



International Conference on Prescribed Fires - ICoPFires

Communication tools for enhancing “good fire” concept and wildfire risk social’s awareness

Marc Font Bernet

Eduard Plana Bach

Barcelona, 2th February 2017



Efficient fire risk communication for
resilient societies

Facing a new paradigm in the Mediterranean basin: from forest fires to social fires

- **Forest fires** are the iceberg's top of a **complex social and environmental phenomena**, new actors involvement are required.
- Forest fires are **increasingly interacting** and affecting **human assets** and values.
- It is necessary to **integrate population** as a **part of the solution** rather a part of the problem

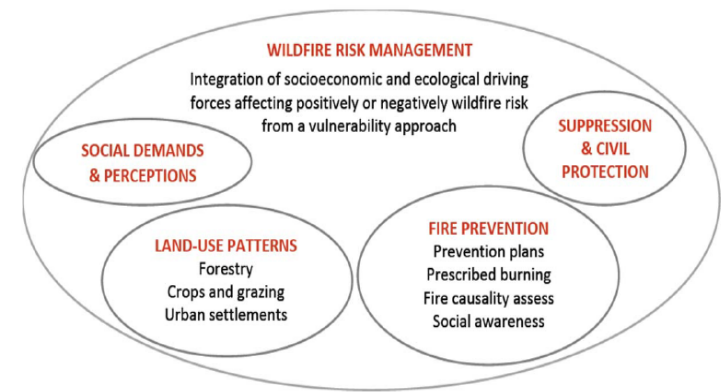
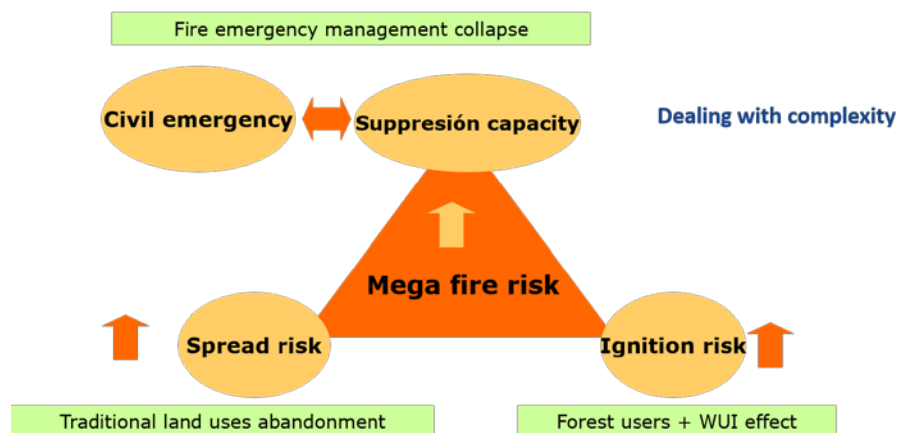


Figure 3. Components of an integrated approach of Wildfire Risk Management.

Forest fires risk communication is not any more an option but a condition

"we are all in together, why we need to communicate about fire"

(Blane Heumann -National FLN meeting 2010)

Needs of communication for societal involvement

- What do we want? a) Citizens experts on fire ecology?

*... for public supporting long term cross-sectoral policies
(i.e. integral Rx management plant implementation)*



Source: adapted from PLANAT 2011

- b) Enhance self-responsibility and self-protection?

... for more effective civil protection and emergency management.

- c) People understanding the structural problem and their potential role on it?

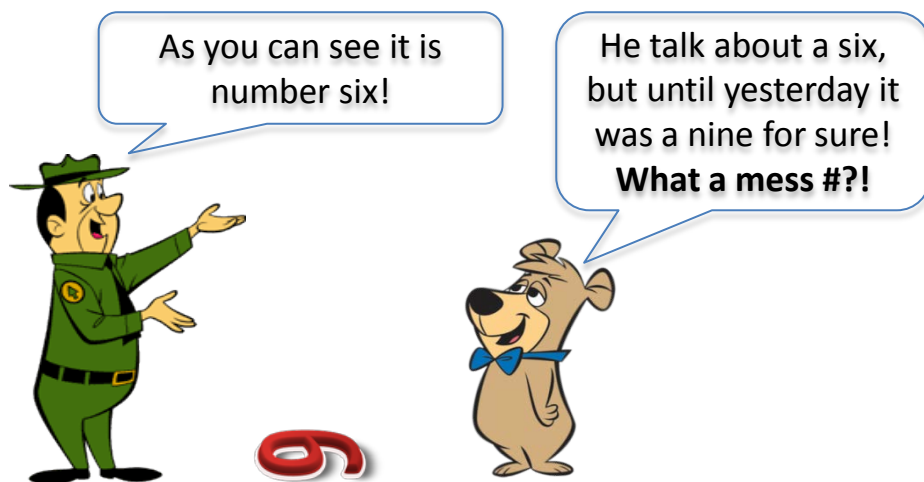
... for acting with full confidence on the authorized voices (risk managers).

Communication's hindrances

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 (Rx uses)
- Coexisting with fires as we already do with avalanches, floods, storms...
- Build up a fire adapted landscape and society

Social's perception chagement – **long time investment**



Who is completely right?



Transition sphere

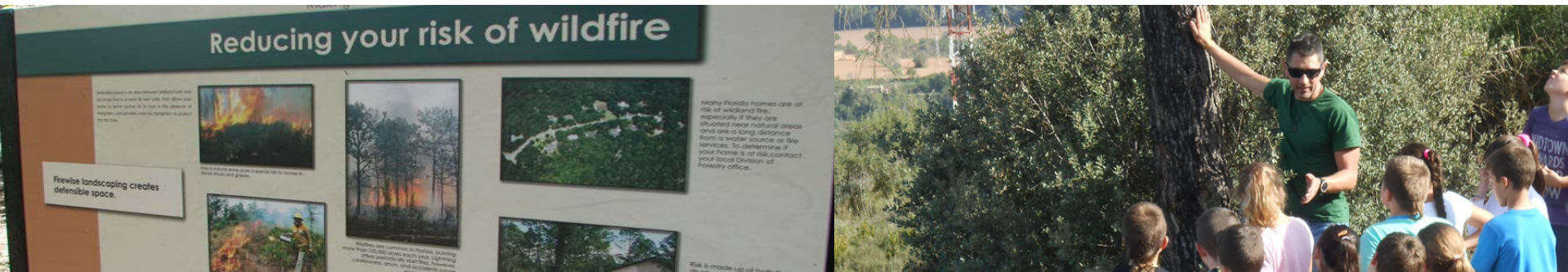




Efficient fire communication (some key points)

- Perception is everything
- Fire is related to risk and how much **people trust** the government and land managers
“develop consistent messages in appropriate language for each target audience”
- We must assume the **difficulty** of the audience to **understand** and internalize the **role of good fire**, even more after years explaining one single face of fire
- People have visceral and emotional connection to pristine, healthy forests, so **forest care should be our marketed product** for effective Rx acceptance.

“Public are more likely to support using Rx to maintain and improve forest health than for reducing wildfire risk” (Kunkle, K. et al. 2015)





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)

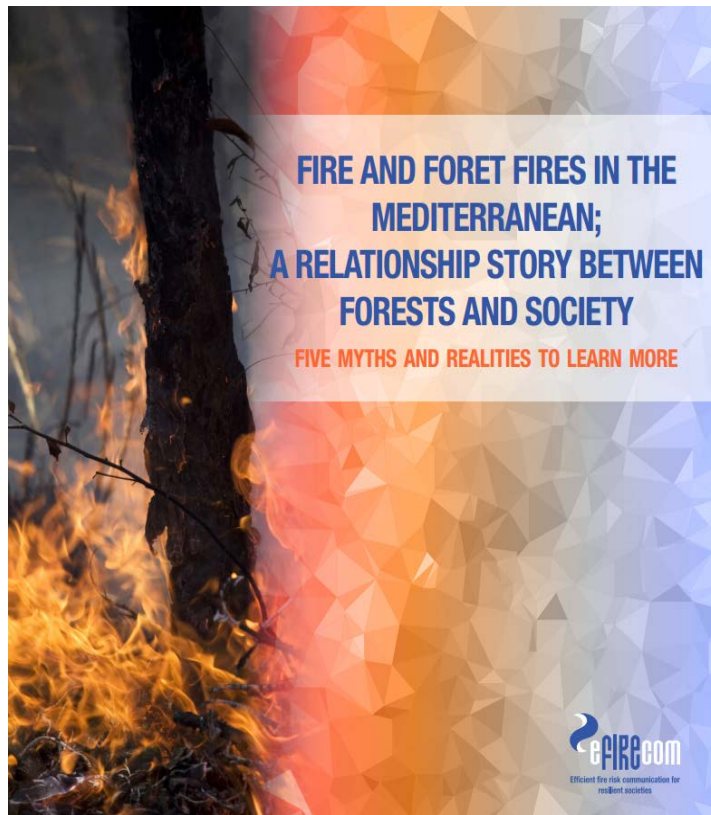




Some outputs...

Understand the problem

Short book



(general public)

Guideline

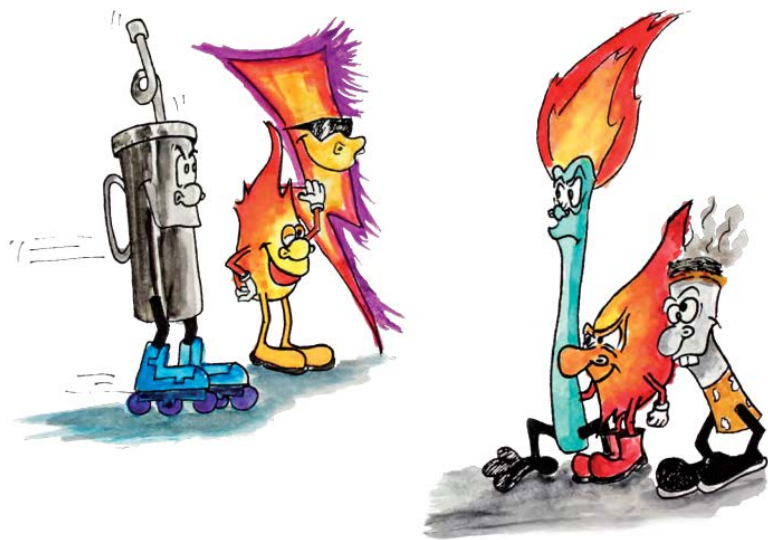


(journalist & media)



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



(community at risk)



Effectiveness level of “students teaching programs”





Consortium:



Co-financed by:



Humanitarian Aid
and Civil Protection

All the results are available at: <http://efirecom.ctfc.cat>

Thanks for your attention

Marc Font Bernet

Researcher of the Forest Policy and Environmental Governance Dep.

Forest Sciences Centre of Catalonia (CTFC)

marc.font@ctfc.cat

Eduard Plana Bach

Head of the Forest Policy and Environmental Governance Dep.

Forest Sciences Centre of Catalonia (CTFC)

Eduard.plana@ctfc.cat

