Talking the Talk
Let Research be Your Guide
Prescribed Fire
Prescribed Fire
Controlled Burn
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Talking the Talk: Say Controlled Burning

Given the choice among several terms, "controlled burn" is the clear leader.

- A controlled burn: 47%
- A controlled fire: 19%
- A managed burn: 16%
- A prescribed fire: 7%
- Other/Don't know: 13%
Talking the Talk: Here’s Why

What Concerns You the Most?

- Cost of health care: 72%
- Economy and Unemployment: 55%
- Quality of public education: 53%
- Amount you pay in taxes: 46%
- Pollution of rivers and streams: 39%
- Loss of habitat for fish and wildlife: 34%
- Lack of affordable housing: 33%
- Traffic congestion: 33%
Talking the Talk: General Conservation Language

DON’T:
Environment
Ecosystems
Regulations
Riparian
Aquifer
Watershed

DO:
Land, Air, and Water
Natural Areas
Fish and Wildlife
Safeguards/protections
Groundwater
Land along rivers and lakes
Talking the Talk: General Conservation Language

DON’T:
Environmental Programs
Agricultural Land
Urban Sprawl
Ecosystem Services
Landscape-scale Conservation

DO:
Conservation groups
Working farms
Poorly planned growth
Nature’s Benefits
Large, connected natural areas
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DON’T:
Wildlands
Wildland Urban Interface
Appropriate Management Response
Mechanical Thinning
Natural Fire Regime
Altered fire dynamics

DO:
Natural areas
Natural area near cities/towns
Talk about specific actions
Cut, trimmed trees
Fire history
What’s changed?
WUI – WOO WEE
Talking the Talk: Stress Safety

“Safety is always our number one priority. But, by putting out every single fire, we are actually creating more dangerous conditions. Using controlled burns to thin out overgrowth and carefully managing natural fires helps ensure the safety of neighborhoods in outlying areas.”
Talking the Talk: Teams

There is Safety in Teams:

- Talk about partners
- Stress expertise
- Firefighters, forest experts, meteorologists
Talking the Talk

Credibility goes to:

• Front line messengers
• Appearances matter
Questions