



Wildfire Prevention, Outreach and Education



CAL FIRE Overview

CAL FIRE Mission

- CAL FIRE serves and safeguards the people and protects the property and resources of California.
- Responsible for fire protection in the State Responsibility Area totaling 31 million acres, as well as the administration of the state's private and public forests.
- The organization works in both suppression and prevention capacities on state land, and offers emergency services of various kinds in 36 out of California's 58 counties, through contracts with local governments.
- Goal: To keep 95% of wildfires to 10 acres or less.



MISSION

The California Department of Forestry and Fire Protection (CAL FIRE) serves and safeguards the people and protects the property and resources of California.

VISION

At CAL FIRE, we lead a dedicated, diverse, and inclusive workforce while maximizing partnerships to create a safer and more resilient California.

VALUES AND BEHAVIORS:

INTEGRITY
We demonstrate our ideals and intentions by doing the right thing, even when no one is watching.
HONESTY • ACCOUNTABILITY • RELIABILITY

SERVICE
We provide selfless care for all through dedication, professionalism, and preparation.
HUMILITY • SELFLESSNESS • DEDICATION

COMMUNITY
We foster inclusive relationships with colleagues, cooperators, and the communities we serve, including those that are disadvantaged and underserved, to further meaningful partnerships and collective goals and interests.
COLLABORATION • TRUSTWORTHINESS • ENGAGING

DIVERSITY
We cultivate an environment of support and we respect individuals with differing backgrounds, experiences, and perspectives.
UNDERSTANDING • INCLUSIVITY • RESPECTFULNESS

SCAN ME TO SEE

HOW CAL FIRE IS
Transforming Tomorrow

f @ X v | www.fire.ca.gov

CAL FIRE Overview

- 2 Regions
- 21 Units
 - 240 CAL FIRE Stations
 - 332 Local Government Stations (operated by CAL FIRE via contract)
 - 100 additional facilities across the state to support crews, aviation, Office of the State Fire Marshal and Resource Management programs.
- Largest Civil Aerial Firefighting Fleet in the World
 - 60+ aircraft
- 14,042 Personnel



Communications Program

- Provide timely and accurate public information during emergency incidents
- Ensure that Californian's are equipped with the knowledge and resources needed to contribute to a safer and more resilient California
- Leverage a diverse array of online, digital, video, educational, and printed tools
- Audiences span all age groups, demographics, urban, suburban and wildland urban interface communities



What is education and outreach?

Purpose – Program Overview

Public Education and Outreach

- Why?
- Overall goals?

Community Risk Reduction

- How it ties to Communications Program?



Public Education & Outreach Goals

- Statewide leader in fire prevention and risk reduction
- Delivers impactful public education and outreach programs
- Promotes community preparedness and defensible space practices
- Engages residents, partners, and stakeholders in reducing fire risk
- Committed to building safer, more resilient communities across California



Public Education & Outreach

- Public education on fire prevention, wildfire preparedness, recruitment, and public safety
- Create meaningful connections with the community
- Campaigns for new statewide initiatives
- Fairs, Trainings, School programs
- Newsletters, brochures, guides, and more



Public Education & Outreach

- Captain Cal debuted in 2019
- Used to promote fire safety education



Examine your home for **FIRE HAZARDS** and take steps to prevent a fire before it occurs.

Provide you and your loved ones peace of mind.

Examine fire prone areas around your home, such as the dryer, stove, fireplace, and electrical outlets.



Safety Starts With You!

HAPPY THANKSGIVING



WE ARE THANKFUL FOR:
SMOKE ALARMS!

They're always on duty, even when you're cooking your favorite Thanksgiving dishes.

Public Education & Outreach

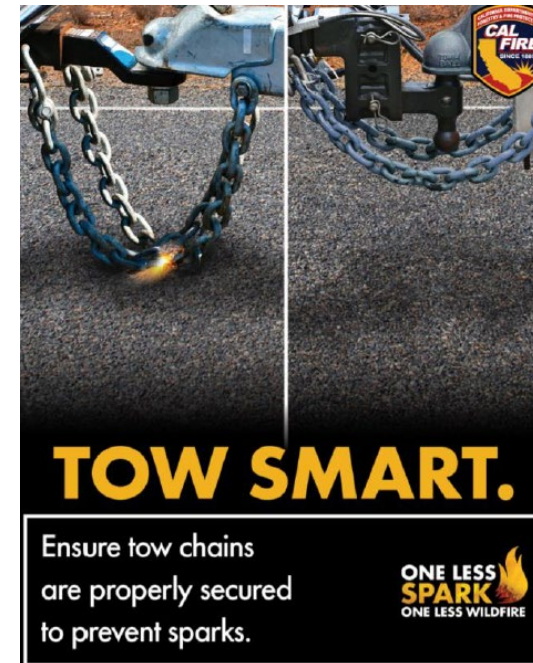
- **Community Risk Reduction**
 - Every fire department, regardless of size, type, or location, has the power to make a meaningful impact through CRR.
 - By integrating CRR principles into daily operations, fire departments can enhance public safety, reduce preventable incidents, and ultimately protect the lives of both community members and firefighters.



Strategies and Tactics

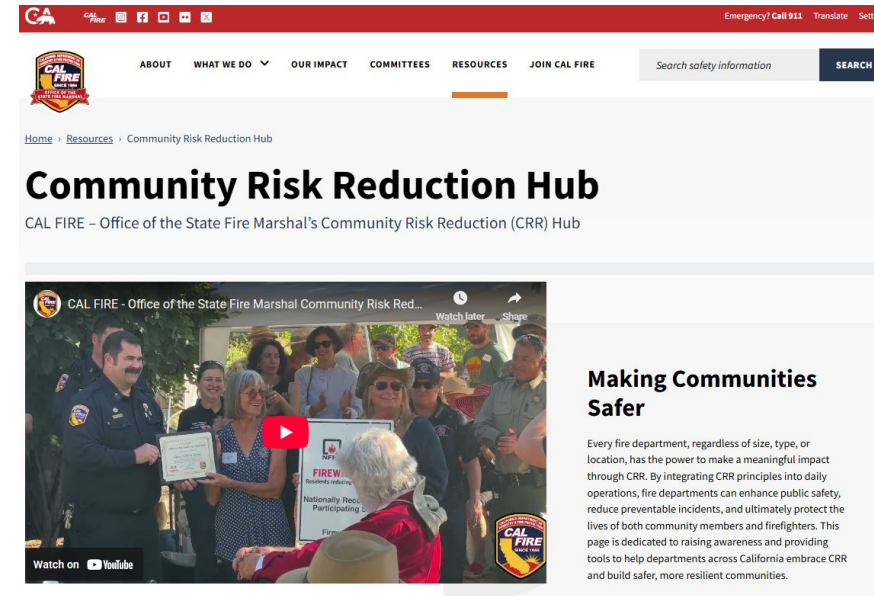
Outreach Campaigns and Resources

- **Internal Campaigns**
 - Zone 0 (aka Ember Resistant Zone)
- **Statewide Campaigns**
 - Combo Campaign
 - Home Hardening and Defensible Space
 - Forest and Fuels
 - One Less Spark



Outreach Campaigns and Resources

- **Community Risk Reduction**
 - Addressing emerging issues using data.
 - Examples:
 - Battery Energy Storage Systems
 - Fireworks



Outreach Campaigns and Resources

Social Media

Platform	Official Account	Followers
Facebook	@CALFIRE	~636,000
Instagram	@calfire	~319,000
X (Twitter)	@CAL_FIRE	~496,000
LinkedIn	CAL FIRE	~34,700
YouTube	@CALFIRETV	~29,000
TikTok	@CAL_FIRE	~4,500



**Your Home.
Your Community.
Your California.**

CAL FIRE 
636K followers • 163 following

Posts About Reels Photos

calfire and 2 others

calfire • 2d
Helitack crews work in some of California's most remote and hard-to-reach terrain.

Every year, new and returning helitack crew members complete extensive training to prepare them for helitack operations.

Helitack crews are essential to support wildfire suppression efforts where engines can't go. Beyond firefighting, helitack crews also support search and rescue, hoist rescue missions, including rescuing our own from injuries on wildfires, and other emergency operations across the state.

@calfirelnu

#Helitack #AirOps #CALFIRELNU #FireHawk

1.8K 3 2 days ago

Log in to like or comment.

Outreach Campaigns and Resources

- **Social Media (Continued)**
 - Unit Social Media
 - Local audience
 - Captain Cal
 - Youth audience



Outreach Campaigns and Resources

- **Social Media (Continued)**
 - CAL FIRE – OSFM
 - **Impact:** Programs contacted for more information after social media posts to access resources we offer.
 - **Audience:** A resource for various local jurisdictions and other stakeholders such as CA Fire Safe Council and Fire Prevention Officers.
 - Sharing OSFM specific topics and relevant posts from the CAL FIRE pages.



Outreach Campaigns and Resources

Toolkits

What is in them to be used?

- Community Risk Reduction
- Battery Energy Storage Systems
- Wildfire Preparedness Week

Newsletters

- CAL FIRE Community
- OSFM
- Jackson Demonstration State Forest

THE CAL FIRE COMMUNITY



A SNAPSHOT OF TOP CAL FIRE NEWS, DELIVERED TO YOUR INBOX EACH MONTH

April 2026

starts at home. 



WILDFIRE PREPAREDNESS WEEK LOGO USE GUIDELINES



**WILDFIRE
PREPAREDNESS
WEEK**

PRIMARY LOGO

- Preferred logo for most uses
- Works best in wide layouts
- Ensure clear space and strong contrast



SECONDARY LOGO

- Use in vertical or square spaces
- Ideal for social, signage, or tight layouts
- Maintains readability at smaller sizes



LOGO MARK

- Use only when full logo is already established
- Great for icons, watermarks, or small applications
- Not a replacement for the full logo in primary branding



ZONE 2_update v3.png
Apr 13, 2026 by Joshua Mott



ZONE ALL_update v3.png
Apr 13, 2026 by Joshua Mott



ZONE 1_update v3.png
Apr 13, 2026 by Joshua Mott



Outreach Campaigns and Resources

- **Events**

- Wildfire Preparedness Week
- Firewise Community Achievements
- IBHS Burns / Scientific Studies and Outreach
- Camp Smokey
 - Wildfire Prepared Home Display
- In Person Outreach
 - Qualified Entities
 - School Education Programs
 - Local Events
 - Tours
 - Youth Firesetter Program



Outreach Campaigns and Resources

- **Podcasts**
 - Five Points with the Chief
 - Inside the State Fire Marshal's Office



Outreach Campaigns and Resources

- **ReadyForWildfire.org**
 - Central hub for safety information.
 - Prepare, Prevent, Forest Health, and Post-Wildfire.
 - Consistent call to action across all platforms.
 - Interactive tools like FirePLANNER.



Get set

Get set for wildfires by preparing both your home and family for potential evacuation.



Build a Wildfire Action Plan

Develop a comprehensive wildfire action plan, detailing evacuation routes, emergency contacts, and safety procedures. Ensure every family member understands and can implement this plan swiftly in case of a wildfire threat.



Prepare your family.

Craft a family-specific evacuation plan, addressing the needs of all members, including children and pets. Regularly practice this plan to ensure everyone can evacuate quickly and safely during a wildfire emergency.



Pack your 'Go Bag'

Prepare an emergency 'Go Bag' for each family member, filled with necessary supplies for survival during a wildfire evacuation. Include essentials like water, food, medications, and important documents for immediate access.

Defensible Space

Create a buffer zone around your home.



Call to Action

- **Movement Building**
 - Partnerships
- **Wildfire Preparedness Week**
 - Wildfire Community Preparedness Day
 - Neighbors Helping Neighbors



Looking for resources?

Sign up for our Newsletter



Access the
Wildfire Preparedness Week Toolkit



Questions?

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