



Wildland Urban Interface Mitigation Committee

Conference Call Minutes – August 7, 2019

Notes by –Martin Cassellius

1300 Central Time

Roll Call – Jolene Ackerman, Jeremy Taylor, Sarah McCaffrey, Marty Cassellius, Jonathon Bruno, Melanie Karns

A. Review and approve June minutes

- Motion to approve July minutes by Sarah McCaffrey, second by Melanie Karns.

B. WUI Mitigation Desk Reference Guide Feedback

- Jennifer is now reviewing and sent out her suggested changes to the group. This document is on the WUIMC website
- Sarah – This document could be considered a living document and updated as needed.

C. Mitigation Presentation – Sarah McCaffrey

- **Social marketing** – know your target audience and what they care about.
- **Messaging** is good for awareness (and works for prevention), but does not lead to behavior change/mitigation.
- People understand about risk, but they expect to see planes. Smokey Bear hasn't taught that all fire is bad.
- Fire risk is not a powerful influencer for many people.
- **Trust** – do you know what you are doing? Are you Credible and Competent?
- If you want to change behavior you need to have positive interactions with the public. Relationships change behaviors.
- Do they understand the benefits of action? Ecological Benefits, Risk mitigation, as well as other benefits of action.
- Fire is one of many considerations for people. Generally fire is not high on the list. We need to make the issue more salient.
- Outreach has to be tailored according to the social norms of an area.
- **Risk tolerance vs Risk Aversion** - trade off analysis is where we can shift the balance for action.
- Change the paradigm from Fuels Management to what do you value.

D. S-130 Update Discussion

- Working on our input into the S-130 revision
- The plan is for early November when all of the content will go out for review.

Chair
Jolene Ackerman
National Association of State Foresters

Vice Chair
Jennifer Hansen
National Association of State Foresters

Members:

Jon Skinner, Bureau of Land Management
Melanie Karns, National Association of State Foresters
Brett Holt, FEMA
Riley Pilgrim, International Association of Fire Chiefs
Ricky Ziebart, US Fire Administration
Sarah McCaffrey, US Forest Service

Pam Leschak, US Forest Service
Marty Cassellius, USDI Bureau of Indian Affairs
Chris Crew, National Emergency Management Association
Jon Bruno, Coalition for the Upper South Platte
Jeremy Taylor, Mitigation Branch Cf, Colorado Springs FD



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- WUIMC should review course content and get back with any suggested changes, by August 28th to Jolene.
- Opportunity to forward any suggested images for the classroom resources, these should be sent to Jolene.
- Jonathon – this is an opportunity to integrate concepts of mitigation in a suppression context.

Face-to-Face meeting – Discussion on suggested timing and location. Jolene will send out a Doodle poll.

Jonathon Bruno – Sent out a White Paper “A Case for Reframing the Wildland Urban Interface – Call To Action: America Burning, WUI”

Committee members should review and will discussed on the next call, with an update from Jennifer.

Meeting adjourned 1400 Central Time

Next Meeting: September 4, 2019

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