

Conducting Community Champion Workshops & Recruitment Presentations



The FireSmart Canada Community Recognition Program (FCCRP) supports the national network of provincial/territorial and regional agencies and their respective Local FireSmart Representatives (LFR's), in the presentation of the half-day FireSmart Community Champion (FCC) Workshops and shorter Community Champion Recruitment Presentations.

Materials and workshop presenter training are supplied by FireSmart Canada – the organization spearheading the FCCRP.

This Facilitator's Guide provides trained LFR's (you) with guidelines for conducting a successful FCC Workshops and Recruitment Presentations in accord with delivery policies developed by FireSmart Canada.

1.0 Purpose of FCC Workshops

The purpose of the FCC workshops is to prepare Community Champions - neighbourhood leaders - to take the initiative to begin the formal process of attaining FireSmart Community recognition status. This status is conferred by FireSmart Canada to neighbourhoods, subdivisions and small communities that plan and implement effective actions to prevent wildfire disaster.

FCC workshops provide safety-minded citizens with the information and tools required to gather and motivate their neighbours to work with local fire agency staff to make their homes and communities less vulnerable to wildfire.

FCC workshops provide coverage of topics including: wildfire hazard recognition, simple FireSmart solutions, how to develop an action plan and where to find support for implementing it; how to network with fire professionals and other concerned residents; how the basic process used by the FireSmart Communities Program reduces the risk of wildfire losses in participant communities.

FCC Workshops feature interactive discussions, practical exercises, and opportunities to adapt solutions to local issues. These workshops are most successful when attended by a variety of community representatives, such as planners, business leaders, homeowner association members, and emergency service professionals.



1.1 Purpose of Community Champion Recruitment Presentations

The purpose of the Recruitment Presentation is to attract and enlist Community Champions - persons willing to lead their neighbors in attaining FireSmart Community recognition status. The 30 minute presentation “*FireSmart: Breaking the Wildfire Disaster Cycle*” is designed to raise resident awareness of WUI issues and provide information the FCCR Program and the ½ day Community Champion Workshop.

2.0 Workshop Delivery Policy

The FireSmart Canada Community Recognition Program requires that all FireSmart Community Champion (FCC) workshop deliveries must proceed in accordance with established policy respecting workshop instructor qualifications, training materials and participant certification details.

- All FCC workshop deliveries will be instructed by Local FireSmart Representatives that have been certified by the Partners in Protection Association – FireSmart Canada Community Recognition Program. For an updated list of trained LFR’s (agency and contract personnel) visit the FireSmart Canada website: www.firesmartcanada.ca
- All FCC workshop deliveries will utilize standardized training materials provided by Partners in Protection Association (PIP). Participant packages and order forms are available from PIP at: www.firesmartcanada.ca
- All FCC workshop deliveries will follow the standardized FCCRP FCC Workshop Syllabus featuring 4 LFR Workshop modules delivered in one-half day (4 hours training).
- All FCC workshop participants will be issued a Certificate of Completion by the FCC workshop instructor upon satisfactory completion of the workshop.



3.0 Organizing a FireSmart Community Champion Workshop

3.1 Being Invited... or Inviting Participants

Invite homeowner /cottage associations and service or professional organizations to announce the workshop in their newsletters and/or make an announcement at an upcoming meeting.

Gaining invitations to present the FCC workshop to existing groups or organizations has many advantages over inviting people to attend your sponsored event. Therefore, seek out invitations to address receptive audiences at every opportunity.

That said, the first step in setting up your own FCC Workshop is to develop an invitation list that includes a variety of residents, professionals, homeowner associations, builders, developers, land planners, fire response and mitigation professionals, elected officials, utility companies, and others. Consider reaching out to professional organizations and to community service clubs to encourage broader participation. Invite more than capacity, since some will not be able to attend.

The goal is to recruit leaders and innovators willing to step forward and organize their neighbours, so build your invitation list accordingly!

Registration mailings and calls should start as soon as the workshop coordinator is identified and the date is confirmed. Invitation packets should be mailed **at least 4 - 6 weeks** prior to the workshop. Don't rely on mail alone; follow up with personal phone calls to encourage participation.

Invitation packets should include:

- Invitation letter* that summarizes the workshop and invites the recipient to attend.
- Registration form* with space for participant's name, organization, address, e-mail, and phone number. Form should also include directions for returning the registration form, including your phone number, address, e-mail, and fax number.
- Workshop syllabus*.
- List of items a participant should bring (if any) and materials provided*.
- Map to the workshop location.
- Items above with an asterisk (*) are templated products included with this Guide.

A third, and generally less successful approach to setting up a CC Workshop is to broadly advertise the event to the general public. This, non-targeted "open house" approach is less personal and often poorly attended.



3.2 Workshop Steering Committee (Optional Support for the LFR)

The FireSmart Community Recognition program's strength lies in its grassroots approach. The program encourages residents to work together as a community, along with local fire staff, builders, community planners, and developers. Therefore, LFR's may find it helpful to establish a *Workshop Steering Committee* composed of representatives from the target participant list to support its planning and delivery.

This is an excellent way to begin outreach to these professions or residents of the community. It also helps with the extensive logistics of organizing a sole purpose workshop. Outreach to all residents, organizations and others that have an interest in the wildland/urban interface - is critical. In other cases, the LFR may find it preferable to coordinate workshop logistics under the auspices of their own agency.

3.3 Workshop Delivery Training and Materials

The training, background information, and procedures necessary for delivery of successful FCC Workshops are provided to qualified persons during Local FireSmart Representative Workshops held across Canada; that training builds on their previous wildland/urban interface experience.

All instructional materials required for delivery of a FCC Workshop by trained LFR's are contained in the LFR Participant Workshop Package (i.e. a tabbed 1-1/2" binder).

Participants at Community Champion Workshops are provided with a CC Participant Workshop Package containing relevant background information, workshop presentation notes with room for additional notes and handouts.

Delivery of Community Champion Workshops must be conducted by a LFR certified by FireSmart Canada. An updated list of FireSmart Canada certified LFR's is available at: www.firesmartcanada.ca

Bulk quantities of the Community Champion Participant Workshop Packages are available from Partners in Protection Association. Order forms can be completed online at: www.firesmartcanada.ca

Checklists and additional information relevant to delivery of CC Workshops are included below, in Section 5.0.



Contents of the Local FireSmart Representative Workshop Package:

Pocket:	-Brochure - Becoming a Recognized FireSmart Community
	-Brochure - FireSmart Guide to Landscaping
	-4 Gb USB Memory Stick with all CC Workshop presentations & documents.
	-FireSmart Manual (in binder)
Tab 1:	LFR Workshop Background and Syllabus / Agenda
Tab 2:	FCCRP User Reference Guide
Tab 3:	LFR Workshop Powerpoint Slide Handout Notes - Modules 1-13
Tab 4:	Community Champion Workshop Facilitator's Guide
Tab 5:	CCW Background and Syllabus / Agenda
Tab 6:	CC Workshop Powerpoint Slides w Speaker Notes - Modules 14 - 17
Tab 7:	CC Workshop Powerpoint Slide Handout Notes - Modules 14 - 17
Tab 8:	CC Information Presentation Powerpoint Slides w Speakers Notes

Contents of the Firesmart Community Champion Workshop Package:

Pocket:	-Brochure - Becoming a Recognized FireSmart Community
	-Brochure - FireSmart Guide to Landscaping
	-FireSmart Manual (in binder)
Tab 1:	CC Workshop Background and Syllabus
Tab 2:	Workshop Agenda
Tab 3:	FCCRP User Reference Guide
Tab 4:	CC Workshop Powerpoint Slide Handout Notes - Modules 14 - 17
Tab 5:	Community Champion Information Handout



3.4 Workshop Location

The location for the workshop should feature working table space and chairs for all participants. A screen or white wall for slide presentation is important as are light controls or blinds to ensure visibility of slides during bright days. The room should be located away from distracting noise and activities. Providing a refreshment/snack break midway through the workshop is recommended, and is a good way to facilitate networking among participants. Review the logistics checklist (below) for more considerations about workshop location and organization.

3.5 Technology

Projection of slides requires a clear field of view for all participants. Ensure that a large screen or projection area is available, and place it high so participants at the rear have equal viewing. Be certain that the LCD projector can be situated properly (on a stable table) to project full-screen, and that electrical outlets and extension cords are available. A remote projector controller is helpful, as is an infra-red pointer.

The LFR or workshop coordinator will require a laptop computer capable of accepting MS PowerPoint files, playing CD's, and making WIFI or cable internet connections. Internet access is beneficial, but not critical, to presenting workshop content. Depending on the room configuration and audience size, a microphone and PA system may be required.

3.6 Publicity

Workshop coordinators are encouraged to work with local media (newspaper, radio) to share the FireSmart Community Recognition Program message, and to raise interest in and awareness of the FCC workshop. You will need to locate a media distribution list and consider making someone available to speak with the media, should they request it. A sample press release is provided for your reference.

Do not rely on news media alone to announce your workshop. Placing direct phone calls to area professional organizations and other invitees is the most effective approach in recruiting participants.

3.7 Guest Speakers

The CC Workshop is designed for "start to finish" delivery by a single trained LFR presenter. However, involving one or more guest speakers who can address the subject of wildfires in the local area may increase credibility or workshop appeal.



3.8 FCC Workshop – Certificate of Participation

A certificate of participation will be awarded to all FCC Workshop participants that attend the half day Community Champion Workshop.

At workshop printing: LFR's presenting Community Champion Workshops will obtain blank certificates that can be inserted in a standard printer. Using the template provided and a black and white laser printer LFR's will print CC Workshop Certificates of Participation with the participant name, workshop location and date.

Where at workshop printing is not possible - LFR's presenting Community Champion Workshops will have to make arrangements to print out and mail CC Workshop Certificates of Participation to participants.

LFR's presenting Community Champion Workshops are requested to complete the on-line form with names and contact details for all FCC Workshop participants available at: www.firesmartcanada.ca

4.0 Organizing a Community Champion Recruitment Presentation

Recruitment presentations are simple to organize and informal. The presentation targets a general public audience – anywhere that potential FireSmart Community Champions can be found.

The goal of the RP is to provide potential Community Champions with information on the FCCRP and encourage their attendance at a half day Community Champion Workshop – scheduled locally in the near future.

The Recruitment Presentation is ideal for delivery at:

- Meetings of community service clubs, home/cottage owner associations, professional groups, environmental or garden clubs, and educational events.
- Public safety events, Town Council or Chamber of Commerce meetings, municipal planning forums, and any other scheduled.
- Agency sponsored (Forestry or Fire Dept.) FireSmart information sessions.
- Any “open house” event that may include prospective Community Champions.

The recruitment presentation is provided to the LFR as a PowerPoint file for use with a short video. FCCRP brochures and the Community Champion Information Handout can be distributed to support the presentation.



5.0 Firewise Communities Workshop Logistics - Checklists

5.1 Workshop Site:

- ☐ Large room for general sessions
- ☐ Small rooms for breakout sessions
- ☐ Check lighting controls, breaker panel access, fire escape procedures

5.2 Workshop Registration:

- ☐ Name tags and holders or name tents for table display
- ☐ Registration table
- ☐ Participant Workshop Package (tabbed binder package) including:
 - PowerPoint handouts outlining all workshop modules
 - FCCRP User Reference Guide
 - Community Champion Information handout
 - Becoming a Recognized FireSmart Community brochure
 - FireSmart Guide to Landscaping brochure
 - CC Workshop Syllabus

5.3 General Presentation Room:

- ☐ Adequate number of tables and chairs for all participants
- ☐ Speaker's podium or small table for presentation notes
- ☐ Large projection screen at front; line-of-sight arrangement
- ☐ Table or stand for projector
- ☐ TV/VCR/videos/remote (optional)
- ☐ Blinds and accessible light control switches

5.4 Lunch and Mid-way Refreshment/Bio-Break:

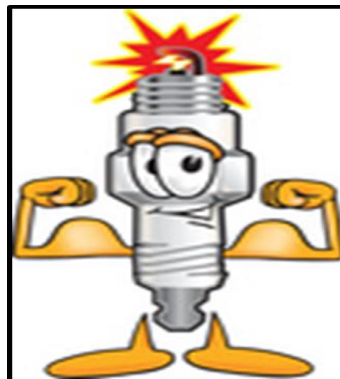
- ☐ Provided by _____
- ☐ Paper products and drinks
- ☐ Delivery of lunch to workshop location

5.5 General Needs:

- ☐ Tables for refreshments, such as coffee and tea
- ☐ Road signs to direct participants to workshop and/or parking
- ☐ Room signs to direct participants to breakout sessions

5.6 Instructors Material/Equipment List:

- ☐ Participant Workshop Packages (tabbed binder package)
- ☐ Laptop computer pre-loaded with all CC workshop files; cable or WIFI internet connection
- ☐ Laptop compatible LCD projectors (2), spare bulb; Infra-red pointer
- ☐ Backup files and video on thumb drive
- ☐ Back-up laptop when possible, power strip and extension cords
- ☐ Flip charts/magic markers and/or whiteboards
- ☐ Push pins and/or masking tape; 24- pack of sharpened pencils
- ☐ Available restroom directions
- ☐ Spare extension cord and power bar
- ☐ “Workshop In Progress” door sign; external building sign to direct participants
- ☐ Tables for refreshments, such as coffee and tea
- ☐ Road signs to direct participants to workshop and/or parking
- ☐ Room signs to direct participants to breakout sessions



Ignite Those Community Champions!



Sponsoring agency
logo or FireSmart
logo here

FireSmart Community Champion Workshop Invitation Letter

(on agency letterhead).

September 16, 2013

Dear Bob Jones,

Although the headline news more often features stories about wildfires threatening homes in Colorado or California, the wildland/urban interface problem is widespread in Canada too. Wildfire events in developed areas all too frequently turn into disasters – but this doesn't need to be the case. There are solutions – and bringing FireSmart practices to our community can reduce the risk of wildfire losses significantly. Let's not allow our community to fall victim to wildfire.

Across Canada, more than 8,000 wildfires are fought each year, burning over 2.1 million hectares – these figures are growing, and forecast to continue increasing. With increasing frequency, these fires involve urban, industrial, and recreational developments. Urban sprawl into areas of dense natural vegetation (fuel) is rampant, as is the migration of people seeking homes in more remote and forested settings. Fire in these areas is a natural occurrence, and wildfires are tough to control. As development increases, lives and property will be threatened as never before. We need to be better prepared, and reduce the potential for our neighbourhoods to ignite due to wildfire.

To learn more about the problem and begin working with us on some solutions, I invite you to participate in _____ [name of community] first ever FireSmart Community Champion Workshop, to be held at _____ [location], on _____ [date].

This dynamic workshop will serve to recruit and prepare prospective Community Champions to lead their neighbourhoods towards increased preparedness for wildfire. This is achieved by providing individuals with the information to recognize wildfire hazards; an understanding of simple FireSmart solutions; opportunities for networking with fire professionals and other concerned residents; and a supportive process for getting started on local projects to reduce the risk of wildfire losses. I believe you will find it an informative, enjoyable and productive experience.

I have enclosed directions to _____ (location) along with a workshop syllabus and registration form. Please complete the registration form and fax to: (888-888-8888). If you are not able to attend and have a colleague who might be interested, please share the registration information. There is no charge to participate in this workshop.

I look forward to seeing you on October 15. We'll begin at 9 o'clock. If you have questions about the workshop, contact _____ [name] at _____ [phone #, e-mail].

Sincerely,

Ranger Rick, Fire Protection Officer,
Manitoba Natural Resources
(Local FireSmart Representative)



FIRESMART CANADA COMMUNITY RECOGNITION PROGRAM

FIRESMART COMMUNITY CHAMPION WORKSHOP

Workshop Registration Form and Agenda

Workshop Information:

Location: _____ Date & Time: _____

Address: _____ Contact & Phone: _____

Workshop Participant Information:

Name: _____ Phone: _____

Organization: _____ Email: _____

Address: _____

City/Province: _____ Postal Code: _____

Completed registration forms can be faxed to [name] at [fax#] or mailed to [address] by [date]. If you have questions, please call [phone number].

COMMUNITY CHAMPION ½ DAY WORKSHOP - GENERIC AGENDA

Sponsored by: [agency or organization name]

Location: [place and date]

Welcome, introductions.....0830 - 0845

WM 1: FireSmart Solutions for Mitigating Ignition Risk0845 – 0900

WM 2: Introduction to the FCCRP0900 - 1000

Coffee1000 - 1015

WM 3: Getting on with the Work: Implementing Solutions.....1015 – 1145

WM 4: Applying for Recognition.....1145 – 1200

Lunch1230 - 1330



www.firesmartcanada.ca

NEWS Release

Sponsoring agency
logo here

Contact: [name], Provincial/Territorial FireSmart Liaison [phone #]

For Immediate Release

[name of community] HOSTS FIRESMART COMMUNITY CHAMPION WORKSHOP

Broad range of participants gather to address multiple aspects of wildfire preparation.

[town, province] [date] – A partnership of residents together with community leaders involved in planning, developing, and protecting our community is working together to host a locally oriented workshop on a growing issue - wildfire in residential areas.

The [name of community] FireSmart Community Champion Workshop is scheduled for [date] at the [location of workshop] in [city/town]. More than [#] people from the region are being invited to attend the event. The workshop [is, is not] open to the public. Participants are primarily ordinary citizens but also include homeowner associations, community planners, elected officials, builders, landscapers, emergency response managers, and local fire officials [modify according to your invitation list].

The 2011 wildfire that burned into Slave Lake, AB destroyed 428 single family dwellings and scores of other structures. It resulted in nearly \$1 billion in direct costs and at least \$300 million in other economic costs. During that same week, the province of Alberta fought 188 other wildfires that threatened more than 22 other communities. [Insert one sentence citing a local example of a damaging WUI fire or “near miss” here]. That's why [workshop sponsors name] is pleased to have this opportunity to network with the variety of people who can truly influence how safe our communities are from wildfire.

Participants in the workshop will learn how they can play an active role in helping their own neighbourhoods prepare for wildfire by recognizing the little things that put homes at risk and how, by adopting the FireSmart Canada Community Recognition program, they can instigate effective “neighbours helping neighbours” solutions that reduce the risk of wildfire losses.

- more -



FIRESMART COMMUNITY CHAMPION WORKSHOP / OPTIONAL ADD-ONS TO NEWS RELEASE

FireSmart Community Champion workshops provide safety-minded citizens with the tools to gather and motivate their neighbours to work with fire professionals to make their homes and community much less vulnerable to wildfire. Community Champions take the initiative to begin the process of becoming a recognized FireSmart Community, an honor conferred by FireSmart Canada to neighbourhoods, subdivisions and small communities that take the initiative to plan and implement effective wildfire mitigations.

The FireSmart Canada Community Recognition Program is a grassroots initiative that zeroes in on the hazards that make a community vulnerable to wildfire, and provides local residents with a framework for planning and implementing locally adapted solutions. The program includes many educational and motivating tools that residents will find useful in making their homes and the surrounding community resistant to wildfire losses (i.e. FireSmart).

To learn more about the [name of community] Community Champion Workshop and how to register, contact [LFR name] at [phone # and e-mail address].

The FireSmart Canada Community Recognition Program is a component of the FireSmart Canada Initiative developed and promoted by the non-profit Partners in Protection Association. The program is sponsored by all Partners in Protection members across Canada and, in particular by the following agencies and organizations:

- *Canadian Interagency Forest Fire Centre*
- *Canadian Council of Forest Ministers Wildland Fire Management Working Group*
- *Institute for Catastrophic Loss Reduction*
- *Alberta Emergency Management Association*
- *National Fire Protection Association - Firewise USA*

For more information about Partners in Protection, FireSmart Canada, or the FireSmart Canada Community Recognition Program, visit www.firesmartcanada.ca



Contacts - FireSmart Communities Program

FireSmart Canada – Partners in Protection

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- **Alberta - Wendell Pozniak**
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