

Wildfire Prevention and Mitigation Tag Line and Message Ideas

Date: April 22, 2020

The following are tag lines and other messages that are approved by the WO Office of Communications and Wildfire Prevention and Mitigation Branch Chief.

- Using Smokey for a closure, preventing COVID19, social distancing, or any message that relates to COVID19 is inappropriate. Smokey's image, likeness, name and slogan are protected by Congressional Law known as The Smokey Bear Act, P.L. 82-359 to only be used for a wildfire prevention message. The Cooperative Forest Fire Prevention Committee made up of the Ad Council, the National Association of State Foresters and the USDA Forest Service collectively manage the Smokey Bear Wildfire Prevention Campaign, but the Forest Service Fire and Aviation Management manage the rights and use of Smokey Bear.
- The use of already created materials, Smokey Bear posters and other messages reminding people to be responsible with fire, to prevent human-caused wildfires, and to drown, stir, and drown their campfires are still very important messages to provide to the public. Go to the www.Smokeybear.com for guidance on proper use and to the Toolkit for print images you can use. There is also a link on this Toolkit to <https://www.psacentral.org/> for additional PSAs and materials that are approved.
- Existing approved digital wildfire prevention graphics are available at the NWCG FPET Digital Library, <https://www.nwcg.gov/fpetdl> which is available to the interagency community.

These simple, concise and clear messages can be used nationally.

Tag Lines

- Now, more than ever, we need you to do your part and prevent wildfires
- Now, more than ever, do your part to prevent wildfires
- Now more than ever, please prevent wildfires
- We are all in this together, prevent wildfires and protect firefighters and your community
- We are all in this together, prevent wildfires
- We are all in this together, do your part to prevent wildfires
- Know before you go – Check your local fire restrictions
- While at home, do a yard project to improve your defensible space
- Let's unite, not ignite – Prevent Wildfires
- Protect your property, friends, and family - prevent wildfires
- Stop the spread of unwanted wildfires! Prevent Wildfires
- Help us Help you. We're in this together – Prevent Wildfires
- Do your part to help our heroes
- Do your part, don't let a wildfire start
- Protect your home, improve your defensible space
- Reduce wildfire risk, know your local fire restrictions
- Make your home wildfire safe – Increase your defensible space

Approved Messages:

- **Help Our Heroes**
Our firefighters and emergency responders need your help during these difficult times. You can help prevent wildfires by...
 - Obeying fire restrictions
 - Postponing debris burning
 - Using campfire alternatives

- Embers cause most home ignitions due to wildfire. Harden homes to minimize damage and protect firefighters.

- Embers cause most home ignitions due to wildfire. Make your home safe – Increase your defensible space.

- Learn how to harden homes to prevent home ignitions from wildfire embers

- Harden your home to prevent home ignitions from wildfire embers

- Staying at home is another opportunity to prepare property for wildfire and help firefighters stay safe