



Adapting to Wildfire



Investing in a Fire-Adapted Marin County

Adapting to Wildfire

An MWPA Campaign

Prepared Feb 2022

Campaign Goals

Adapt to Wildfire is a public information campaign aimed at shaping the awareness, knowledge, attitudes, social norms and behavior of Marin residents. We seek to create a “Culture of Wildfire Adaptation.” Our goal is to change the conversation around wildfire from fear and apathy to empowerment. We want residents to understand that wildfire is a condition of life in Marin that we can adapt to and make adjustments to protect our homes and livelihood. Residents will make the leap from "Fire agencies need to do all the work" to "I need to do my part. We're all in this together."

01

Increase **awareness** of the need to adapt to wildfire

02

Increase **knowledge** of how to reduce wildfire risks and hazards

03

Change **social norms** to create an “adaptive culture”

04

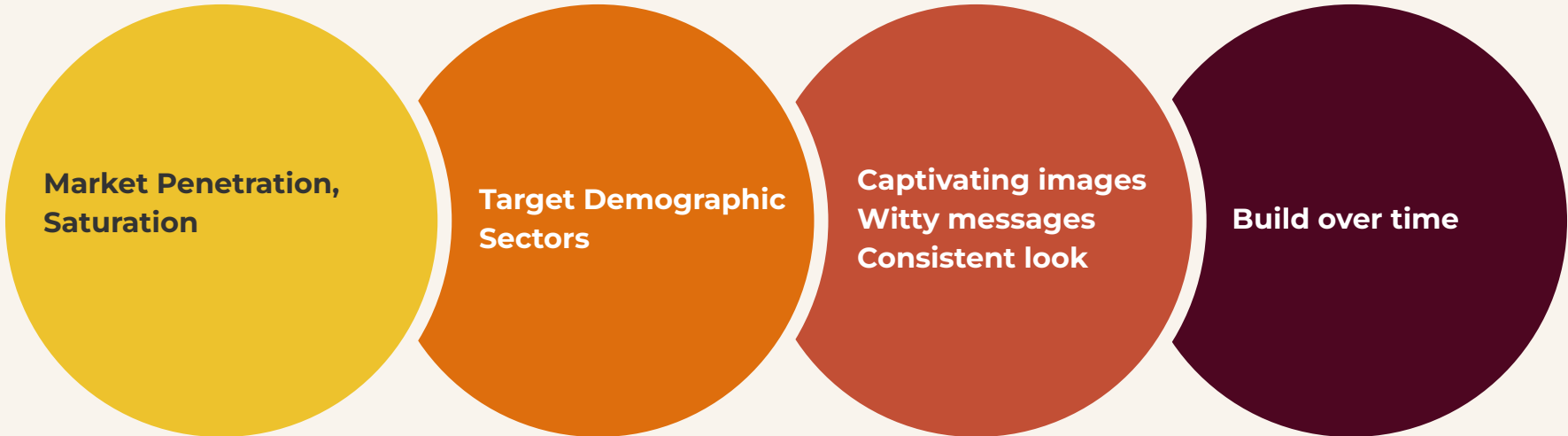
Motivate **action** by the public to reduce risks and hazards

Denver Water District Model

Successful Behavior Change Campaign



Campaign Strategies





**I'm adapting
to wildfire**

because I'm
not moving
back to Iowa.

Take Action to Protect Marin.

Visit firesafemarin.org to learn how





**I'm adapting
to wildfire** so
that Henry
and I are ready
to evacuate.

Take Action to Protect Yourself.

Visit firesafemarin.org to learn how



I'm adapting to wildfire because
I'm focused on what matters most.



Take Action to Protect What You Love.
Visit firesafemarin.org to learn how





**We're adapting
to wildfire**

so that our kids
can grow up
here in Marin

Take Action to Protect Your Family.

Visit firesafemarin.org to learn how





**We're adapting
to wildfire**
and it looks
better than
we thought

Take Action to Create a Fire Smart Yard.
Visit firesafemarin.org to learn how



Outreach Tools: FSM to provide content



All Member Agencies:
Newsletters, Social
Media, etc.



Coordinating Message
Website, Newsletter
Wildfire Watch
Social Media



Digital Display Banners
½ Page Print Ads
Tabloid Insert
Facebook, Native
Advertising, Email

Community Partners

Realtors postcards
MMWD, MCOSD, MCL
Landscapers,
Community Groups



Adapting to Wildfire



MARIN'S 1ST ANNUAL
WILDFIRE PREVENTION FESTIVAL

EMBER STOMP

MAY 28, 2022
MARIN CIVIC CENTER,
SAN RAFAEL



- MUSIC
- FOOD TRUCKS
- GOATS
- FIRE SAFETY
AND MORE!

**ADAPT TO
WILDFIRE!**

11AM - 5PM | FREE ADMISSION

WWW.FIRESAFEMARIN.ORG