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Wildfire Risk Communication in a Changing Landscape

Friday, November 17 at 1pm ET

As wildfires in the United States have growing impacts on human values, resource managers and public safety officials are increasingly aware of the need for strategic communication to both encourage appropriate wildfire risk mitigation behavior at the household level, as well as build continued public support for the use of fire as a management tool aimed at reducing future wildfire risk. Household decision making encompasses both proactively engaging in risk mitigation activities on private property, as well as taking appropriate action during a wildfire event to protect personal safety.

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Very little research has directly explored the connection between climate-related beliefs, wildfire risk perception, and action; however, the limited existing research suggests that climate-related beliefs have little direct effect on wildfire-related action. Instead, action appears to depend on understanding the benefits of different mitigation actions and in engaging the public in interactive, participatory communication programs that build trust between the public and natural resource managers. This presentation will



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summarize key research findings about public response to wildfire risk and discuss 4 common themes across the literature to guide communication with at-risk audiences.



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