



## Southwest Wildfire Awareness Week March 25 – March 30, 2024

**“Time for Action”**

### **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** - <https://dffm.az.gov/fire/prevention>
- **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**

- **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/>
- **Firewise USA™** - <http://www.firewise.org>
  - NFPA Wildfire Safety Video Playlist - <https://www.youtube.com/watch?v=vWMVyrpHmac&list=PL788EB45BE4B06056>
- **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>
- **Fire Adapted Communities** - <https://fireadaptednetwork.org/>
  - New Mexico - <https://facnm.org/>
  - Arizona - <http://azfac.org/>
- **Ready.gov Wildfire Safety** - <https://www.ready.gov/wildfires>
  - Wildfire Safety Social Media Toolkit - <https://www.ready.gov/wildfire-toolkit>
- **National Fire Prevention Association (NFPA)** - <https://www.nfpa.org/>
  - NFPA Prevention Resources - <https://www.nfpa.org/education-and-research/wildfire/preparing-homes-for-wildfire>
- **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>