

- **Targeted funding** for communication tools in FLN landscapes that identified outreach as a strategy needed to advance implementation of their restoration work

We used FLN, Conservancy and agency channels to efficiently target conservation practitioners, fire crew members, science staff and others using a variety of methods:

- Publication and broad dissemination of 9 issues of *FLN Dispatch*, 11 *Stories from the Field* and 4 annual *USFLN Field Guides* highlighting the lessons and successes of the Network, and distribution of several hundred fact sheets about the FLP partnership
- Bi-weekly production of the *FLN Networker*, a newsletter for FLN partners and other practitioners, with a primary mailing list of 300, and wide distribution by forwarding
- Presentations and posters given at dozens of workshops, conferences and symposia hosted by the FLN, The Nature Conservancy and agencies for practitioner and general audiences
- Education and FLN staff hosted 18 webinars on topics ranging from PIFE research to climate change adaptation strategies for fire restoration projects
- Web sites that reach thousands of conservation professionals across the globe (originally hosted at tnc-fire.org and now on the new Conservation Gateway)
- Updates in Conservancy-wide staff newsletters and a science newsletter also distributed externally
- The *NWCG Wildland Fire Communicators Guide*, to which FLP education staff contributed

"[The FLN Networker] is a great publication ... I am very grateful for your efforts. This is such an informative, succinct tool. Thank you!"

Land Steward

"I really appreciate how you guys find and then pass along highlights of emerging issues."

Forest Restoration Program Director

At a national scale, one barrier to effective wildland fire outreach comes about from having many different agencies and organizations with differing objectives, needs and opportunities needing to convey messages about fire. Our participation on the NWCG communications committee (which has had several names) helped integrate the disparate fire outreach efforts across the nation. This was accomplished through the sharing of plans, setting out best practices and distribution of tools such as the NIFC and USFS annual fire season messages. Conservancy staff also helped develop the committee's most recent strategic plan.

Results

- FLP education and outreach efforts contributed to a marked increase in the understanding of wildland fire and ecosystem restoration issues within the federal agencies today when compared with 2007.
- Fire is now a key focal topic within The Nature Conservancy, with fire and forest restoration designated as one of six region-wide, shared priorities for the North America region.
- Fire communications conducted through the Conservancy have evolved from isolated efforts such as using pamphlets and door hangers to notify residents about upcoming burns, to the creation of sophisticated videos and interactive web features that are proactive, informed by public opinion research, and integrated with social media outreach.
- At the landscape scale we are noticing improved integration of fire education and outreach efforts among a variety of private and public partners.

In sum, through a host of FLN, training and education efforts, FLP partners are directly and indirectly influencing people and organizations such that a social license for ecosystem management will exist broadly.



Work conducted under the *Fire, Landscapes & People* agreement (2007-2010) continues under the *Promoting Ecosystem Resiliency through Collaboration* agreement. For more information on the education component of this cooperative agreement, contact Wendy Fulks at wfulks@tnc.org or (303) 541-0355

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