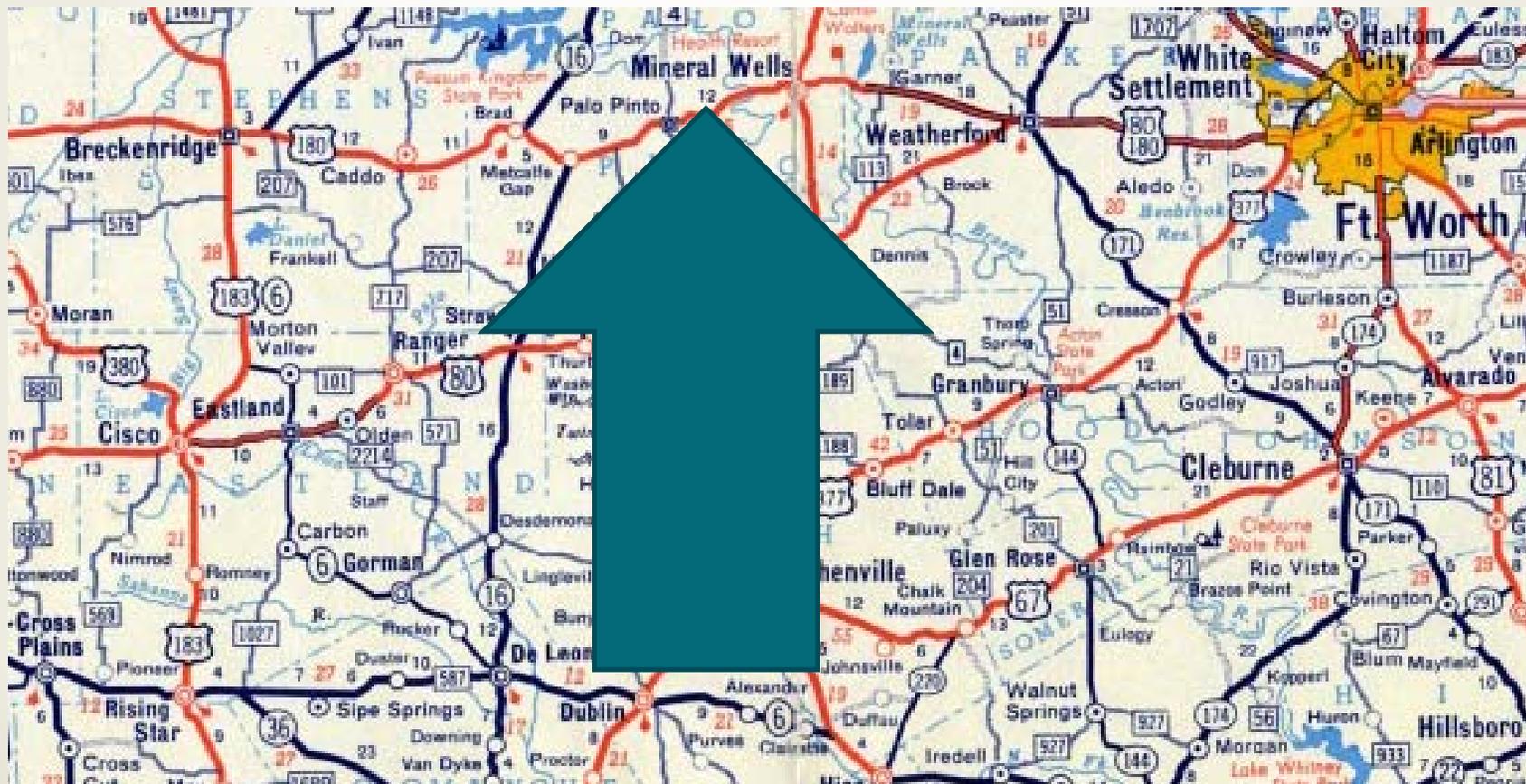
Framework Development

- Framework versus. . .
- CF target audience
- Overarching documents
- Message Development
- Tactics and Strategies
- Key audiences
- Product recommendations



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Purpose and Intent



October 13, 2011

Wildland Fire Executive Council – Communication Framework

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Methodology



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Communication Framework

Goals

- Information
- Organizational Communication and Collaboration
- Implementation

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Communication Framework

Objectives

- A climate of informed publics
- Enhance involvement through dialogue



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Communication Framework

Principles

- Leaders – participation
- Individuals and organizations – Best Practices
- Transparency = “Golden Rule”
- Distribution of information – aggressive
- Timely opportunities – stakeholder involvement
- Decision making empowered across the landscape

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Roles and Responsibilities

- WFLC Representatives and / or their designees
- WFEC Representatives
- Agency or Organization Communication Points of Contact
- Designated spokesperson(s)
- Participants in the Cohesive Strategy Process
- Daily language
- >>> Implementation – Points of Contact <<<

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Messages

- Critical – strategic foundation, leader intent
- Coincide with *and not contradict* agency, interagency, intergovernmental, organizational or a group's messages
- Allow for customization
- Include a call to action
- Answer the questions what, why, and how

Messages are not a script ~ supporting points

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“Our mission is to build the most sophisticated space shuttles and to invest strategically in nurturing our human capacity in order to expand to new frontiers so we can land on the moon and achieve leadership in space.”

Keep it Simple



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“We’ll put a man on the moon and return him safely by the end of the decade.”



Keep it
Simple

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NATIONAL COHESIVE WILDFIRE MANAGEMENT STRATEGY

THE COHESIVE STRATEGY REFLECTS THE VALUES AND CONCERNS OF THE PUBLIC AND ALL GOVERNMENTS.

The problems created by wildland fire affect all lands and all levels of government.

An effective strategy must be a "ground-up" effort, with wildland fire management personnel, the public and all levels of government actively involved.

There is no "one-size-fits-all" approach. A national strategy provides a common basis for determining the best course of action.

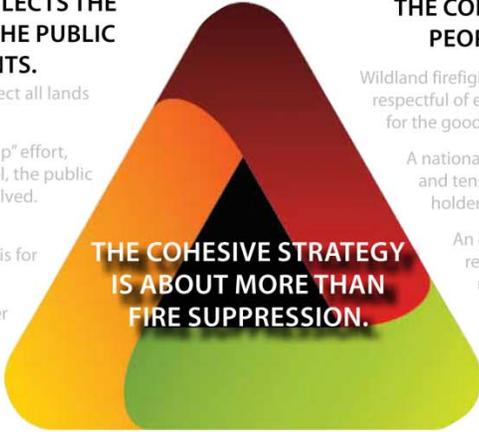
The Cohesive Strategy is designed to better align national level decision-making with regional and local interests.

THE COHESIVE STRATEGY RELIES ON PEOPLE WORKING TOGETHER.

Wildland firefighting agencies need to cooperate and be respectful of each others' process to work collaboratively for the good of all.

A national strategy must recognize the differences and tensions that exist among partners and stakeholders and why those differences exist.

An effective strategy guides all organizations to recognize and accept each others' management differences and promote a cohesive response across all jurisdictions.



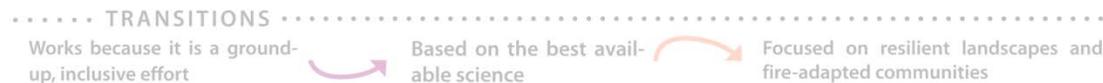
THE COHESIVE STRATEGY IS ABOUT MORE THAN FIRE SUPPRESSION.

WILDFIRE IS A DYNAMIC PROCESS.

Today's longer fire seasons produce larger wildfires that are more difficult to put out. The Cohesive Strategy represents the creative thinking and cooperation needed to meet the challenges of a new kind of fire season.

Fire-adapted landscapes can become out of balance and vulnerable to fire, insects, and climate change. The Cohesive Strategy addresses these challenges by restoring fire-resilient landscapes.

The Cohesive Strategy is based on the best available science.



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Audiences

- Local, state, tribal, and federal government agencies
- Nongovernmental organizations and constituent groups
- Elected officials
- Citizens from communities across the nation
- Academia

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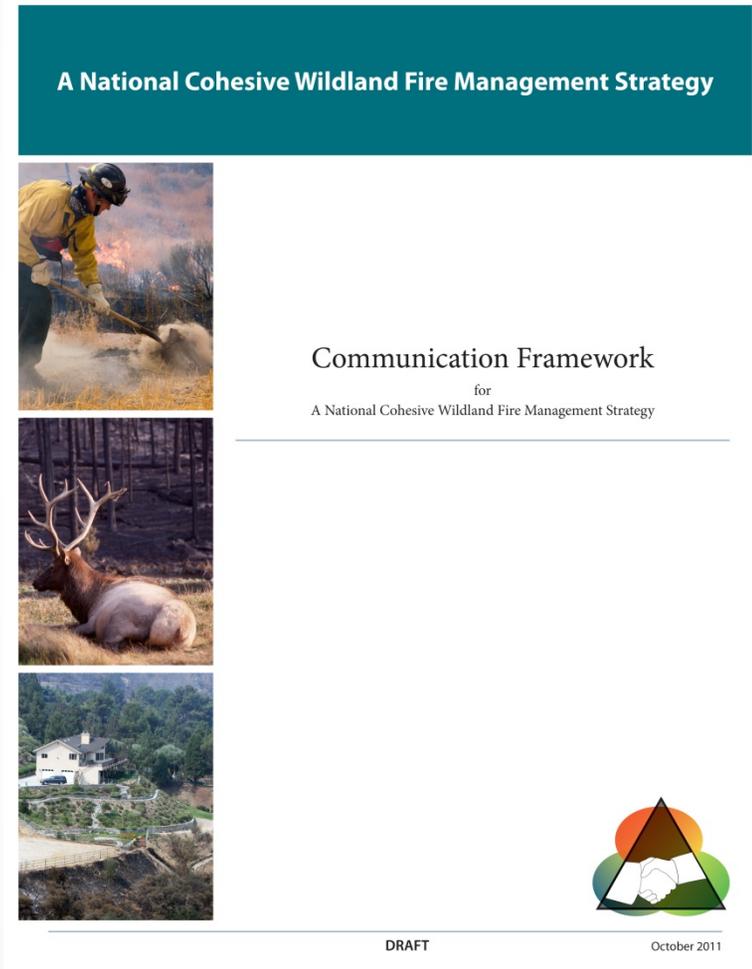
Collaboration tips and resources



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Communication Framework

- Branding
 - Symbol
- Tactical Tools



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Implementation – part 1

- Utilize existing communication procedures
- Agencies, organizations, can mirror the Communication Framework, establishing their own plan to implement
- Encourage stakeholder communication through established sources and channels
- Appendix E – Points of contact
 - WFLC > POC

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Implementation – part 2

- Professional group of communicators
- Support and facilitate – communication and outreach tools, information, technical assistance
- Liaison
- WFEC - WFLC

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Communication Framework

Discussion

