



Arizona Department of Forestry and Fire Management  
Bureau of Indian Affairs: Southwest, Navajo, Western Regions  
Bureau of Land Management: Arizona, New Mexico  
National Park Service, Intermountain Region  
New Mexico Forestry Division  
U.S. Fish & Wildlife Service: Region 2  
USDA Forest Service



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**March 24, 2023**

**To:** Wildfire Prevention and Preparedness Stakeholders

**From:** Southwest Wildland Fire Prevention and Information Committee

The federal, state, and tribal partners of the Southwest Wildland Fire Prevention and Information Committee invite you to join us in promoting **Southwest Wildfire Awareness Week, March 26 – April 1, 2023**. This year's theme is **"Preparing Together"**. After a year that produced some of the most destructive wildland fires in recent history, it's important to look forward to the upcoming fire season. As families, neighborhoods, communities, and shared partners across the southwest, we resolve to remind ourselves to be conscious of fire, and to help spread that message of awareness. This year, the Southwest is preparing together.

We encourage you to take advantage of this opportunity to reach out to your local community and media with wildfire prevention and preparedness information. A compilation of outreach resources is attached for your reference. Daily themes are also attached as examples, but feel free to develop your own local messages.

Please consider hosting a virtual community event, encouraging your local media to air public service announcements (PSAs), and sharing messages through social media throughout the week using the hashtags #SouthwestWildfireAwarenessWeek, #AZFire, or #NMFire.

You can order free Firewise USA® outreach materials, including brochures, posters, and DVDs, from [www.nfpa.org/Public-Education/Fire-causes-and-risks/Wildfire/Firewise-USA](http://www.nfpa.org/Public-Education/Fire-causes-and-risks/Wildfire/Firewise-USA). A variety of wildfire prevention materials are also available for local, state, tribal, and federal partners to purchase from [www.symbols.gov](http://www.symbols.gov).

Thank you for your commitment to promoting Southwest Wildfire Awareness Week and sharing the message: Don't Wait for Wildfires to Start, Prepare and Be Aware. We appreciate your support!

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**Jake Nuttall**  
**Chair, Southwest Coordinating Group**



## **SOUTHWEST WILDFIRE AWARENESS WEEK**

**MARCH 26 – APRIL 1, 2023**

**“PREPARING TOGETHER”**

## **OUTREACH TOOLKIT**

### **How to Use this Toolkit**

The Wildfire Safety Social Media Toolkit has safety and preparedness messages you can share on your social media channels. You can either copy these messages directly or customize them to reach your audience.

### **FIRE PREVENTION**

- **AZ Prevention Resources** - [http://wildlandfire.az.gov/prevention\\_news.asp](http://wildlandfire.az.gov/prevention_news.asp)
- **New Mexico Prevention Resources** - <https://nmfireinfo.com/links/outdoor-fire-safety/>
- **Smokey Bear** - <https://www.SmokeyBear.com>
  - Smokey Bear Videos - <https://www.youtube.com/user/Smokeybear/videos>
- **Wildfire Prevention PSAs** - <https://www.adcouncil.org/find-assets?q=wildfire%20prevention>

### **FIRE PREPAREDNESS**

- **Fire Adapted Communities** - <https://fireadaptednetwork.org/>
  - New Mexico - <https://facnm.org/>
  - Arizona - <http://azfac.org/>
- **Arizona Preparedness Resources** - <http://wildlandfire.az.gov/links.asp#Firewise>
- **New Mexico Preparedness Resources** - <https://nmfireinfo.com/information/before-a-wildfire/>
- **Living with Fire – A Guide for the Homeowner**
  - Arizona - [https://www.fs.usda.gov/Internet/FSE\\_DOCUMENTS/stelprdb5339207.pdf](https://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5339207.pdf)
  - New Mexico - <https://www.emnrd.nm.gov/sfd/fire-prevention-programs/living-with-fire-guide-new-mexico/>
- **Firewise USA™** - <http://www.firewise.org>
  - NFPA Wildfire Safety Video Playlist - “Your Home Can Survive a Wildfire”  
[https://www.youtube.com/watch?v=vL\\_syp1ZScM](https://www.youtube.com/watch?v=vL_syp1ZScM)
  - IBHS Research Center Ember Storm Highlights  
<https://www.youtube.com/watch?v=HjA9yLP1icg>
- **Ready, Set, Go!** - <http://www.wildlandfirersg.org/>
  - Ready, Set, Go Resources and Tools - <http://www.wildlandfirersg.org/Explore/Resources-and-Tools>
  - Arizona Ready, Set, Go! Resources - <https://ein.az.gov/ready-set-go>
  - New Mexico Ready, Set, Go! Publication -

- <https://nmfireinfo.files.wordpress.com/2017/08/new-mexico-guide-20171.pdf>
- **Ready.gov Wildfire Safety** - <https://www.ready.gov/wildfires>
    - Wildfire Safety Social Media Toolkit - <https://www.ready.gov/wildfire-toolkit>
  - **U.S. Fire Administration Wildfire Safety Outreach Materials** - <https://www.usfa.fema.gov/wui/outreach/>
    - USFA Outdoor Fire Safety Social Media Toolkit\_ [https://www.usfa.fema.gov/prevention/outreach/media/social\\_toolkits/toolkit\\_outdoor.html](https://www.usfa.fema.gov/prevention/outreach/media/social_toolkits/toolkit_outdoor.html)
  - **CDC Wildfire Preparedness and Response** - <https://www.cdc.gov/disasters/wildfires/index.html>
    - PSAs - <https://www.cdc.gov/disasters/wildfires/psa/index.html>



## **SOUTHWEST WILDFIRE AWARENESS WEEK MARCH 26 – APRIL 1, 2023**

**"PREPARING TOGETHER"**

### **DAILY THEMES & SOCIAL MEDIA MESSAGES**

#### **SUNDAY – Embers and Home Hardening**

**Sun. March 26**– Be ember aware! Hot embers from a wildfire can travel at least a mile in the wind. Prepare your home by removing flammable leaves, pine needles, and other debris from your roof, gutters & deck. Learn more at <https://bit.ly/3a0htk8>. #SouthwestWildfireAwarenessWeek

(AZ) Be ember aware! Hot embers from a wildfire can travel at least a mile in the wind. Prepare your home by removing flammable leaves, pine needles, and other debris from your roof, gutters & deck. Learn more <http://ow.ly/w6ue30rxQdI>. #LivingWithFireAZ #SouthwestWildfireAwarenessWeek

(NM) Be ember aware! Hot embers from a wildfire can travel at least a mile in the wind. Protect your home by removing flammable leaves, pine needles, and other debris from your roof, gutters & deck. Learn more <https://nmfireinfo.com/>. #LivingWithFireNM #SouthwestWildfireAwarenessWeek

**Sun. March 26**– Consider the little things that help protect your home! Here are 7 ways to reduce your wildfire risk in just one day! Plan a project this weekend. Learn more at the National Fire Protection Association here: [Wildfire preparedness tips \(nfpa.org\)](https://www.nfpa.org/wildfire-preparedness-tips). #SouthwestWildfireAwarenessWeek

(AZ) Seven ways to reduce your wildfire risk in just one day! Plan a project this weekend. [Wildfire preparedness tips \(nfpa.org\)](https://www.nfpa.org/wildfire-preparedness-tips) #AZFire #SouthwestWildfireAwarenessWeek

(NM) Seven ways to reduce your wildfire risk in just one day! Plan a project this weekend. [Wildfire preparedness tips \(nfpa.org\)](https://www.nfpa.org/wildfire-preparedness-tips) #NMFire #SouthwestWildfireAwarenessWeek

#### **MONDAY – Preventing Ember-Borne Fires From Starting**

**Mon. March 27** – Don't start the spark that destroys your home and community! Always check the weather and fire restrictions before burning waste and debris. Be prepared with water and a shovel nearby. Learn more at <https://smokeybear.com/en/prevention-how-tos/backyard-debris-burning>. #SouthwestWildfireAwarenessWeek

(AZ) Don't start the spark that destroys your home & community! Always check the weather & local restrictions before burning waste & debris. Be prepared with water & a shovel nearby. Learn more at <https://azdeq.gov/OpenBurn> #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Don't start the spark that destroys your home & community! Always check the weather & local restrictions before burning waste & debris. Be prepared with water & a shovel nearby. Learn more at <https://www.env.nm.gov/air-quality/burn-smoke-summaries/> #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek

**Mon. March 27** –Be prepared and stay alert for fire when welding, grinding, or cutting metal. Avoid working at dry and windy times to prevent wildfires! [WildlandFire.AZ.gov](http://WildlandFire.AZ.gov) and [NMFireInfo.com](http://NMFireInfo.com).  
#SouthwestWildfireAwarenessWeek

(AZ) Be prepared and stay alert for fire when welding, grinding, or cutting metal. Avoid working at dry and windy times to [prevent wildfires \(WildlandFire.AZ.gov\)](http://preventwildfires(WildlandFire.AZ.gov))! #PreventWildfires #AZFire  
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## **TUESDAY- Preventing Vehicle or Equipment Ignitions**

**Tues. March 28**– Is your vehicle road-worthy? Prevent wildfires by performing a pre-trip vehicle check. Ensure optimal tire pressure & secure tow chains, so they won't drag. One Less Spark, One Less Wildfire. Learn more at <https://youtu.be/PEm5OQ8OSRQ>. #SouthwestWildfireAwarenessWeek

(AZ) Is your vehicle road-worthy? Prevent wildfires by performing a pre-trip vehicle check. Ensure optimal tire pressure & secure tow chains, so they won't drag. One Less Spark, One Less Wildfire. Learn more at <https://youtu.be/lObELZ7ivGo>. #OneLessSparkAZ #SouthwestWildfireAwarenessWeek

(NM) Is your vehicle road-worthy? Prevent wildfires by performing a pre-trip vehicle check. Ensure optimal tire pressure & secure tow chains, so they won't drag. One Less Spark, One Less Wildfire. Learn more at <https://goo.gl/kCkMQH> #OneLessSparkNM #SouthwestWildfireAwarenessWeek

**Tues. March 28**– At home or work, maintain spark arresters on chainsaws, generators, and other small equipment. One less spark, one less wildfire! [NMFireInfo.com](http://NMFireInfo.com) and [WildlandFire.AZ.gov](http://WildlandFire.AZ.gov).  
#SouthwestWildfireAwarenessWeek

(AZ) At home or work, Maintain spark arresters on chainsaws, generators, and other small equipment. [One less spark, one less wildfire! \(wildlandfire.AZ.gov\)](http://Onelessspark,onelesswildfire!(wildlandfire.AZ.gov)) #PreventWildfires #AZFire  
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#SouthwestWildfireAwarenessWeek

## **WEDNESDAY – Preventing Campfire Escapes**

**Wed. March 29** - Make it your goal to extinguish hot coals. If your campfire is too hot to touch, it's too hot to leave. Drown, stir, and repeat until it's cold! Learn more from [Smokey Bear](http://SmokeyBear).  
#SouthwestWildfireAwarenessWeek

(AZ) Make it your goal to extinguish hot coals. If your campfire is too hot to touch, it's too hot to leave! Drown, stir and repeat until cold! [Campfire Safety \(WildlandFire.AZ.gov\)](http://CampfireSafety(WildlandFire.AZ.gov)) [Smokey Bear \(smokeybear.com\)](http://SmokeyBear(smokeybear.com)). #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek #SmokeyBear

(NM) Make it your goal to extinguish hot coals. If your campfire is too hot to touch, it's too hot to leave! Drown, stir and repeat until cold! [Campfire Safety \(NMFireInfo.com\)](https://www.nmfireinfo.com) and [Smokey Bear](https://smokeybear.com) (smokeybear.com). #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek #SmokeyBear

**Wed. March 29 – Campfires, second only to lightning, cause more wildfires in the Southwest than any other single source of ignition. Never leave a campfire unattended or unextinguished.**  
#PreventWildfires #SouthwestWildfireAwarenessWeek

(AZ) Campfires, second only to lightning, cause more wildfires in the Southwest than any other single source of ignition. Never leave a campfire unattended or unextinguished.  
<https://wildlandfire.az.gov/wildfire-prevention>  
#PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Campfires, second only to lightning, cause more wildfires in the Southwest than any other single source of ignition. Never leave a campfire unattended or unextinguished.  
<https://nmfireinfo.com/links/outdoor-fire-safety/campfire-safety/> #PreventWildfires #NMFire  
#SouthwestWildfireAwarenessWeek

### **THURSDAY – Community Organization or Action**

**Thurs. March 30 – Begin now to organize an event or plan to participate in your community's Wildfire Preparedness Day, May 6, 2023! Learn more at [Wildfire Community Preparedness Day | NFPA](#).** #SouthwestWildfireAwarenessWeek

(AZ) Begin now to organize an event or plan to participate in your community's Wildfire Preparedness Day, May 6, 2023! Learn more at [Wildfire Community Preparedness Day | NFPA](#) and [azfac.org](https://azfac.org). #AZFire #WildfireSafety #SouthwestWildfireAwarenessWeek

(NM) Begin now to organize an event or plan to participate in your community's Wildfire Preparedness Day, May 6, 2023! Learn more at [Wildfire Community Preparedness Day | NFPA](#) and [Facnm.org/events](https://facnm.org/events). #NMFire #WildfireSafety #SouthwestWildfireAwarenessWeek

**Thurs. March 30– Is your community prepared for wildfire? Proactive communities play a key role in minimizing the impact of wildfire. Become fire-adapted by taking steps now to prepare. Learn more at <https://youtu.be/gDbwKUQ-Y80>.** #SouthwestWildfireAwarenessWeek  
#WildFirePreparednessIsYearRound

(AZ) – Is your community prepared for wildfire? Proactive communities play a key role in minimizing the impact of wildfire. Become fire-adapted by taking steps now to prepare. Learn more at <https://youtu.be/gDbwKUQ-Y80>, <https://azfac.org/> #FireAdaptedAZ #SouthwestWildfireAwarenessWeek

(NM) – Is your community prepared for wildfire? Proactive communities play a key role in minimizing the impact of wildfire. Become fire-adapted by taking steps now to prepare. Learn more at <https://youtu.be/gDbwKUQ-Y80>, <https://facnm.org/> #FireAdaptedNM #SouthwestWildfireAwarenessWeek

### **FRIDAY-Target Shooting Wildfire Prevention**

**Fri. March 31 – Set your sights on safe target shooting! Some types of ammunition can cause wildfires. Learn more: [Rifle Bullet Ignition](https://firelab.org) (firelab.org).** #SouthwestWildfireAwarenessWeek



(AZ) Set your sights on safe target shooting! Some types of ammunition can cause wildfires. [Rifle Bullet Ignition](#) (firelab.org) #PreventWildfires #AZFire #SouthwestWildfireAwarenessWeek

(NM) Set your sights on safe target shooting! Some types of ammunition can cause wildfires. [Wildfire Ignition from Exploding Targets](#) and [Rifle Bullet Ignition](#) (firelab.org) #PreventWildfires #NMFire #SouthwestWildfireAwarenessWeek

**Fri. March 31** – Choose an area free of dry grass or brush to set up your target to avoid ignitions, especially if using steel targets. Did you know? Exploding targets can cause wildfires and are prohibited on federal lands in NM and AZ. Learn more: [Wildfire Ignition from Exploding Targets](#)

(AZ) Choose an area free of dry grass or brush to set up your target to avoid ignitions, especially if using steel targets. Did you know? Exploding targets can cause wildfires and are prohibited on federal lands in NM and AZ. Learn more: [Wildfire Ignition from Exploding Targets](#)

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## **SATURDAY – Fire Restrictions and How to Know What They Are**

**Sat. April 1** – Do you know where to find out whether fire bans or restrictions are in effect? Learn more at <https://www.ready.gov/wildfires> #SouthwestWildfireAwarenessWeek

(AZ) Drought can be dangerous. Improve your odds and prepare your home now to survive a wildfire before one begins. Learn more at <https://ein.az.gov/ready-set-go>. #AZFire #ReadySetGoAZ #SouthwestWildfireAwarenessWeek

(NM) Drought can be dangerous. Improve your odds and prepare your home now to survive a wildfire before one begins. Learn more at <https://nmfireinfo.com/>. #NMFire #ReadySetGoNM #SouthwestWildfireAwarenessWeek

**Sat. April 1**– Climate change & extreme drought equal a perfect recipe for wildfire. Prepare you're your great outdoors trip by checking first with local governments and fire departments for current fire restrictions. More <https://nmfireinfo.com/>, <https://wildlandfire.az.gov/> #SouthwestWildfireAwarenessWeek

(AZ) Climate change & extreme drought equal a perfect recipe for wildfire. Prepare for your great outdoors trip by checking first with local governments & fire departments for current fire restrictions. Learn more <https://wildlandfire.az.gov/> #PreventWildfires #SouthwestWildfireAwarenessWeek

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