



Talking Points for Presenting Ready, Set, Go! Adoption by your Organization to your City / Town Decision Makers

Your organization may already have an active public education and outreach effort, or your organization may genuinely lack the resources to keep up with multiple programs and the constant pull of daily fire suppression work. While directed at both, it is to this second group that the Ready, Set, Go! Program most focused its efforts because even an under-resourced organization can make a positive difference in their community.

In adopting the Ready, Set, Go! Program into your public outreach efforts to create a fire-adapted effort, you have taken a positive step in identifying the fire threat in your area and engaging in a dialogue with individuals to make them partners with your organization in the wildland fire solution. You may need to present this program; its tenants; and your reasons for adopting it to city / town decision makers.

These talking points provide guidance on the program; the impacts to your organization and mission; and the individuals you serve:

- The Ready, Set, Go! Program utilizes fire service personnel to teach individuals through public outreach efforts who live in high-risk wildland fire areas how to best prepare themselves and their properties against wildland fire threats.
- When fire service personnel encourage residents to take personal responsibility for preparing their property and family for wildland urban interface/wildland fire, residents become an active part of the solution to the problem of increasing fire losses.
- The Ready, Set, Go! Program seeks to develop and improve the dialogue between the fire service and the residents they serve. Emergency responders can explain what resources are available during an event and the role that individuals can play in preparedness and early evacuation – if called for by their local officials – to increase firefighter safety responding to a rapidly moving wildland fire event.
- The Ready, Set, Go! Program works in complimentary and collaborative fashion with existing wildland fire public education efforts. It amplifies their messages to individuals to better achieve the common goal we all share of creating Fire Adapted Communities. The program is endorsed by the USDA Forest Service and others.

- The program delivers a three step process that teaches homeowners to create their own action plan of preparedness, have situational awareness and leave early in the event of a fire. This process significantly increases the safety of residents and increases the safety of emergency responders.
 - **Ready – Be ready.** Take personal responsibility and prepare long before the threat of a wildland fire so your home is ready in case of a fire. Create defensible space by clearing brush away from your home. Use fire-resistant landscaping and harden your home with fire-safe construction measures. Create your Personal Wildland Fire Action Plan.
 - Assemble emergency supplies and belongings in a safe place.
 - Plan escape routes and make sure all those residing within the home know the plan of action and practice it regularly.
 - **Set – Situational awareness.** Pack your emergency items. Stay aware of the latest news and information on the fire from local media, your local fire department, and public safety.
 - **Go – Act early!** Follow your Personal Wildland Fire Action Plan. Doing so will not only support your safety, but will allow firefighters to best maneuver resources to combat the fire.

- The program was developed for national roll out by the International Association of Fire Chiefs (IAFC) with support from USDA Forest Service, US Fire Administration, Department of the Interior, and The Insurance Institute for Business and Home Safety (IBHS).

- The program concept was originated by the Ventura County (CA) Fire Department and the Orange County (CA) Fire Authority. The IAFC worked with its partners and other national public safety organizations throughout 2010 to introduce the RSG! Program in nine pilot departments representing Montana, Utah, Arizona, Texas, Tennessee, Michigan, Florida, Pennsylvania, and New Jersey. It is now a nationally accessible program.

- Involvement in the Ready, Set, Go! Program highlights our organization and our town / city to the national-level as taking an active and productive role in ensuring the safety of our citizens, their property, and the safety of responding firefighters to a wildland fire event.

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