



CAL FIRE FOREST HEALTH & CALIFORNIA CLIMATE INVESTMENTS PROGRAM ACKNOWLEDGEMENT/RECOGNITION REQUIREMENTS



1. All projects funded both fully and partially by the Greenhouse Gas Reduction Fund (GGRF) must clearly display, identify, and label themselves as being part of the “California Climate Investments” program. The acknowledgement must contain the California Climate Investments and CAL FIRE logos as well as the following statement:

“Funding for this project provided by the California Department of Forestry and Fire Protection’s Forest Health Program as part of the California Climate Investments Program.”

A draft of the acknowledgement must be approved by a CAL FIRE Forest Health Area Forester prior to publication. For stationary projects, acknowledgement may include, but is not limited to, a sign on the project site. For other project types, such as vehicles, equipment, and consumer-based incentives, acknowledgement is encouraged by using a decal, sticker, or other signage.

Guidance on California Climate Investments media releases, logo usage, signage guidelines, and high-resolution files are contained in [CCI’s Media and Communications Style Guide](#).

2. In addition, all projects funded both fully and partially by GGRF must contain the following statement in public announcements or press releases on said projects:

“Funding for PROJECT NAME was provided by [CAL FIRE’s Forest Health Program](#), as part of California Climate Investments. California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing GHG emissions, strengthening the economy, and improving public health and the environment—particularly in disadvantaged communities. The Cap-and-Trade program also creates a financial incentive for industries to invest in clean technologies and develop innovative ways to reduce pollution. California Climate Investments projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling, and much more. At least 35 percent of these investments are located within and benefiting residents of disadvantaged communities, low-income communities, and low-income households across California. For more information, visit the California Climate Investments website at: www.caclimateinvestments.ca.gov.”

3. User Generated Content, such as social media posts, images, and/or videos on the Forest Health project that is published to an online or social network, must acknowledge CAL FIRE’s Forest Health Program and CCI. Social media posts must contain **#CALFIRE_ForestHealth** and **#CAClimateInvestments**. If applicable, the published media must include hyperlinks to CAL FIRE’s Forest Health and the CCI program. Please coordinate with the appropriate Forest Health Area Forester prior to publishing.

Frequently Asked Questions

1. What are the web links to the Forest Health Program and California Climate Investments Program?

*CAL FIRE Forest Health Program: <https://www.fire.ca.gov/what-we-do/grants/forest-health>
California Climate Investments Program: <https://www.caclimateinvestments.ca.gov/>*

2. Where can I download the CAL FIRE and CCI logos?

CAL FIRE Logo: please reach out to a Forest Health Forester and/or email ForestHealth@fire.ca.gov requesting a logo and one will be emailed to you.

CCI Logo: https://www.caclimateinvestments.ca.gov/s/CCI_Logos.zip

3. What should we include on our Forest Health project web page?

A web page on your Forest Health project is a fantastic idea and we highly recommend it! Please be sure to include program acknowledgement/recognition items 1 and 2 on your webpage, CAL FIRE and CCI logos, and the Forest Health Program and CCI Program web links. Other ideas that we and the public love to see are maps, before and after pictures, and regular updates on the work being performed.

4. Do I have to include the large paragraph on the CCI program under item 2 on every public announcement and press release?

In short, yes, all public announcements and press releases need to include the required acknowledgements in item 1 and item 2 on the Program Acknowledgments/Recognition requirements.

Tip: To avoid having to write out the entire paragraph, you can include the CCI program acknowledgment paragraph (item 2) on your Forest Health project web page, and then reference the web page in your public announcement/press release. Please note, all public announcements and press releases MUST include the one sentence statement in item 1 of the program acknowledgement/ recognition requirements.

5. We plan to put up signage at the project location site. What program acknowledgement/recognition requirements must we include on the sign?

All project signage must include the one sentence statement under item 1 and logos from both CAL FIRE and CCI. If the project has a web page, it is suggested to include a QR code or web link to the web page that includes the CCI paragraph in item 2.

6. What program acknowledgement/recognition must be included on a Facebook/Instagram/Twitter/TikTok post?

At minimum, the social media post must include the tags #CALFIRE_ForestHealth and #CAClimateInvestments. If applicable, please include the weblinks for the Forest Health Program and CCI Program (see FAQ #1 above) and the one sentence statement in program acknowledgement/recognition requirement item 1.

7. What type of acknowledgment do we need for public event and presentation materials on our Forest Health project?

Public event and presentation materials (PowerPoint, posters, flyers etc.) for Forest Health project should include the one sentence statement under Program Acknowledgment/Recognition item 1 and the CAL FIRE and CCI logos.

Tip: if limited space you can abridge the one sentence statement to “Funding provided by CAL FIRE Forest Health and CCI”.

8. When should the grantee coordinate or notify the Forest Health program on any communications related to their Forest Health project?

It is the responsibility of grantee to notify the appropriate Forest Health Forester if there are any type of field visits/trip, media new stories, and/or media interviews. An invitation to Forest Health program staff to all field visits/trip are expected. The grantee is responsible for sharing any published news media on the Forest Health project to the Forest Health program.

A draft copy of any public announcements, press releases, public event publications, social media posts, etc. that includes any element of the Forest Health project must be shared with the appropriate Forest Health forester for review and approval. If there are questions on who should be contacted, please contact Forest Health program staff at ForestHealth@fire.ca.gov.

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