

# MODULE 8

# CITIZEN AND COMMUNITIES

# ENGAGEMENT



**CITIZEN ENGAGEMENT**



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This module focuses on the vital role individuals and communities play in wildfire management. Participants will learn about methods of engagement in wildfire management processes and community preparedness.



The module emphasizes building resilience through shared knowledge, fostering community preparedness, and encouraging active participation in wildfire prevention and recovery efforts.



# CONTENT

**Throughout this module, you will learn about:**

1. Introduction to Citizen Engagement
2. Raising awareness
3. Changing attitudes
4. Changing behaviours
5. The Role of Citizens in Wildfire Management



6. Benefits of Citizen Engagement

7. Methods of Engagement

8. Challenges and Barriers

9. Community preparedness

10. Role of Schools and Educational Institutions



# INTRODUCTION TO CITIZEN ENGAGEMENT



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# CITIZEN ENGAGEMENT

The involvement of community members in activities and decision-making processes related to wildfire management. This includes educating themselves about wildfire risks, participating in community planning, and taking actions to prevent and respond to wildfires.





# IMPORTANCE

## Increased Awareness

Citizen engagement helps raise awareness about wildfire risks and promotes a culture of safety and preparedness within the community.



# Resource Augmentation

Citizen involvement supplements the efforts of professional firefighters and emergency services by providing additional manpower and local knowledge.



# Enhanced Safety

Engaged citizens are better informed and prepared to respond to wildfires, reducing risks to life and property.



# Community Resilience

Active participation fosters a resilient community that can recover more swiftly and effectively from wildfire incidents.



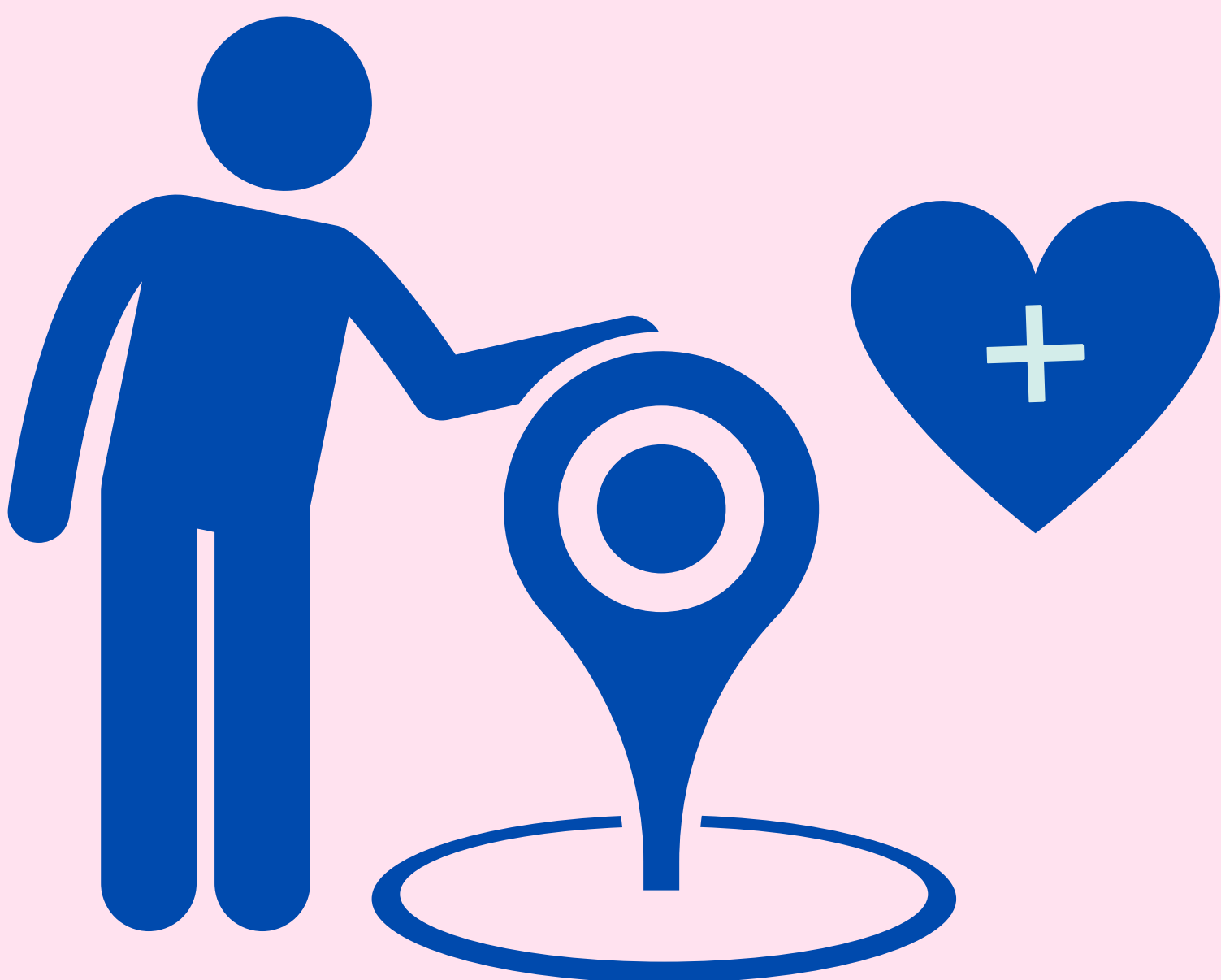
# Social Capital

Social capital refers to the networks, relationships, and trust that exist within a community. High social capital means that a community is better able to mobilize, share information, and support each other during a wildfire.



# Community-Based Disaster Management

This theory emphasizes the importance of involving local communities in disaster management. It advocates for utilizing local knowledge and resources, ensuring that communities are active participants rather than passive recipients of aid.



# RAISING AWARENESS



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# OBJECTIVE

To educate the community about wildfire risks, prevention measures, and the importance of preparedness.





# STRATEGIES

## Educational Campaigns

Use various media (social media, flyers, community meetings, workshops) to disseminate information about wildfire risks and safety measures.



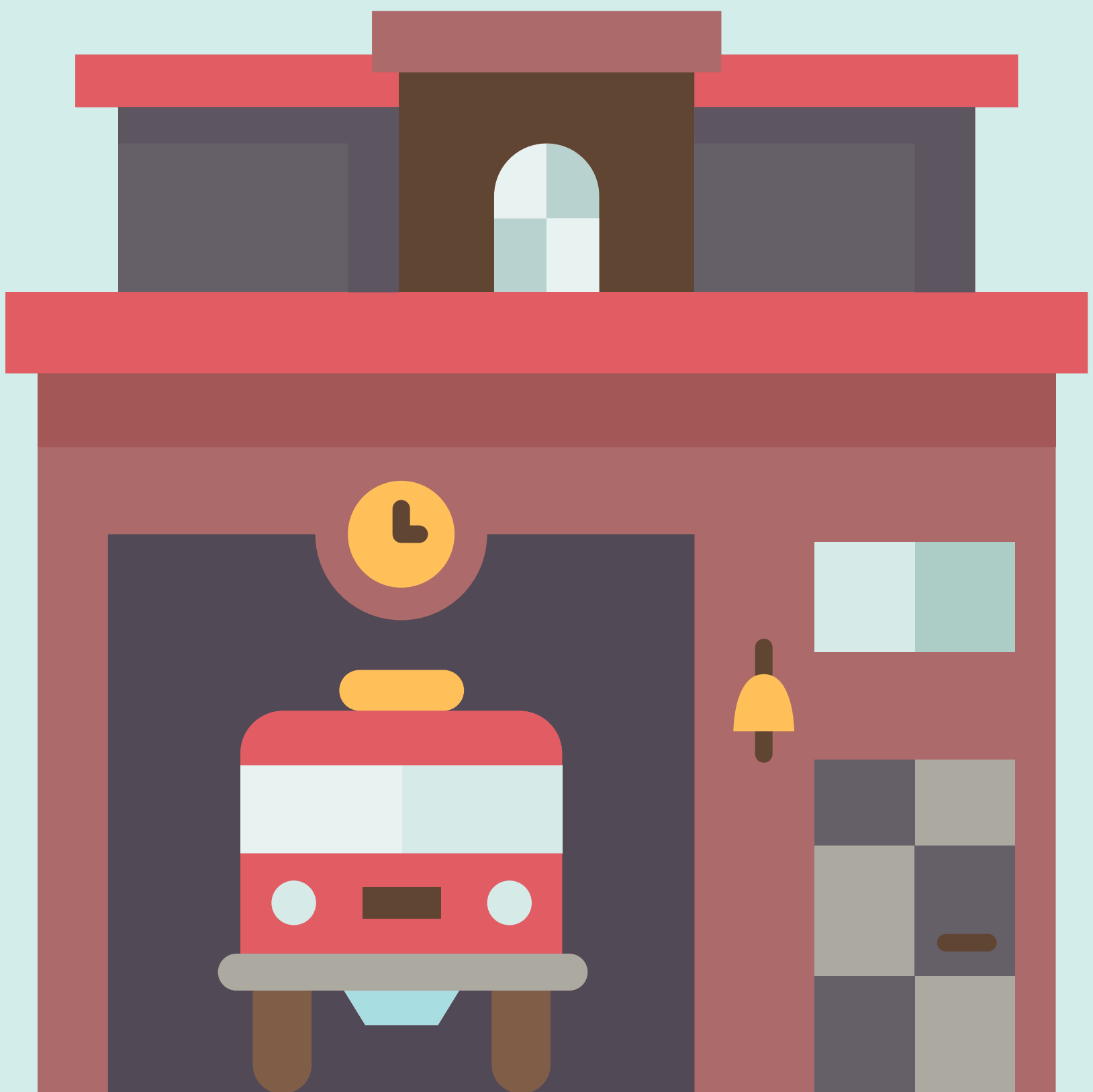
# School Programmes

Implement programmes in schools to teach children about wildfire safety and involve them in spreading the message to their families.



# Community Events

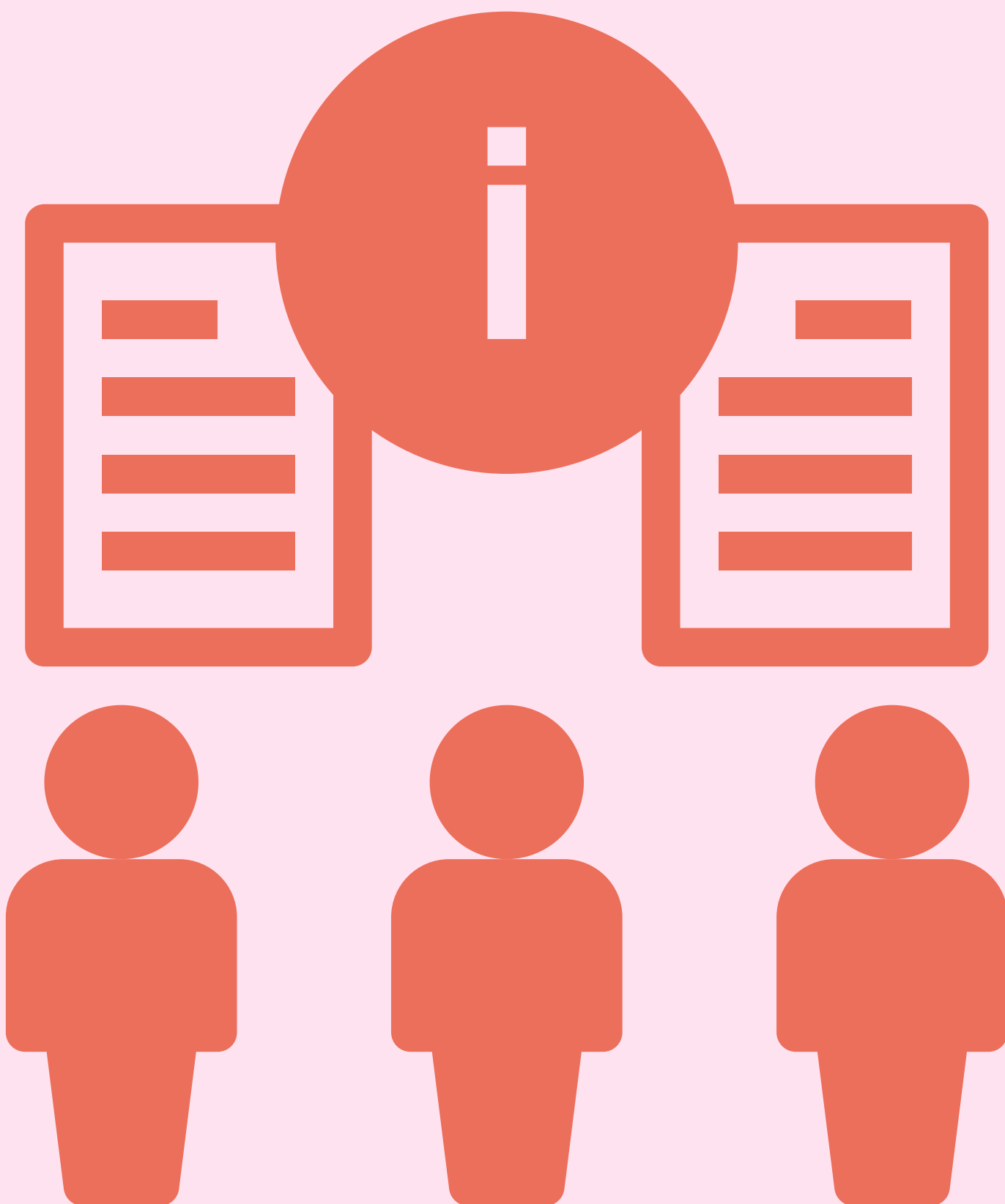
Organize events like fire drills, open houses at local fire stations, and informational booths at community fairs to engage the public.



# IMPACT

## Informed Citizens

Increased knowledge about wildfire risks and safety practices.



# Heightened Vigilance

More people aware of the signs of wildfire danger and the importance of early action.



# Preparedness

Encourages proactive steps, such as creating defensible space around homes and preparing emergency kits.



# CHANGING ATTITUDES



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# OBJECTIVE

To shift the community's mindset towards taking wildfires seriously and recognizing their role in wildfire management.





# STRATEGIES

## Personal Stories and Testimonials

Share experiences of individuals who have been affected by wildfires to humanize the impact and emphasize the importance of preparedness.



# Engagement with Experts

Facilitate interactions with wildfire experts and first responders to build trust and highlight the importance of community involvement.



# Positive Reinforcement

Highlight and reward proactive behaviours and community initiatives through recognition programmes and media coverage.



# IMPACT

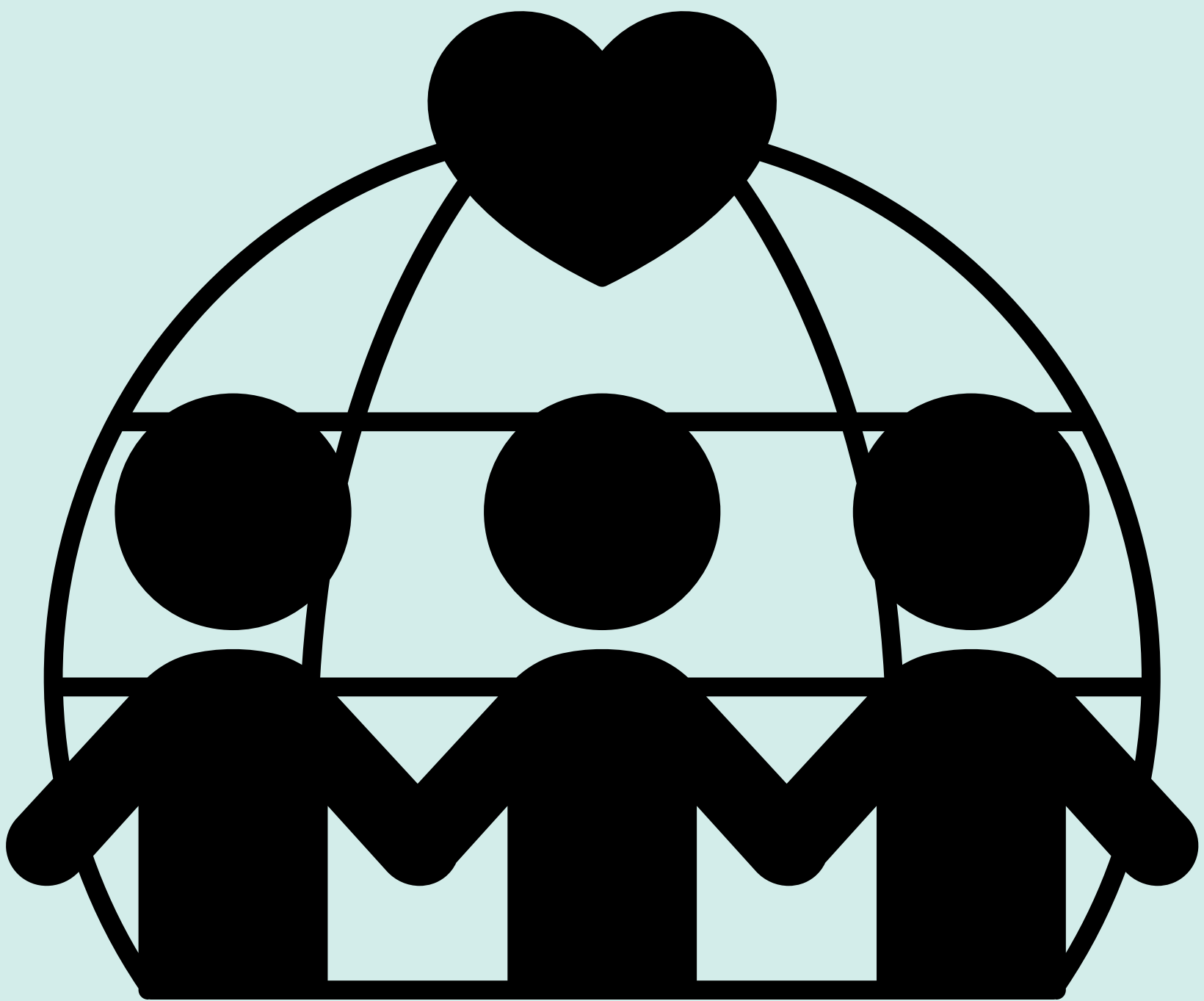
## Increased Concern and Responsibility



People start to see wildfire  
management as a  
collective responsibility.

# Community Cohesion

Strengthened community bonds  
as people work together towards  
a common goal.

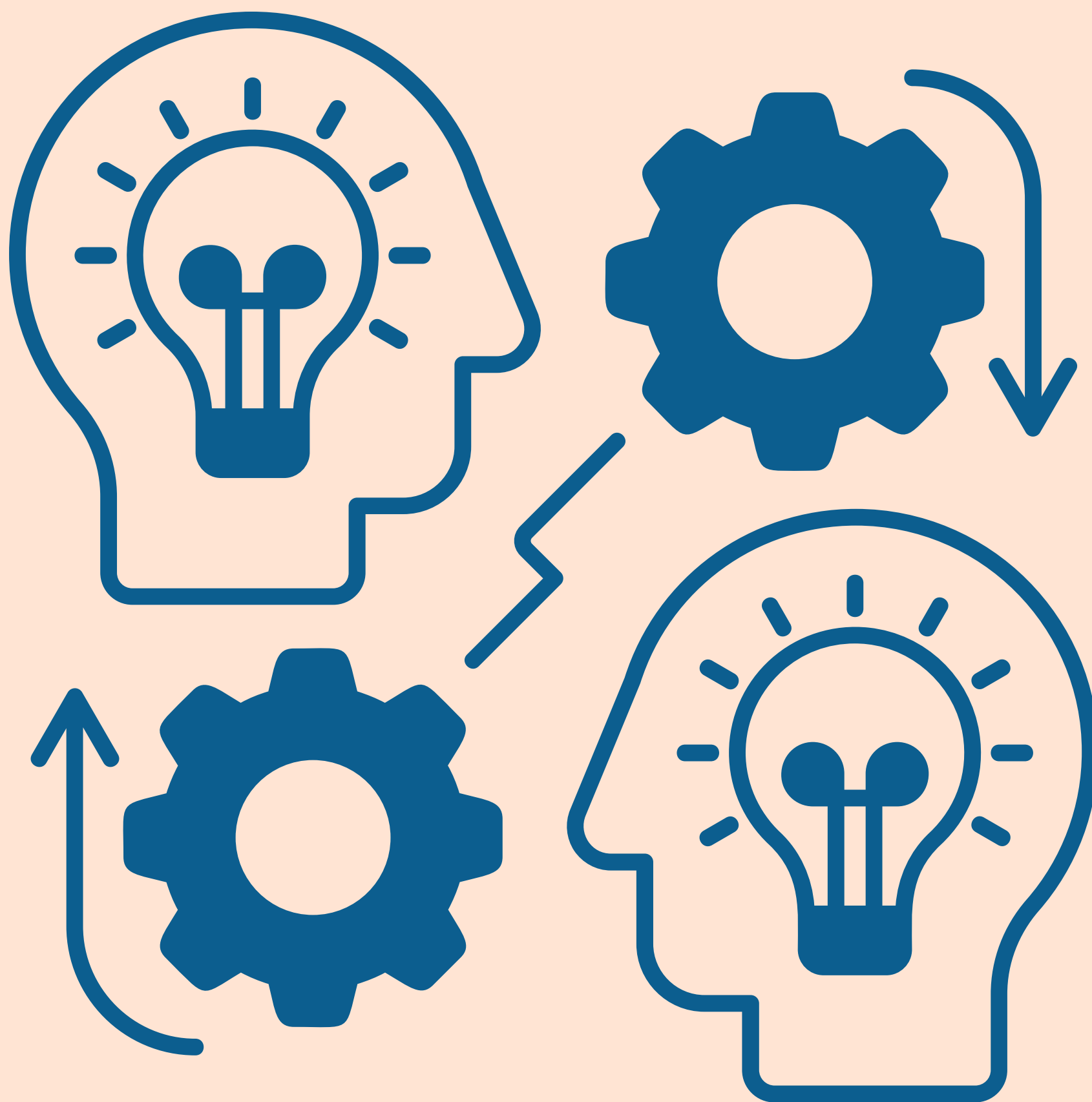


# Support for Policies

Greater acceptance and support for local regulations and initiatives aimed at wildfire prevention and management.



# CHANGING BEHAVIOURS



## CITIZEN ENGAGEMENT

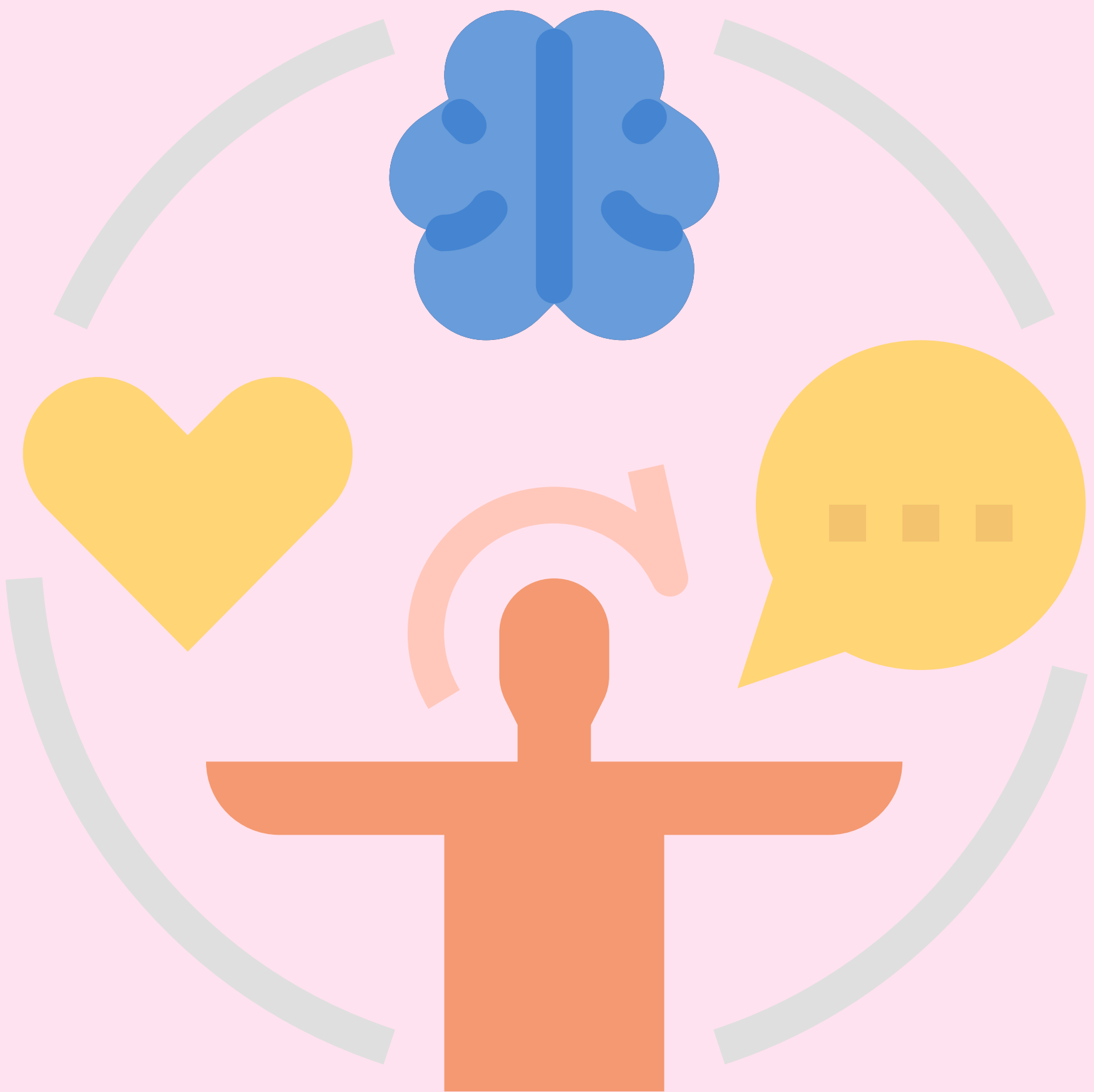


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# OBJECTIVE

To encourage and sustain actions that reduce wildfire risks and improve community safety.





# STRATEGIES

## Training Programmes

Provide hands-on training on activities like creating defensible space, using fire-resistant materials, and safely operating fire suppression tools.



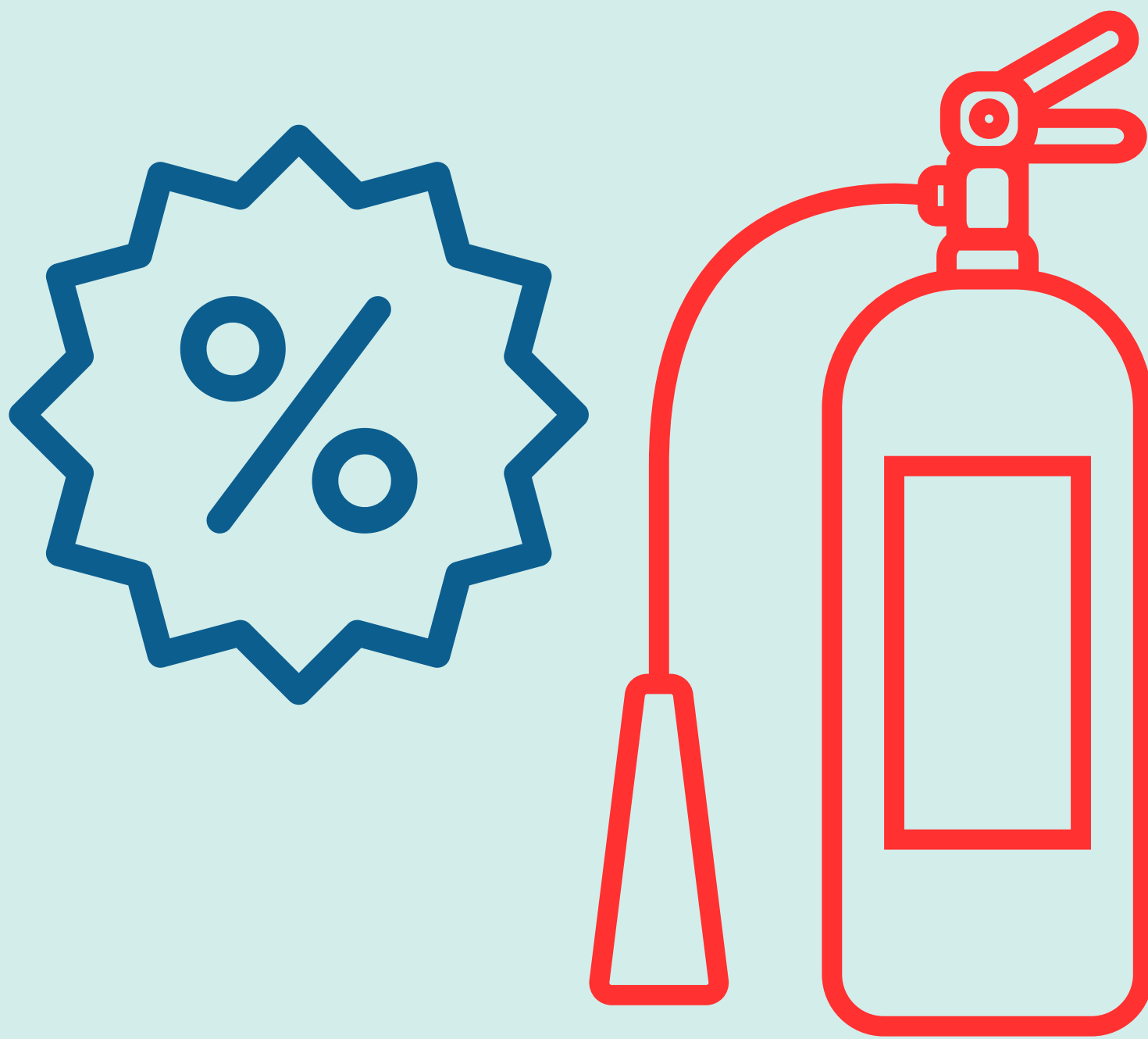
# Volunteer Opportunities

Establish volunteer programmes for activities such as community clean-ups, fire watch patrols, and assisting with controlled burns.



# Incentives and Assistance

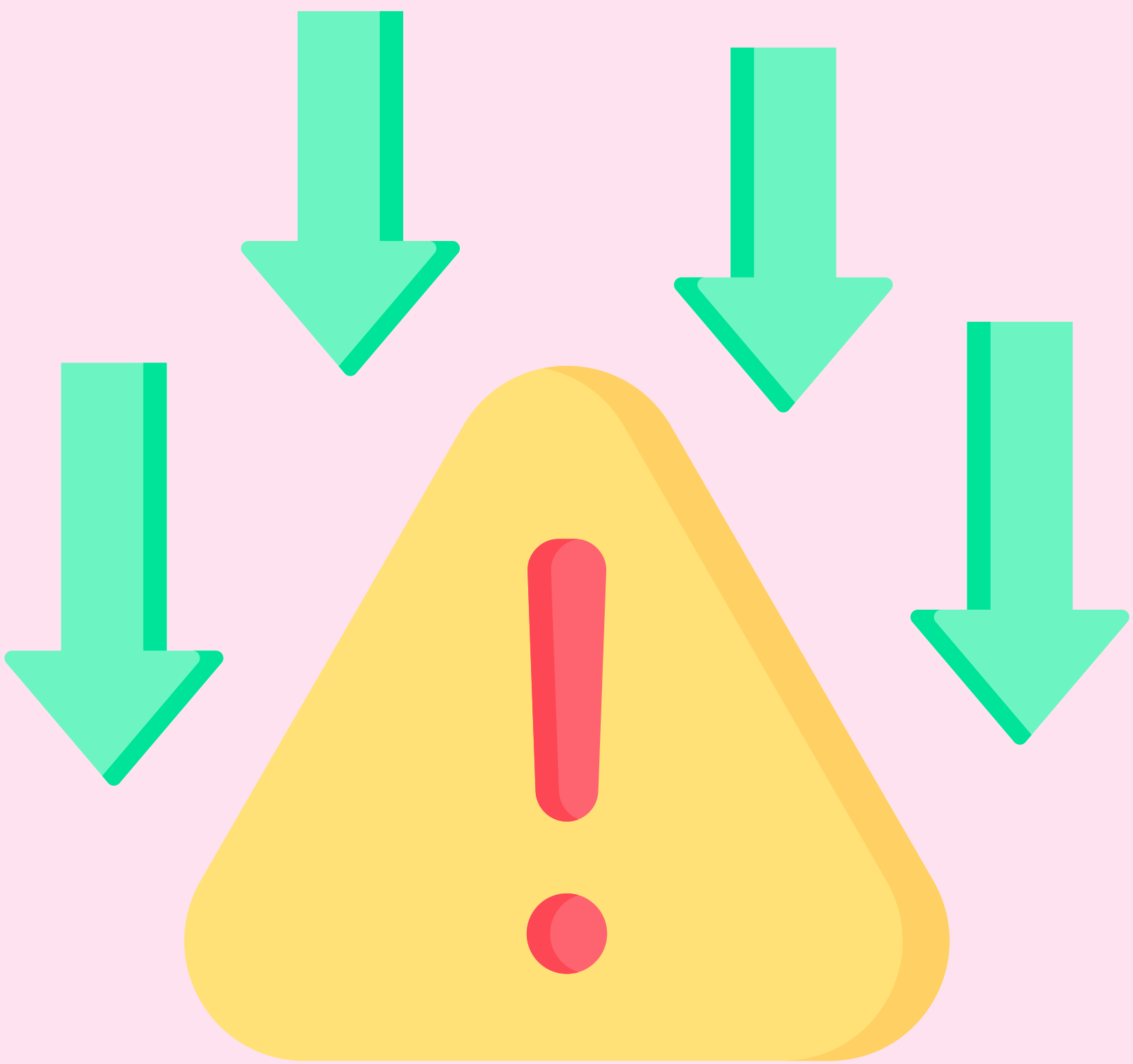
Offer incentives for adopting fire-safe practices, such as grants or discounts for fire-resistant home modifications, and provide assistance to those who need help implementing safety measures.



# IMPACT

## Reduced Risk

Communities become more resilient and better protected against wildfires.



# SUSTAINABLE PRACTICES

Adoption of long-term fire-safe behaviours and practices.



# ACTIVE PARTICIPATION

Increased community involvement in ongoing wildfire management efforts, creating a culture of preparedness and proactive action.



# THE ROLE OF CITIZENS IN WILDFIRE MANAGEMENT



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# PREVENTION

## Objective

- To reduce the risk of wildfires through proactive measures and community involvement.





# KEY ACTIONS

## Creating Defensible Spaces

Homeowners can clear vegetation and other flammable materials from around their homes to create a buffer zone that can slow the spread of wildfires.



# Fire-Resistant Landscaping

Planting fire-resistant plants and using non-combustible materials for landscaping can reduce the likelihood of a wildfire spreading to homes.



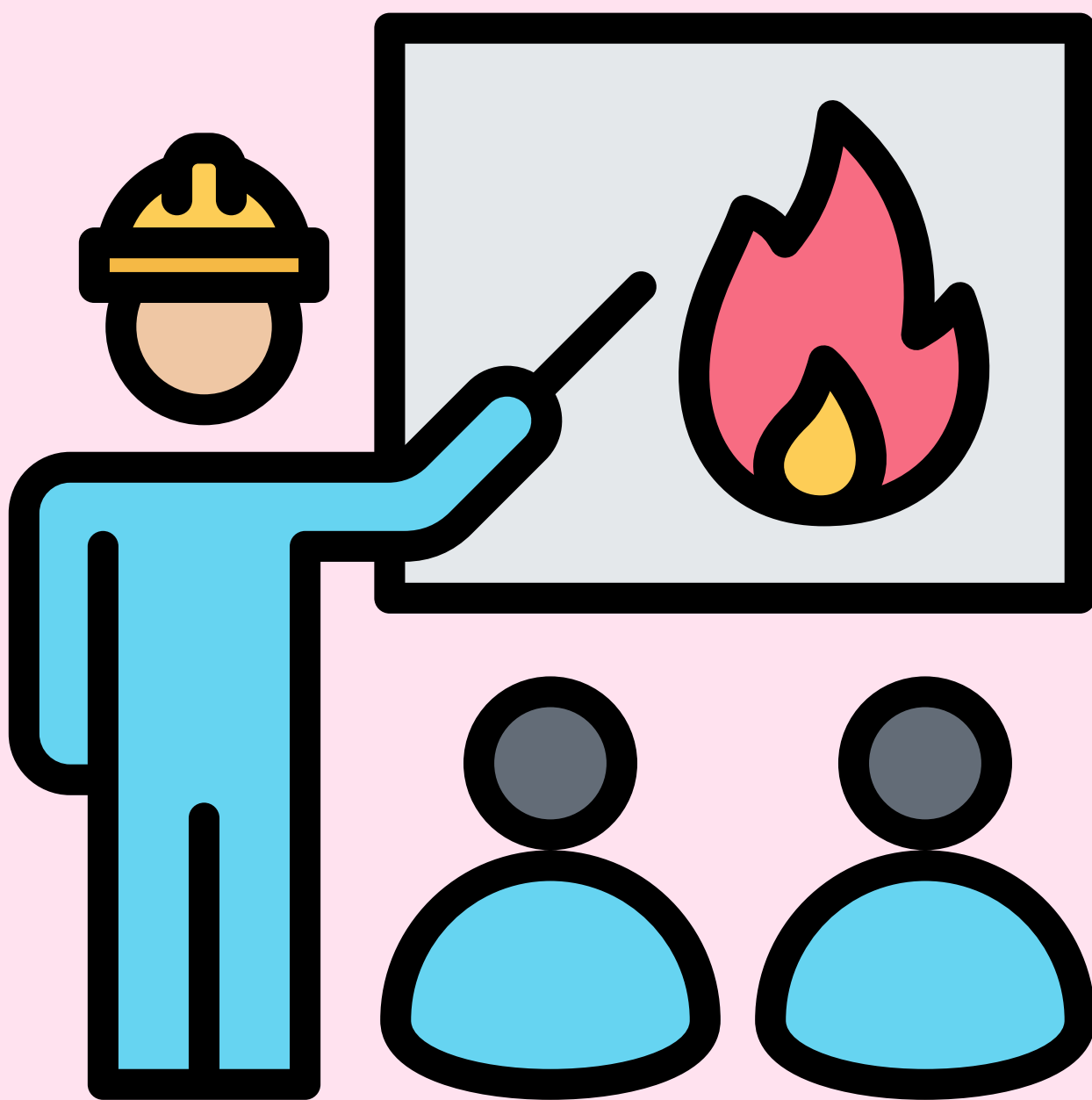
# Safe Practices

Citizens can follow safe practices, such as properly disposing of garden waste, not burning debris during high-risk periods, and safely using fire pits and grills.



# Community Fire Safety Programmes

Participate in or organize community programmes that educate residents about fire safety and risk reduction.



# Reporting Hazards

Citizens can report potential fire hazards, such as illegal burn sites or hazardous materials, to local authorities.



# PREPAREDNESS

## Objective

- To ensure that citizens are ready to act quickly and effectively in the event of a wildfire.



# KEY ACTIONS

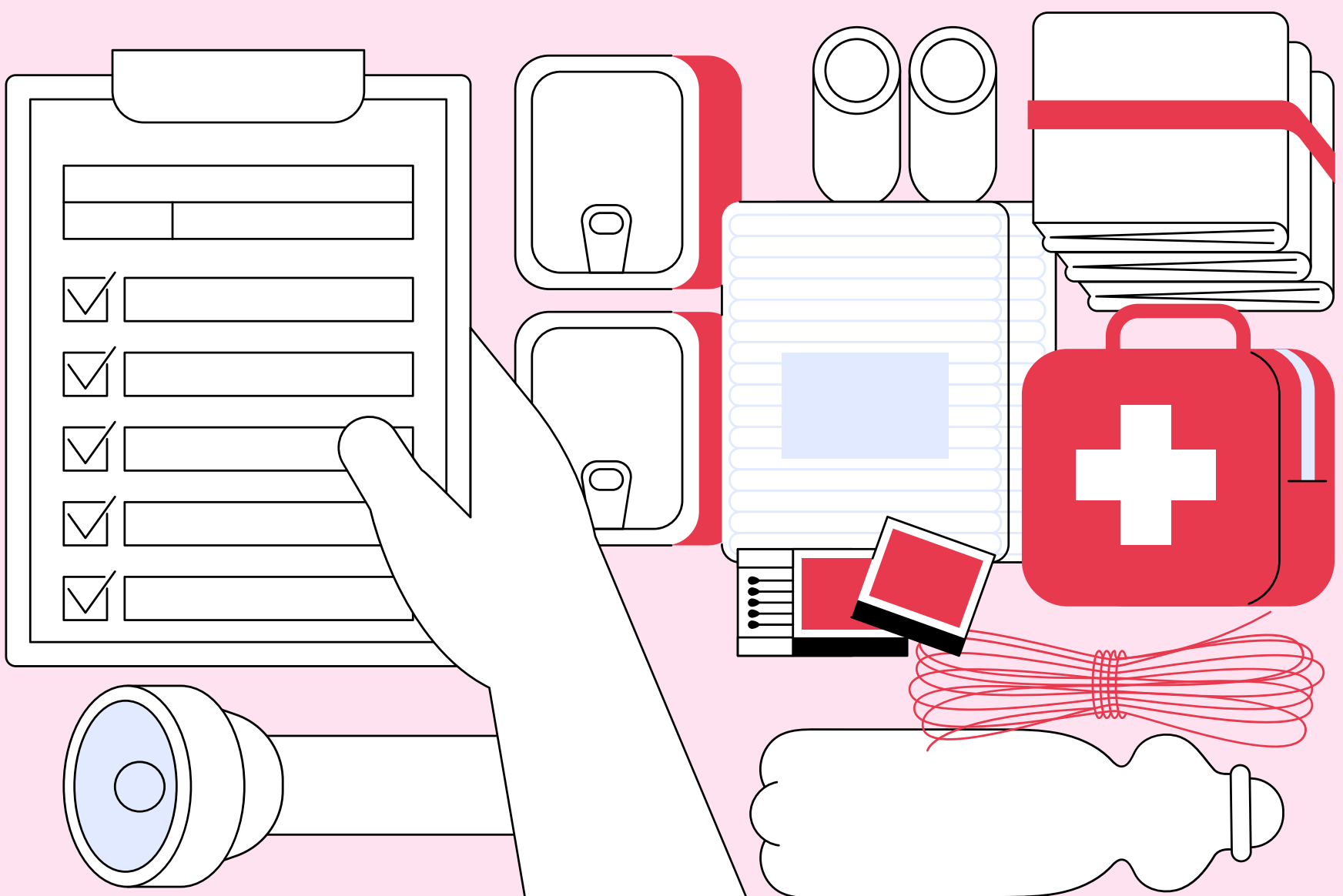
## Emergency Plans

Develop and maintain an emergency plan that includes evacuation routes, communication plans, and a list of essential items to take in case of evacuation.



# Emergency Kits

Prepare emergency kits with necessities such as food, water, medications, important documents, and supplies for pets.





# Stay Informed

Stay updated on wildfire conditions and warnings through local news, weather reports, and emergency alerts.



# Fire-Resistant Home Improvements

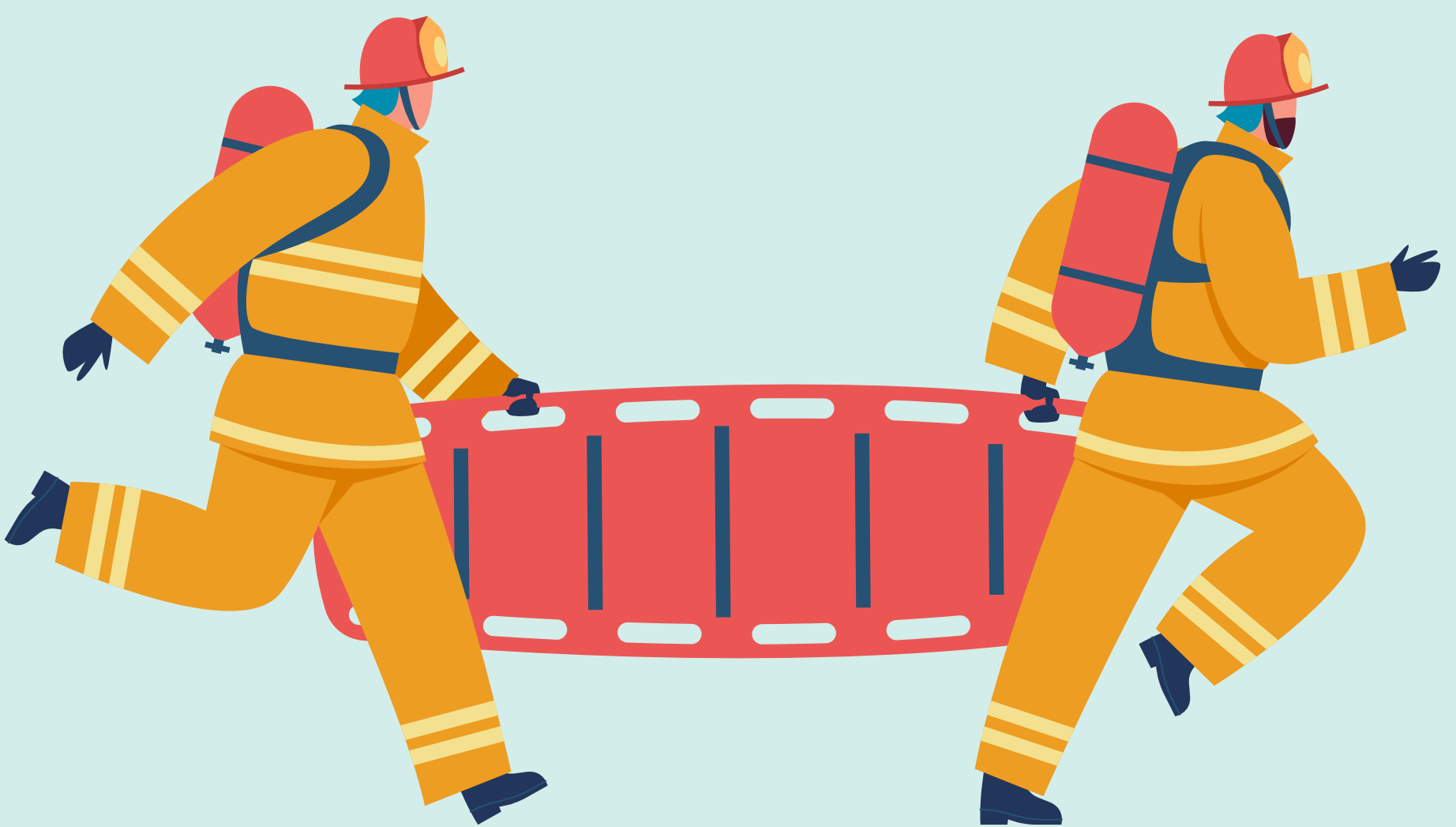
Invest in fire-resistant building materials and home improvements, such as installing fire-resistant roofs and windows.



# RESPONSE

## Objective

- To effectively respond to active wildfires, ensuring safety and supporting firefighting efforts.



# KEY ACTIONS

## Evacuate When Necessary

Follow evacuation orders promptly to ensure personal safety and allow emergency services to focus on controlling the fire.



# Assist Neighbours

Help neighbours, especially those who are elderly or have mobility issues, to evacuate safely.



# Volunteer Support

Trained citizens can volunteer to support emergency responders, for example, by providing logistical support, helping with communications, or offering shelter.



# Stay Out of Restricted Areas

Avoid areas that have been closed off by authorities to ensure safety and not interfere with firefighting efforts.



# Use Safe Communication Channels

Use official channels for information and updates, and avoid spreading rumors or unverified information.





# RECOVERY

## Objective

- To support community recovery and rebuilding efforts after a wildfire.



# KEY ACTIONS

## Damage Assessment

Participate in community assessments to document damage and identify needs for recovery.



# Community Rebuilding

Engage in community rebuilding projects, such as clearing debris, repairing infrastructure, and supporting affected families.



# Emotional Support

Provide emotional support to neighbours and community members who may be traumatized by the wildfire experience.



# RESTORATION PROJECTS

Get involved in environmental restoration projects, such as replanting trees and restoring natural habitats affected by the wildfire.





By actively participating in these phases, citizens play a crucial role in reducing wildfire risks, ensuring personal and community safety, and supporting effective response and recovery efforts. Engaged communities are better prepared to face wildfires and recover more swiftly and effectively, making citizen involvement an essential component of comprehensive wildfire management.

# BENEFITS OF CITIZEN ENGAGEMENT



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# INFORMED DECISION-MAKING

Engaged citizens are better educated about wildfire risks and safety practices, leading to more informed decisions during emergencies.





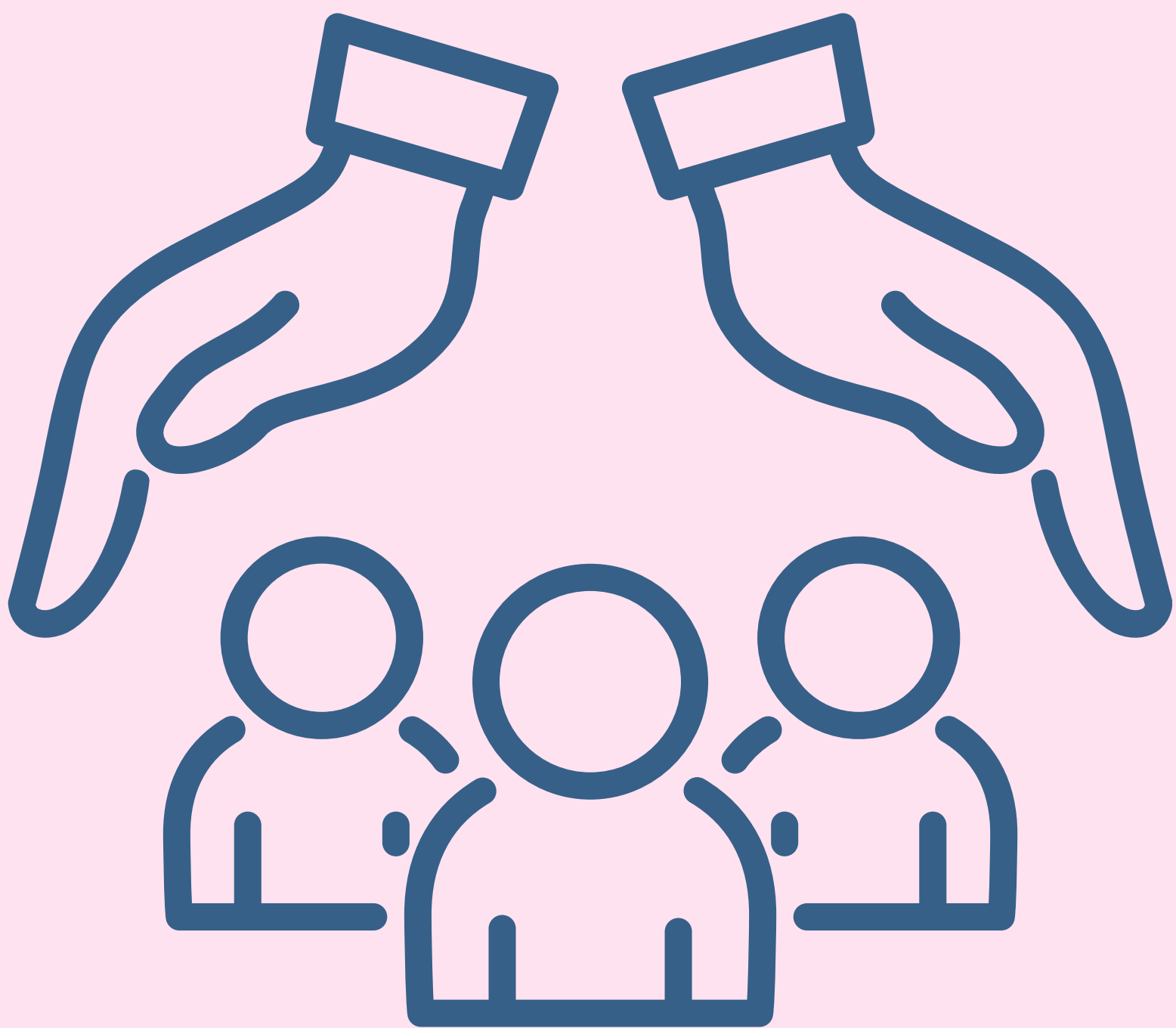
# EARLY DETECTION AND REPORTING

Citizens who are vigilant and aware can help detect and report wildfires early, potentially preventing larger outbreaks.



# PREPARED HOUSEHOLDS

When citizens engage in preparedness activities, such as creating defensible spaces and developing emergency plans, the entire community becomes safer.



# EMERGENCY READINESS

Community-wide participation in drills and training ensures that everyone knows what to do and where to go during a wildfire, reducing chaos and increasing efficiency during evacuations.



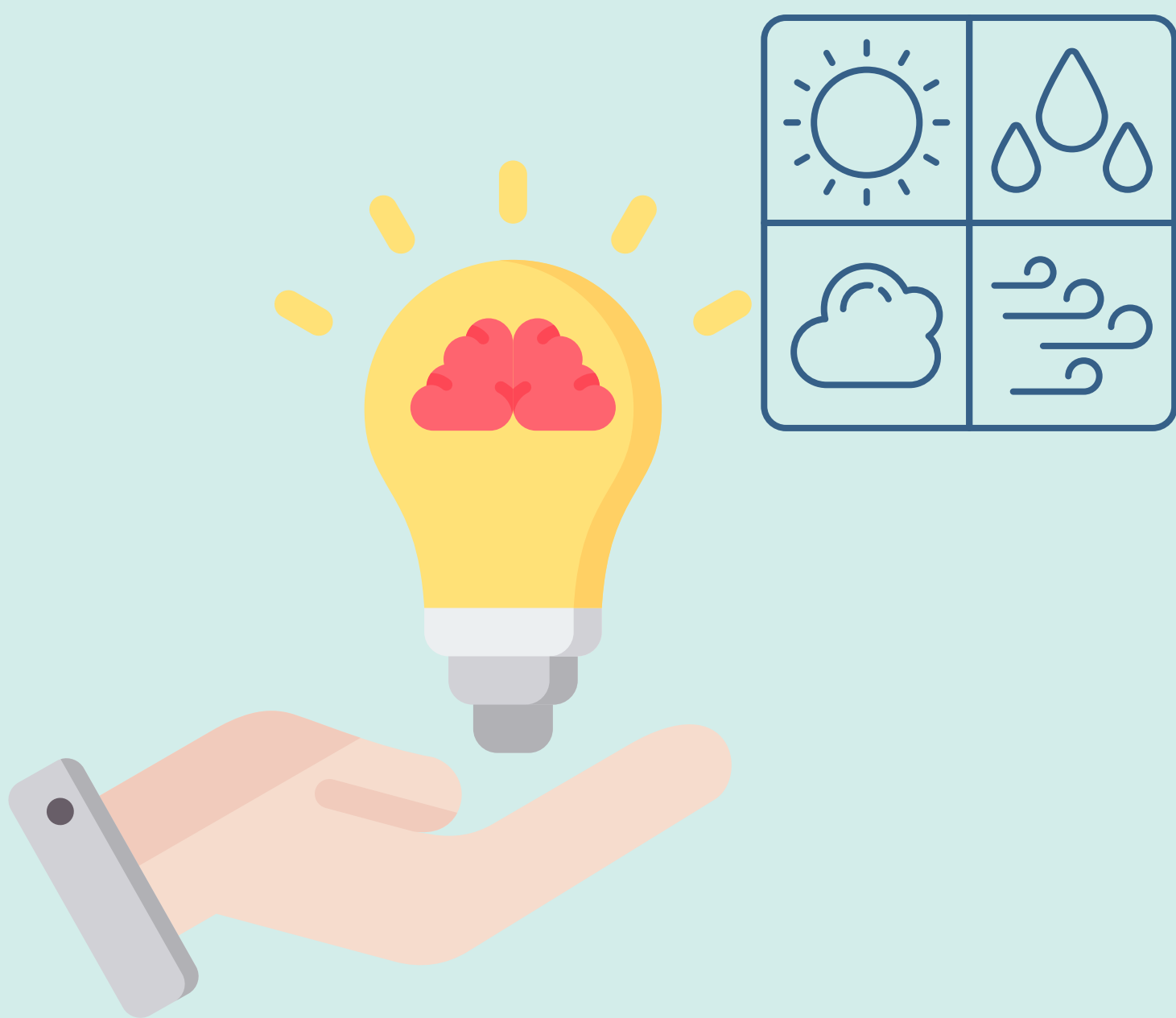
# VOLUNTEER SUPPORT

Engaged citizens can volunteer to assist professional firefighters and emergency services, providing additional manpower and resources.



# LOCAL KNOWLEDGE

Residents bring invaluable local knowledge about the terrain, weather patterns, and community dynamics, which can aid in more effective wildfire management.



# DISSEMINATION OF INFORMATION

Engaged citizens can help spread important information and educational materials throughout the community, reaching a wider audience.



# PEER INFLUENCE

People are more likely to adopt safety practices when they see their neighbours and peers doing the same.



# CULTURAL SHIFT

Continuous engagement fosters a culture of safety and preparedness, making wildfire awareness a permanent part of community life.





# YOUTH EDUCATION

Programmes targeting schools and youth organizations ensure that the next generation grows up with a strong understanding of wildfire risks and safety measures.



# EQUITABLE SOLUTIONS

Inclusive engagement leads to more equitable and comprehensive solutions to wildfire management, addressing the needs of the entire community.



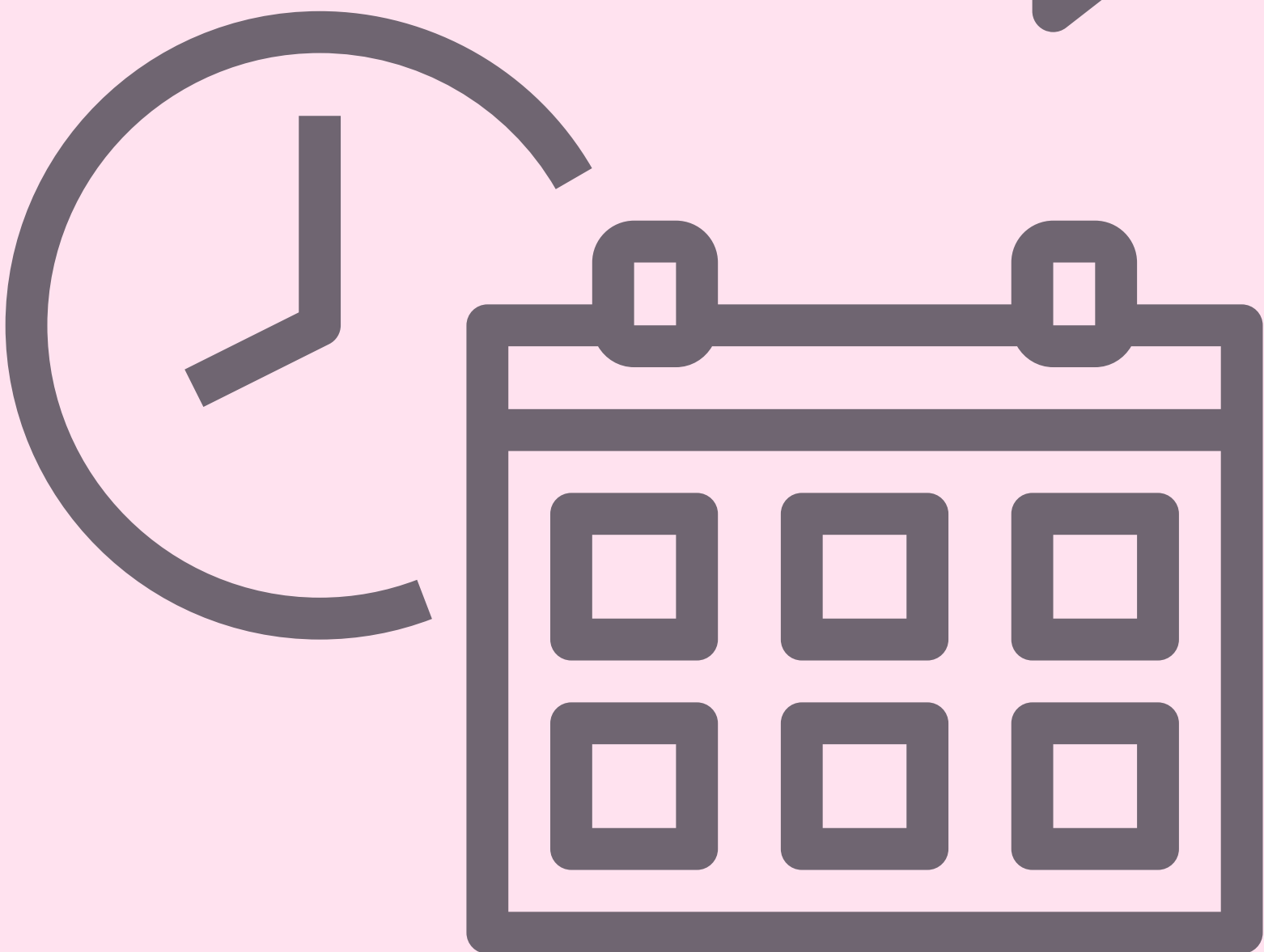
# COLLABORATION WITH AUTHORITIES

A cooperative relationship between the community and local authorities enhances the implementation and effectiveness of wildfire management strategies.



# LONG-TERM COMMITMENT

Citizen engagement fosters a long-term commitment to sustainable practices, ensuring ongoing efforts in wildfire prevention and preparedness.



# METHODS OF ENGAGEMENT



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By leveraging a variety of methods, channels, and technologies, communities can effectively engage citizens in wildfire management.



These tools not only enhance awareness and preparedness but also foster a collaborative approach to preventing, responding to, and recovering from wildfires.

# WORKSHOPS AND TRAINING SESSIONS

Organize workshops and training sessions to educate citizens about wildfire risks, prevention measures, and emergency preparedness. These can be held in community centers, schools, and other local venues.



# PUBLIC MEETINGS

Host regular public meetings where community members can discuss wildfire management strategies, share concerns, and receive updates from local authorities and experts.





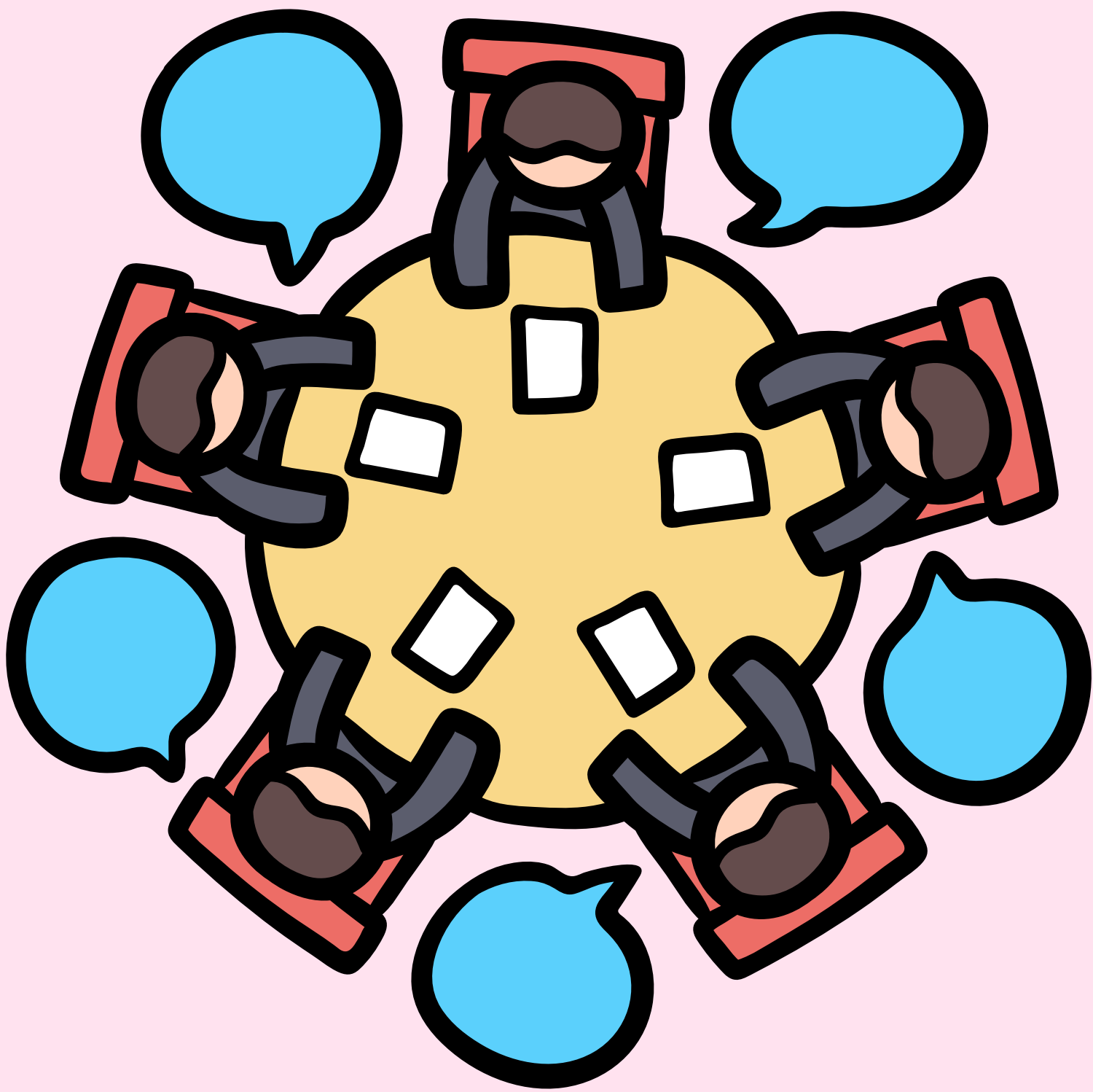
# SURVEYS AND QUESTIONNAIRES

Use surveys and questionnaires to gather input from community members about their experiences, needs, and suggestions regarding wildfire management.



# ADVISORY BOARDS AND COMMITTEES

Establish advisory boards and committees that include community representatives to provide input on wildfire management plans and policies.



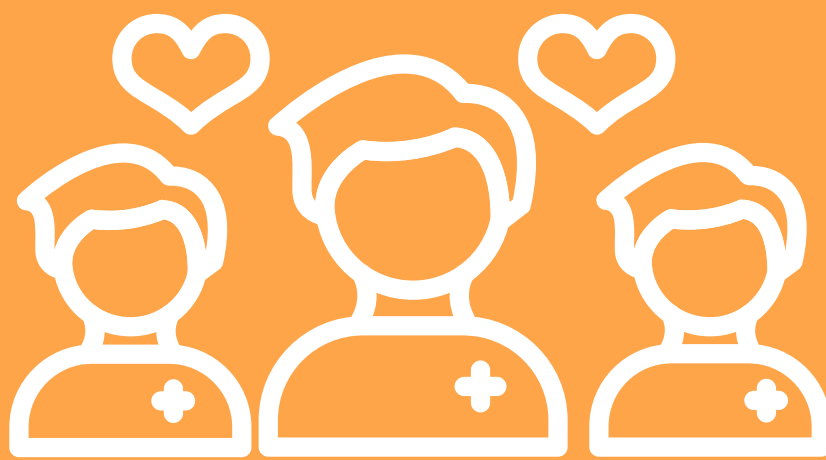
# FIRE PREVENTION TEAMS

Create volunteer teams dedicated to activities such as clearing vegetation, conducting home inspections, and educating neighbours about fire safety.



# EMERGENCY RESPONSE VOLUNTEERS

Train and organize volunteers to assist professional responders during wildfire events, providing support with logistics, communication, and relief efforts.



# FIRE SAFETY FAIRS

Host fairs and exhibitions focused on wildfire safety, featuring demonstrations, informational booths, and activities for all ages.



# NEWSPAPERS AND MAGAZINES

Publish articles and advertisements in local newspapers and magazines to raise awareness about wildfire risks and promote engagement activities.



# RADIO AND TELEVISION

Use local radio and television stations to broadcast public service announcements, interviews with experts, and live updates during wildfire events.



# WEBSITES

Maintain dedicated websites with comprehensive information on wildfire management, including resources, updates, and ways to get involved.





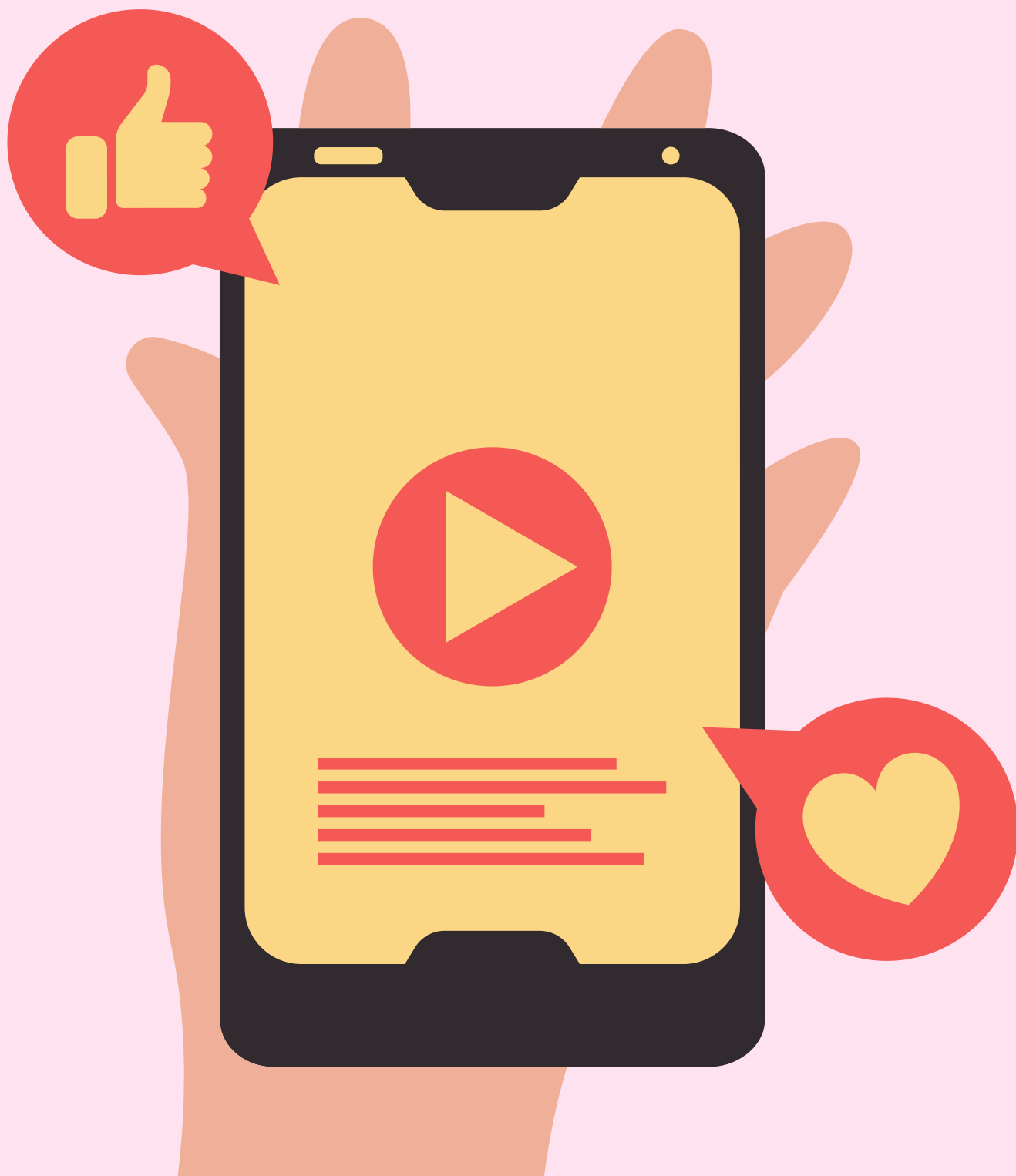
# EMAIL NEWSLETTERS

Send regular email newsletters to keep community members informed about upcoming events, important updates, and engagement opportunities.



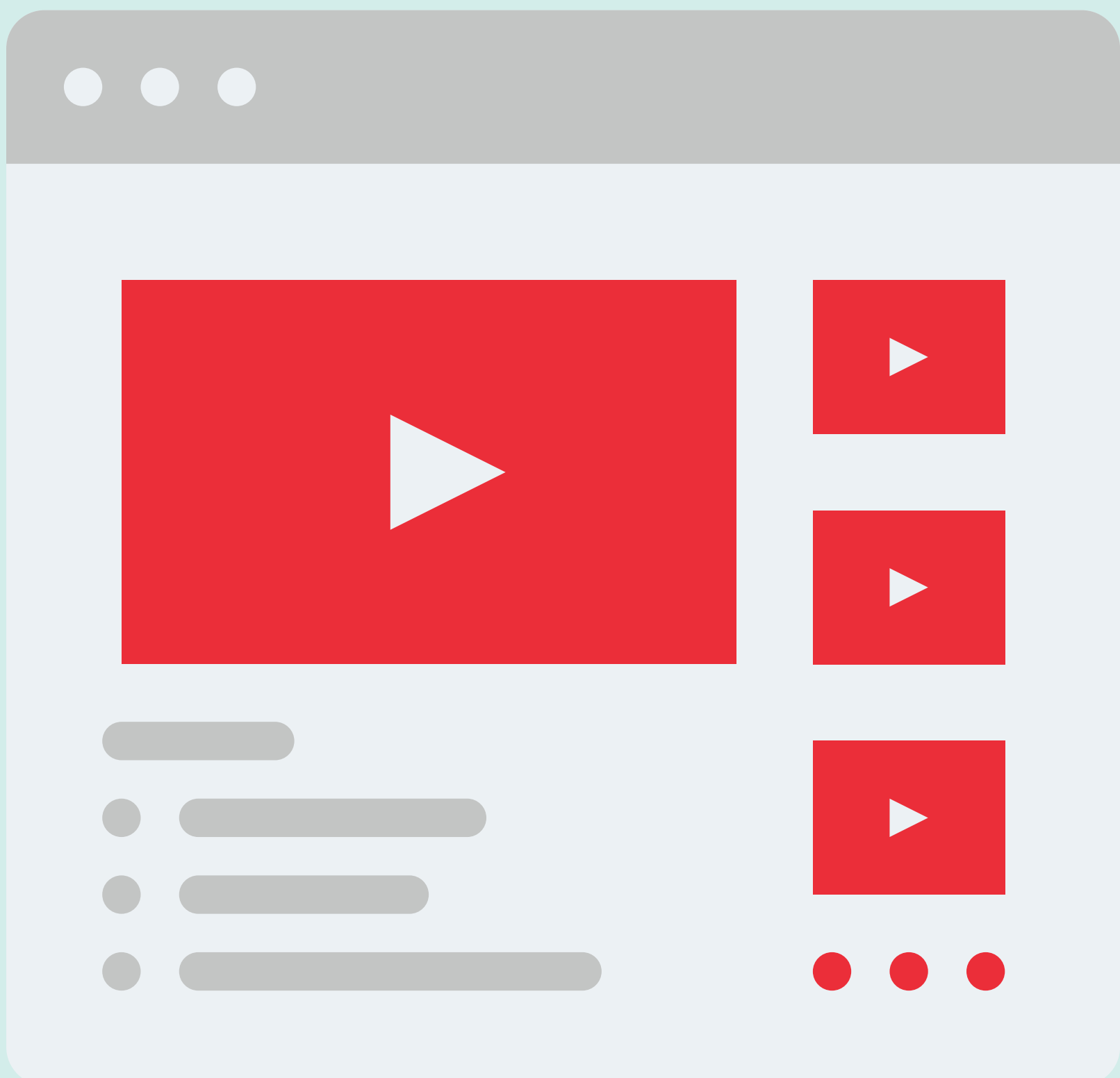
# FACEBOOK, TWITTER, AND INSTAGRAM

Use social media platforms to share real-time information, engage with community members, and promote events and initiatives.



# YOUTUBE

Create and share educational videos, tutorials, and webinars on wildfire safety and management.



# ALERT SYSTEMS

Implement mobile apps that provide real-time alerts and notifications about wildfire risks, evacuation orders, and safety tips.



# ENGAGEMENT APPS

Use apps that facilitate community engagement, such as platforms for reporting hazards, volunteering, and participating in surveys.



# PHYSICAL BULLETIN BOARDS

Place bulletin boards in central locations such as libraries, community centers, and grocery stores to share information about wildfire management and upcoming events.



# DIGITAL BULLETIN BOARDS

Use digital displays in public spaces to provide dynamic and up-to-date information.



# MAPPING AND ANALYSIS

Use GIS technology to create detailed maps of wildfire risk, evacuation routes, and community resources. These maps can be shared with the public to enhance understanding and preparedness.





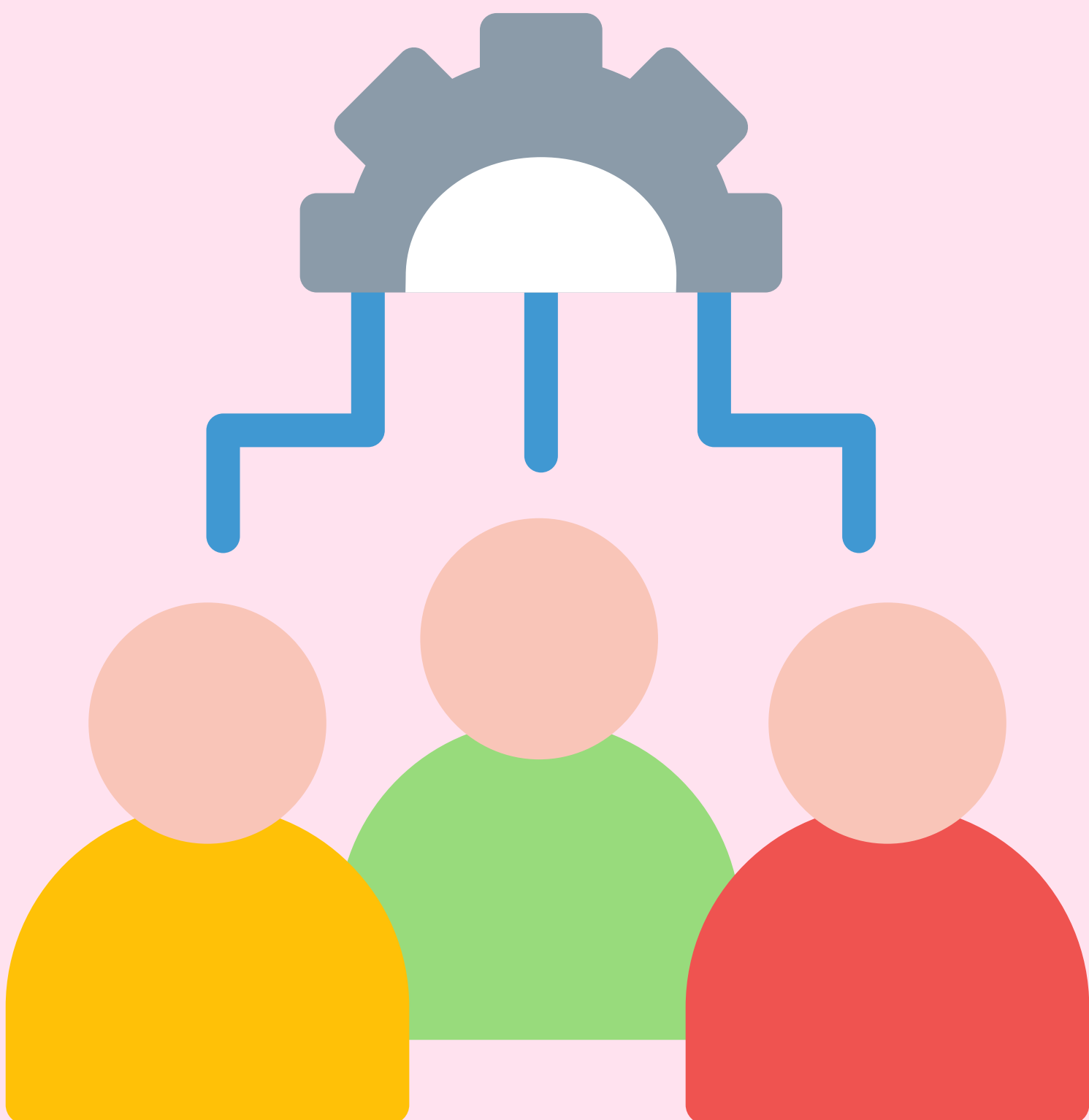
# INTERACTIVE PLATFORMS

Develop interactive platforms where community members can view and interact with wildfire risk maps and contribute data or observations.



# DATA COLLECTION

Use crowdsourcing platforms to gather data from community members, such as reports of wildfire sightings, hazardous conditions, and evacuation experiences.



# TRAINING SIMULATIONS

Use VR and AR technologies to create immersive training simulations that help community members practice emergency response actions in a safe environment.



# EDUCATIONAL EXPERIENCES

Develop VR and AR experiences that educate the public about wildfire behaviour, prevention measures, and the importance of preparedness.



# ONLINE FORUMS AND DISCUSSION GROUPS

Create online forums and discussion groups where community members can share information, ask questions, and collaborate on wildfire management initiatives.



# COLLABORATION PLATFORMS

Use platforms like Slack or Microsoft Teams to facilitate communication and coordination among volunteer groups, advisory boards, and local authorities.



# CHALLENGES AND BARRIERS



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Engaging citizens in wildfire management can be highly beneficial, but it also comes with several challenges and barriers. Understanding these obstacles can help in developing strategies to overcome them and enhance community involvement.



# LACK OF AWARENESS AND UNDERSTANDING

Many citizens may not be fully aware of the risks associated with wildfires or the importance of their role in wildfire management.



- This can lead to a lack of participation in preparedness and prevention activities.



- It may also result in delayed or inadequate responses during wildfire emergencies.

# STRATEGIES TO OVERCOME

## Education Campaigns

Implement continuous education campaigns to raise awareness about wildfire risks and the benefits of citizen engagement.



# Targeted Communication

Use clear, accessible language and targeted communication strategies to reach different segments of the community.



# APATHY AND COMPLACENCY

## Description

Some community members may be apathetic or complacent about wildfire risks, believing that it won't happen to them or that it's solely the responsibility of authorities.



This attitude can hinder proactive engagement and reduce the overall effectiveness of community preparedness efforts.



# STRATEGIES TO OVERCOME

## Personal Stories and Testimonials

Share real-life stories and testimonials from people who have been affected by wildfires to illustrate the potential impacts and motivate action.



# INCENTIVES

Provide incentives for participation.





# MISINFORMATION AND MISCOMMUNICATION

- The spread of misinformation or lack of clear communication can create confusion and mistrust among community members.



- Misinformation can lead to inappropriate actions during emergencies and reduce the effectiveness of engagement efforts.

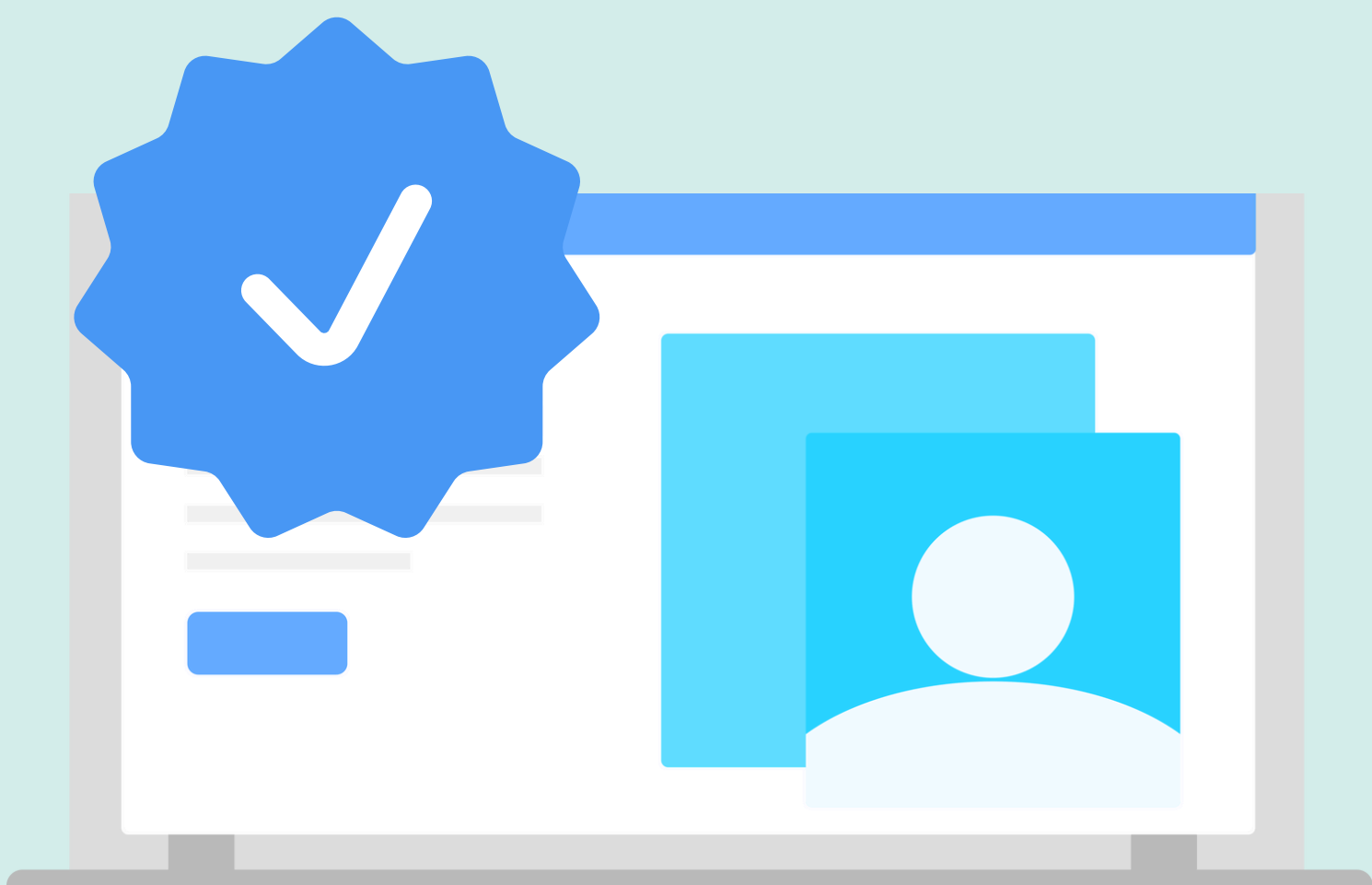
# MISCONCEPTIONS AND POOR RISK PERCEPTION

Misconceptions and poor risk perception often lead people to underestimate the dangers of wildfires. Many believe they can outrun a wildfire or protect their homes with a simple water hose, actions rooted in common yet misguided beliefs. These stereotypes are prevalent in many communities, often hindering effective preparedness and response strategies needed to stay safe during wildfire events.

# STRATEGIES TO OVERCOME

## Reliable Information Sources

Establish and promote reliable sources of information, such as official websites, verified social media accounts, and regular updates from local authorities.



# Clear Communication

Ensure that communication is clear, consistent, and transparent. Use multiple channels to reach a broader audience.



# LIMITED RESOURCES AND CAPACITY

- Both citizens and local authorities may face resource constraints, including limited time, funding, and manpower to dedicate to engagement activities.



- Resource limitations can restrict the scope and reach of engagement initiatives.

# STRATEGIES TO OVERCOME

## Culturally Sensitive Approaches

Develop culturally sensitive engagement strategies that consider the unique needs and perspectives of different community groups.



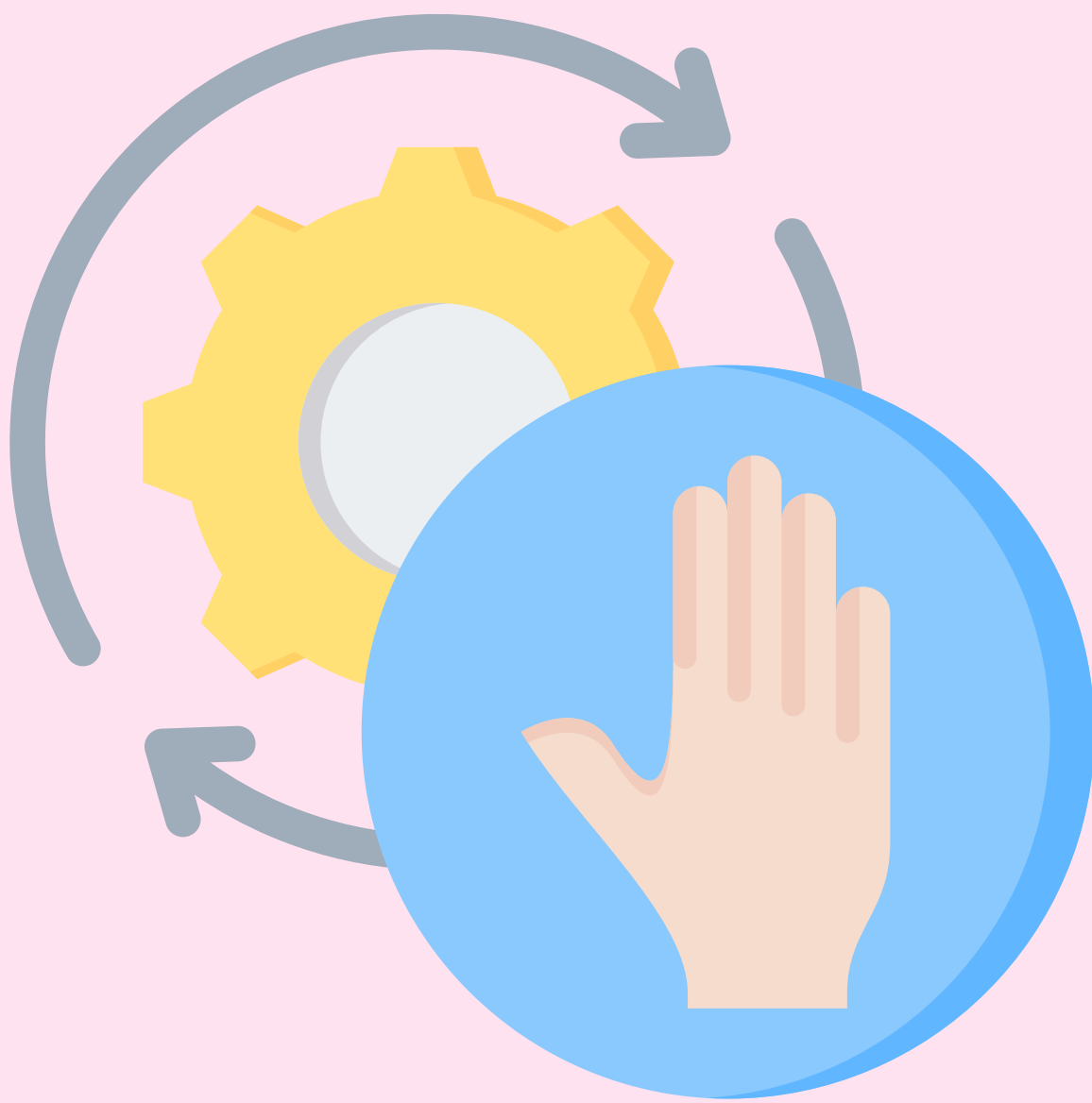
# Multilingual Resources

Provide information and resources in multiple languages to ensure accessibility for non-English speakers.



# RESISTANCE TO CHANGE

- Some individuals may resist changing their behaviours or adopting new practices, even when they understand the benefits.



- Resistance to change can slow the adoption of effective wildfire management practices and reduce overall community resilience.



# STRATEGIES TO OVERCOME

## Behaviour Change Campaigns

Implement campaigns that focus on the benefits of behaviour change and provide practical, easy-to-adopt steps.

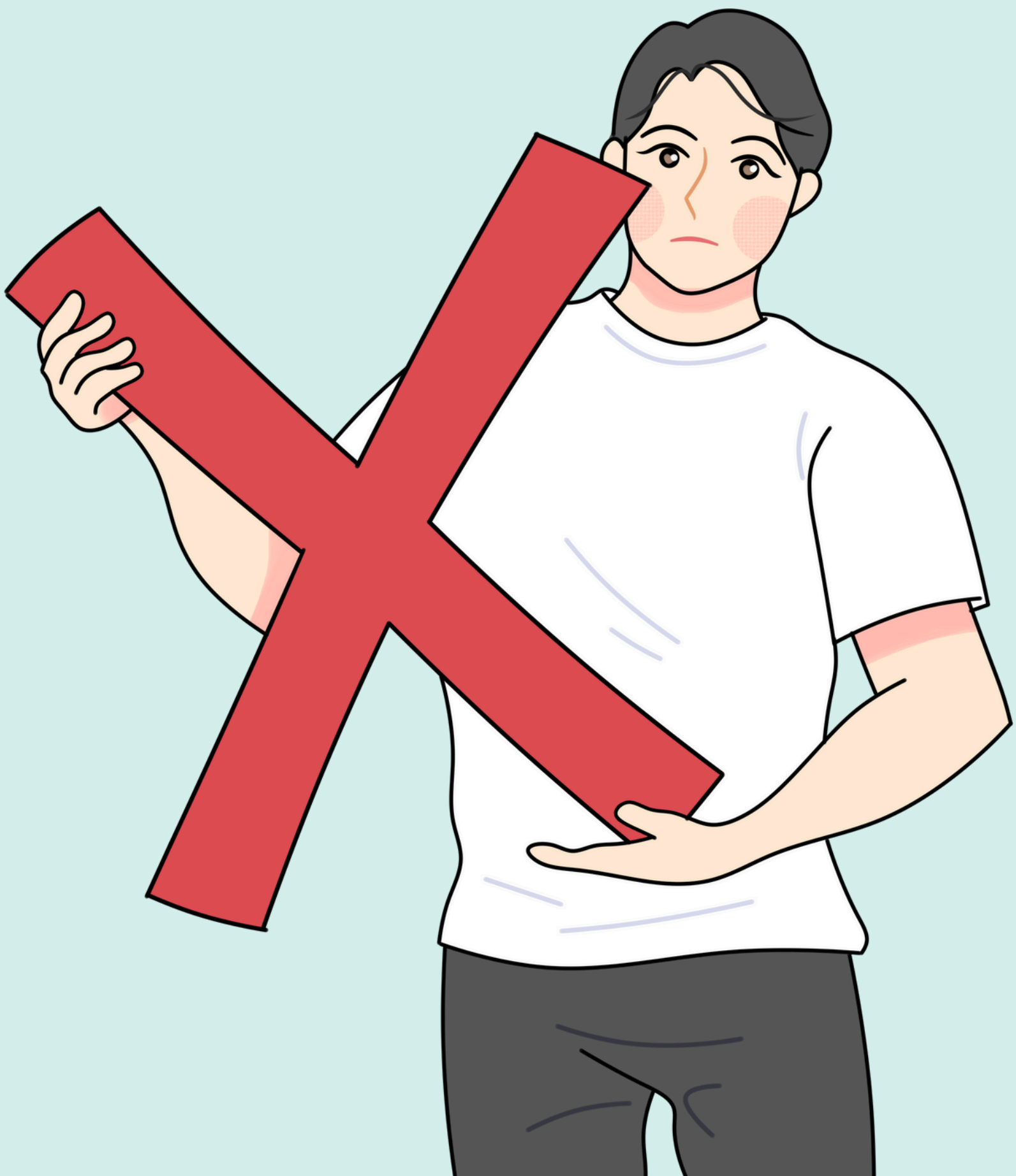


# COORDINATION AND COLLABORATION CHALLENGES

- Coordinating efforts among diverse groups, including citizens, local authorities, and organizations, can be complex and challenging.



- Poor coordination can lead to duplication of efforts, gaps in services, and inefficient use of resources.



# STRATEGIES TO OVERCOME Effective Leadership

Establish strong leadership and clear roles and responsibilities for coordinating engagement activities.



# Collaboration Platforms

Use digital platforms and tools to facilitate communication and collaboration among all stakeholders.



# Trust Issues

- A lack of trust between community members and authorities can hinder engagement efforts. This can be due to past negative experiences, perceived lack of transparency, or ineffective communication.



- Trust issues can reduce participation and cooperation from the community.

# STRATEGIES TO OVERCOME

## Building Relationships

Invest time in building relationships and trust through regular, transparent communication and consistent follow-through on commitments.



# Community Involvement

Involve community members in decision-making processes to increase transparency and ownership.





# COMMUNITY PREPAREDNESS



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Community preparedness involves coordinated efforts by local governments, emergency services, organizations, and residents to develop and implement strategies that reduce the risk and impact of wildfires. This type of preparedness is essential for enhancing the resilience of communities, particularly those in wildfire-prone areas. Here's an overview of what community preparedness for wildfires typically includes:

# RISK ASSESSMENT

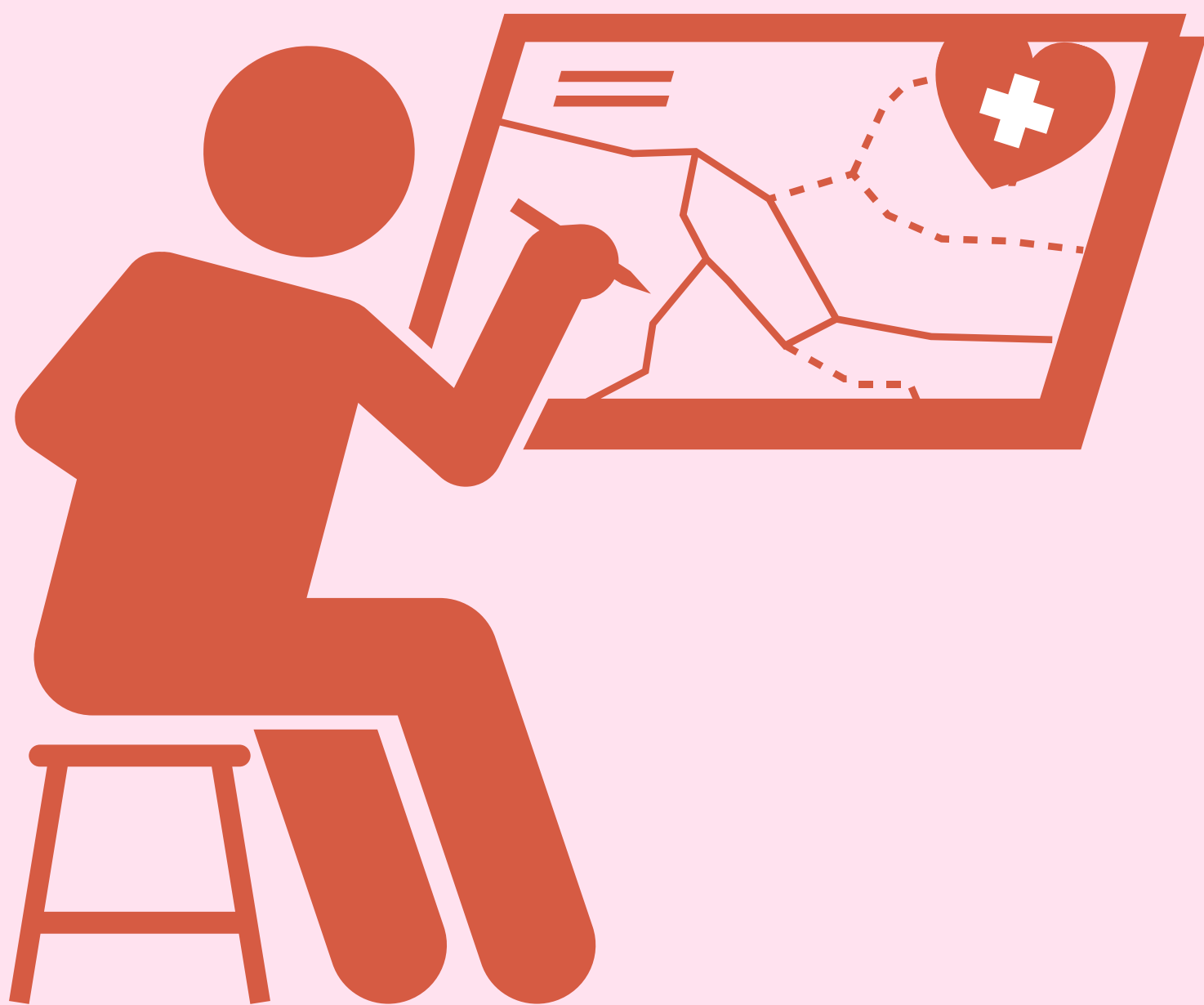
## Identifying Vulnerable Areas



Conducting detailed assessments to identify areas at high risk of wildfires within the community.

# Mapping Resources and Hazards

Mapping local resources, hazards, and potential shelters to provide clear information during emergencies.



# PLANNING AND REGULATIONS

## Developing Community Response Plans



Creating comprehensive wildfire response plans that include evacuation routes, communication strategies, and roles and responsibilities of community members and local authorities.

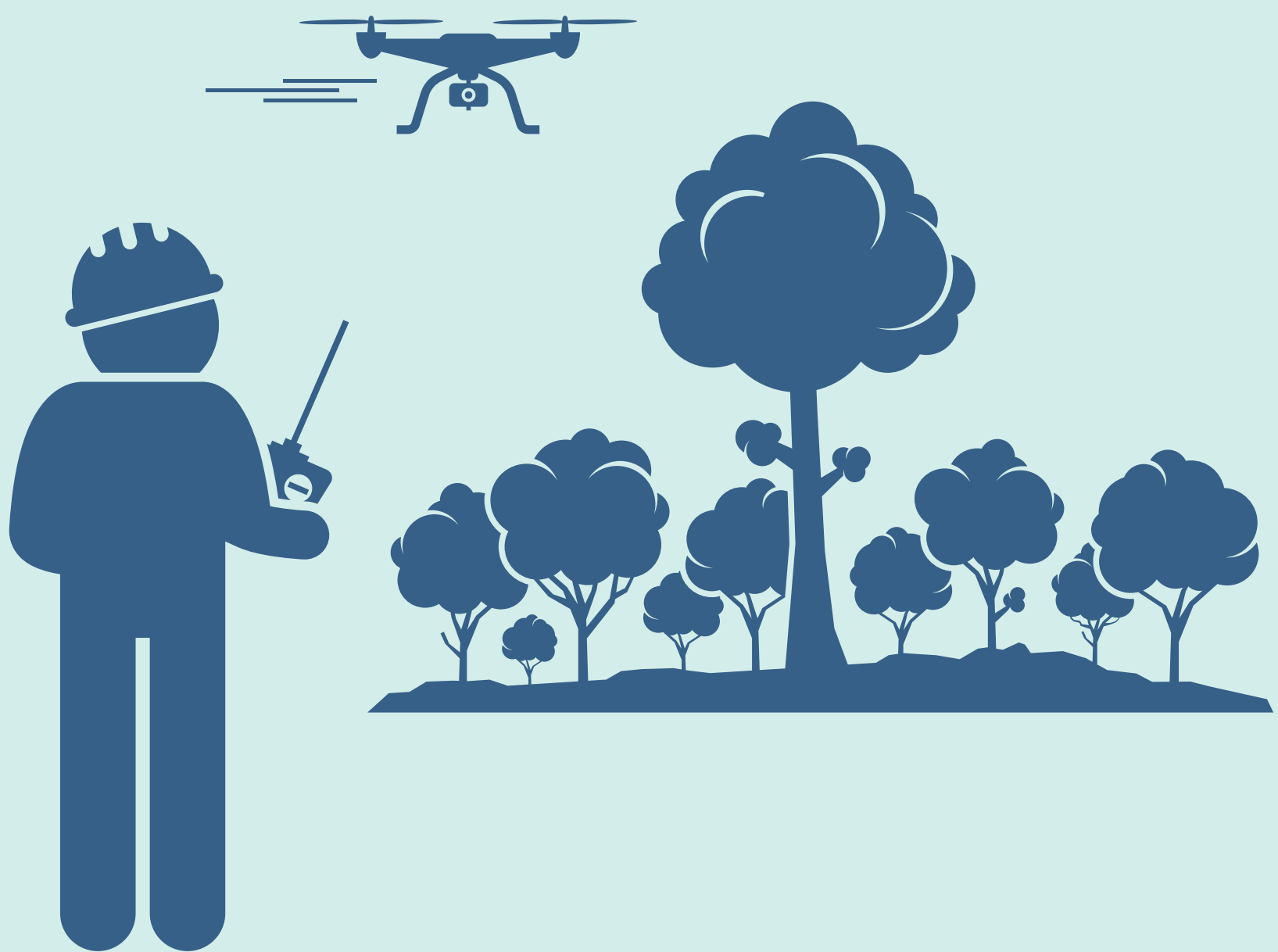
# Implementing Building Codes

Enforcing building codes that require fire-resistant materials and techniques in construction to help structures withstand wildfires.



# Land Use Planning

Controlling where and how developments should occur to reduce the likelihood and potential impact of wildfires.



# EDUCATION AND TRAINING

## Public Information Campaigns

Conducting regular information sessions, workshops, and drills to educate the community about wildfire risks and the importance of preparedness.





# Training Volunteers

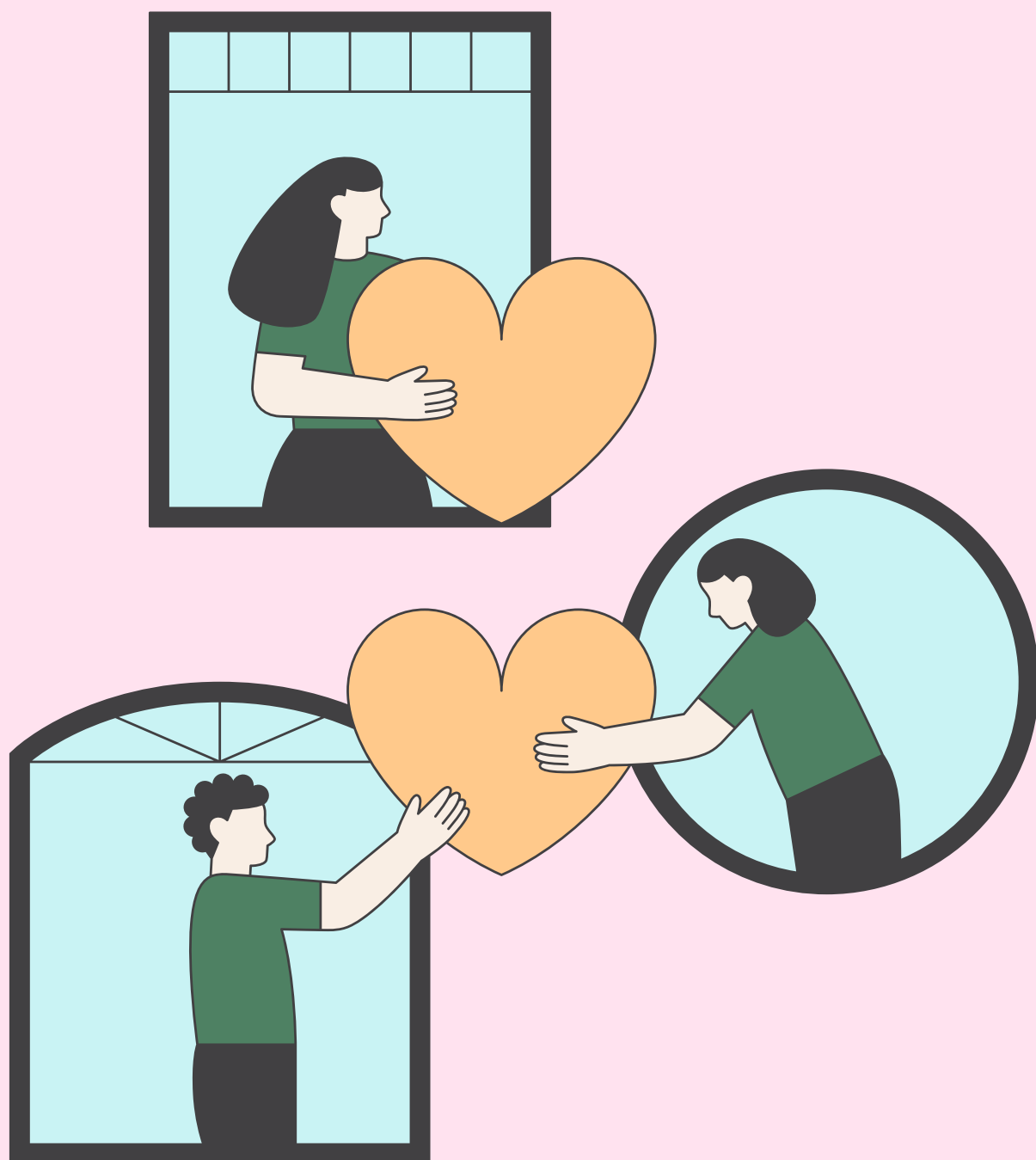
Training community members in basic firefighting techniques, first aid, and emergency response to enhance local capacity during a wildfire.



# COMMUNITY ENGAGEMENT

## Engaging Stakeholders

Involving local businesses, schools, non-profits, and residents in planning and preparedness activities to ensure a broad-based community effort.



# Developing Partnerships

Building partnerships with local fire departments, forestry services, emergency management agencies, and neighbouring jurisdictions to coordinate responses and share resources.



# RESOURCE MANAGEMENT

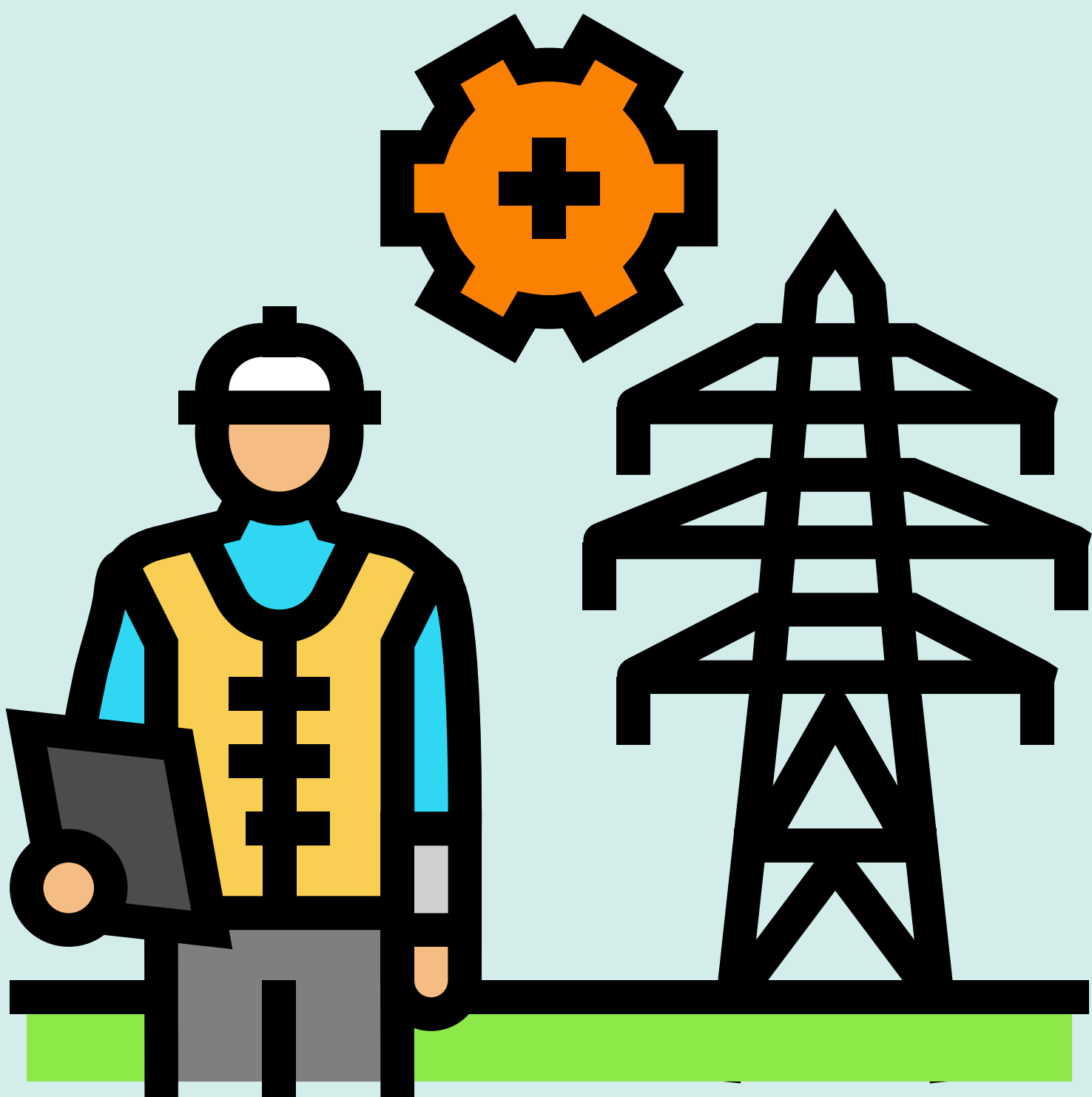
## Stockpiling Supplies

Ensuring that there are adequate supplies of firefighting equipment, water resources, and emergency kits available within the community.



# Maintaining Infrastructure

Regular maintenance of infrastructure like roads, fire breaks, and communication systems to ensure they are operational during a wildfire.



# EVACUATION STRATEGIES

## Clear Evacuation Routes and Signage

Establishing and clearly marking evacuation routes. Conducting regular evacuation drills to ensure everyone knows what to do in case of a wildfire.



# Special Needs Considerations

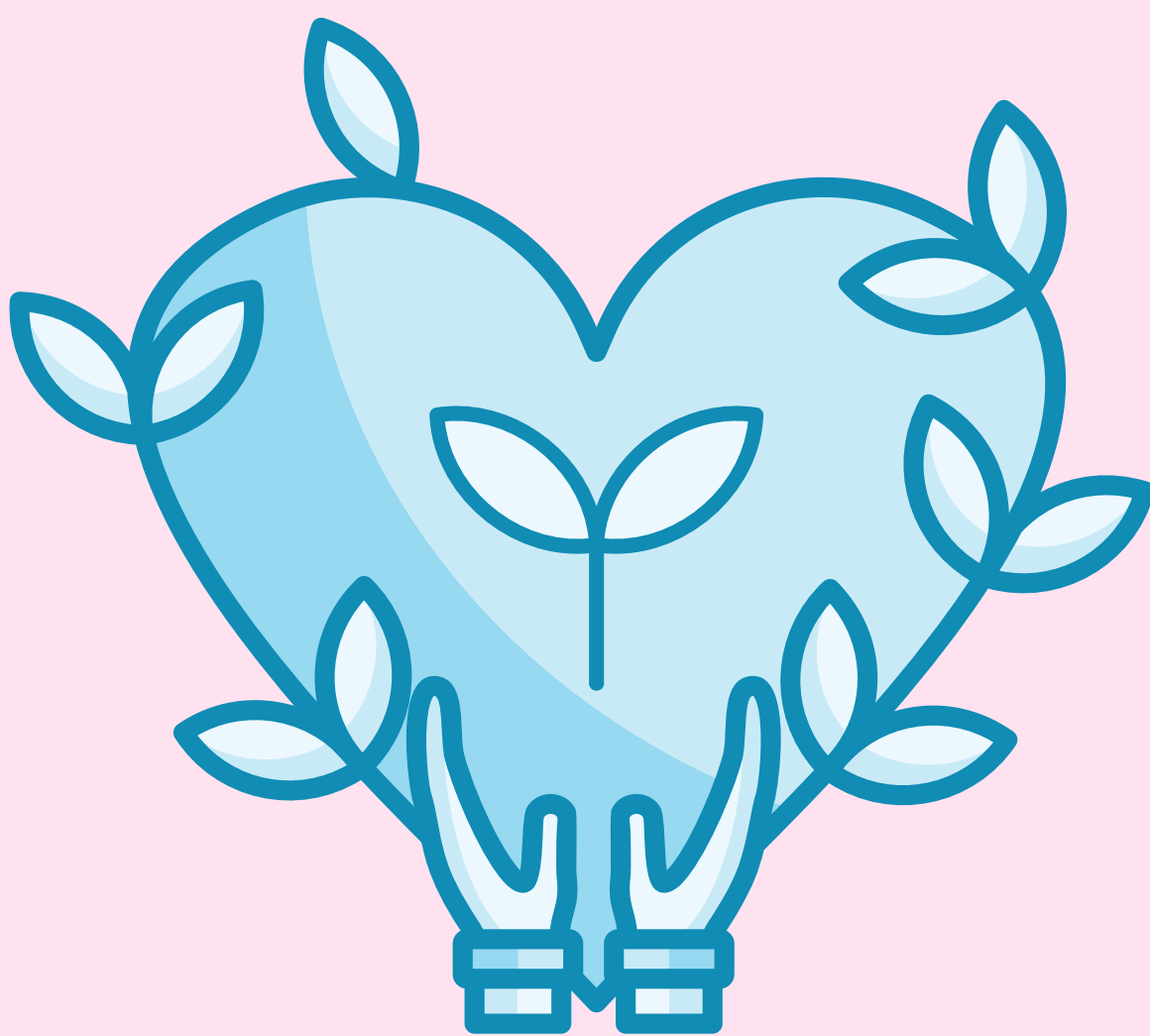
Planning for the evacuation needs of vulnerable populations, including the elderly, disabled, and those without transportation.



# RECOVERY PLANNING

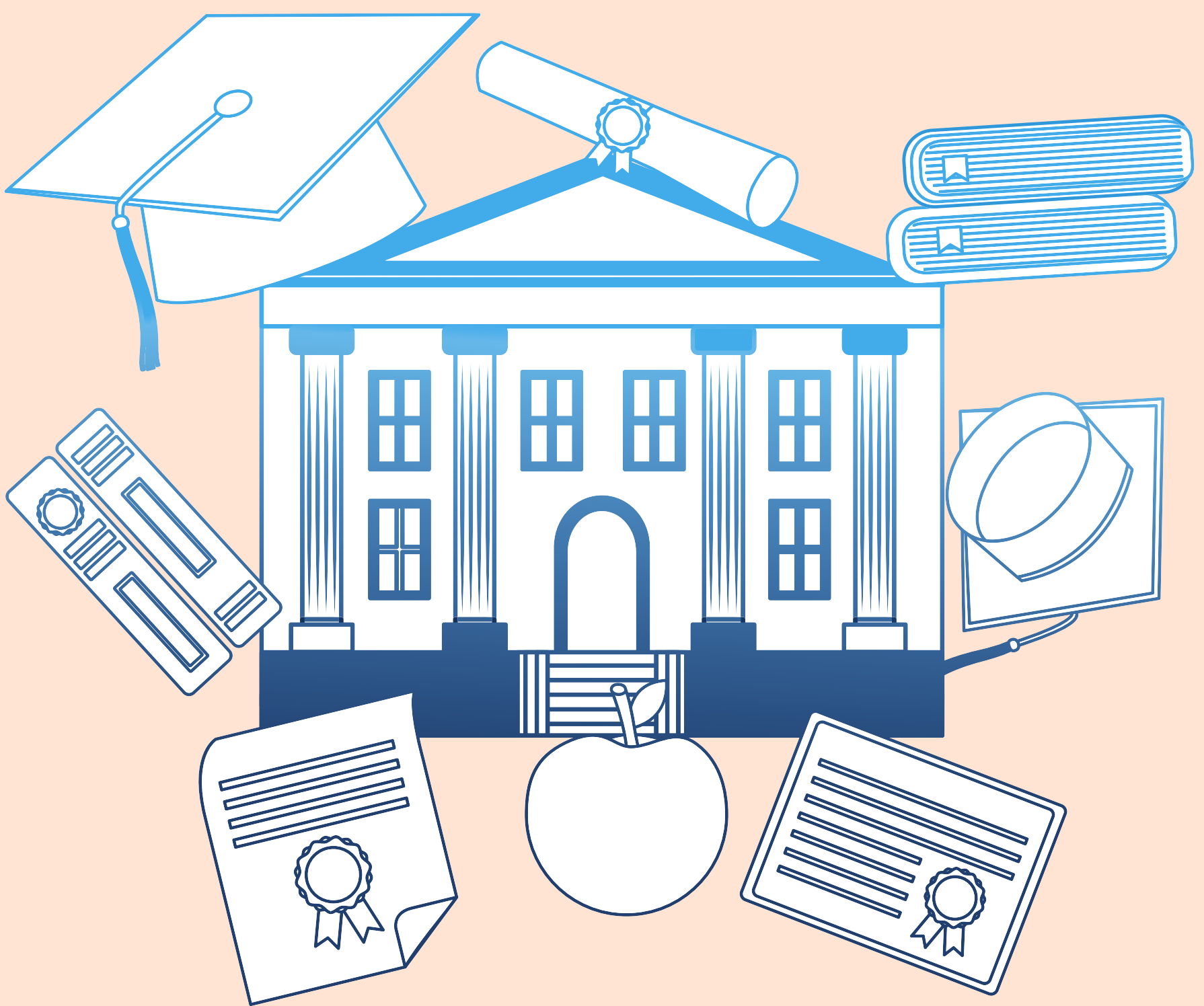
## Developing Recovery Plans

Preparing for post-wildfire recovery, including debris removal, rebuilding infrastructure, and providing mental health support services.





# ROLE OF SCHOOLS AND EDUCATIONAL INSTITUTIONS



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Schools and educational institutions play a crucial role in wildfire management by educating and preparing students and the community for wildfire risks, promoting fire prevention strategies, and fostering a culture of safety and awareness. Here's an in-depth explanation of their role:



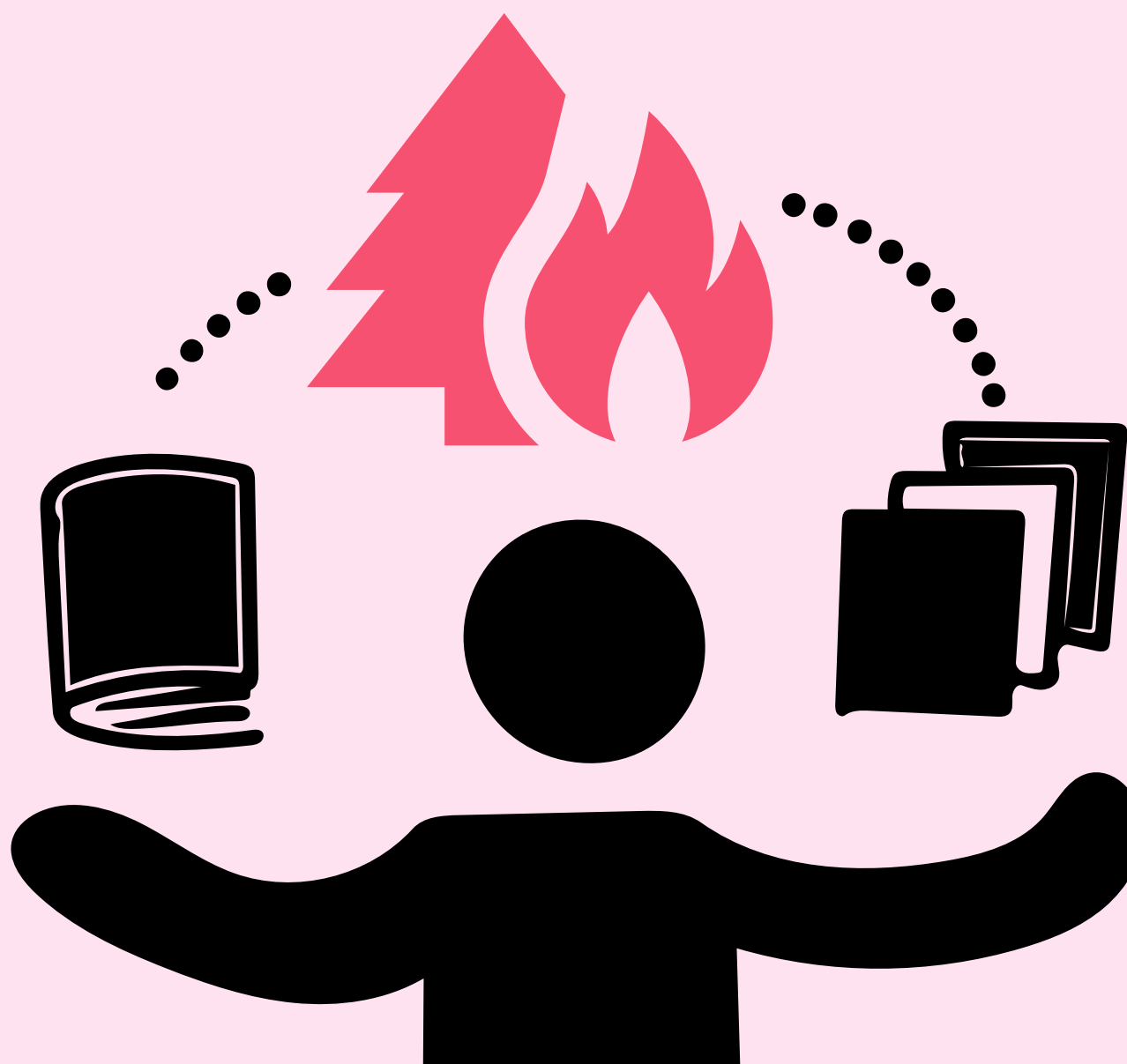
# EDUCATION AND AWARENESS



# CURRICULUM INTEGRATION

## Incorporating Wildfire Education

Including topics related to wildfire science, prevention, and safety in the curriculum. This can be part of science, geography, and social studies classes.



# Special Programmes and Workshops

Organizing special programmes, assemblies, and workshops focused on wildfire education.

These can feature guest speakers such as firefighters, ecologists, and emergency management professionals.



# PROMOTING FIRE SAFETY

## Fire Drills and Evacuation Plans

Conducting regular fire drills to ensure students and staff are familiar with evacuation procedures.



# Safety Campaigns

Implementing campaigns to educate students about fire safety at home and in the community, including how to create defensible space and safe behaviours during fire season.



# COMMUNITY ENGAGEMENT





# INFORMATION DISSEMINATION

## Educational Materials

Distributing flyers, brochures, and other educational materials about wildfire prevention and preparedness to students and their families.



# Parent-Teacher Meetings

Using these meetings as opportunities to discuss wildfire preparedness and distribute information on safety measures.



# COMMUNITY PROGRAMMES

## Firewise Programmes

Participating in or initiating Firewise programmes that involve the whole community in wildfire prevention and preparedness activities.



# Public Events

Hosting community events such as fairs, open houses, or informational sessions where fire safety and preparedness are emphasized.



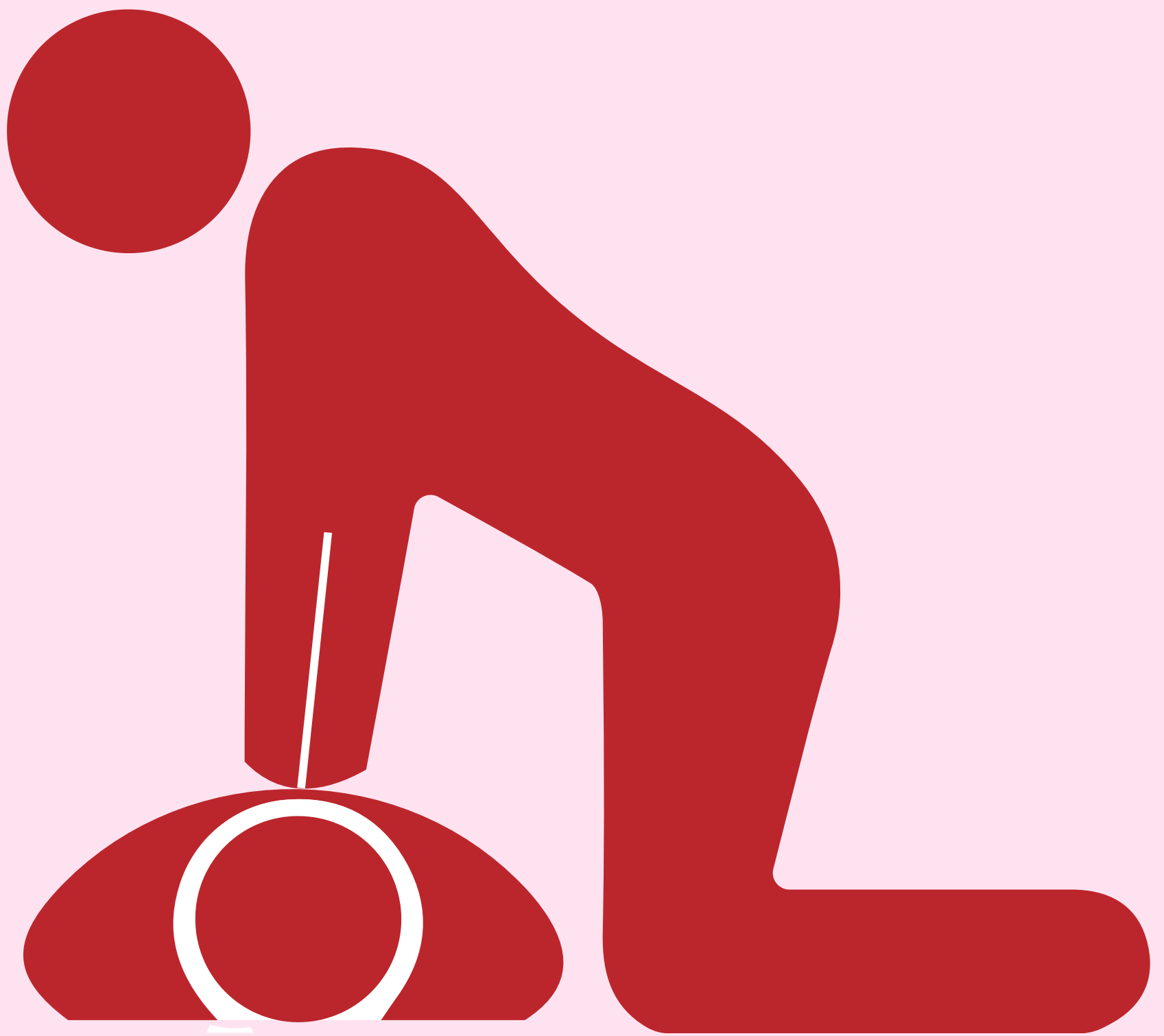
# EMERGENCY PREPAREDNESS AND RESPONSE



# TRAINING AND DRILLS

## First Aid and CPR Training

Offering first aid and CPR training to students, staff, and community members to prepare them for emergencies.



# Emergency Response Teams

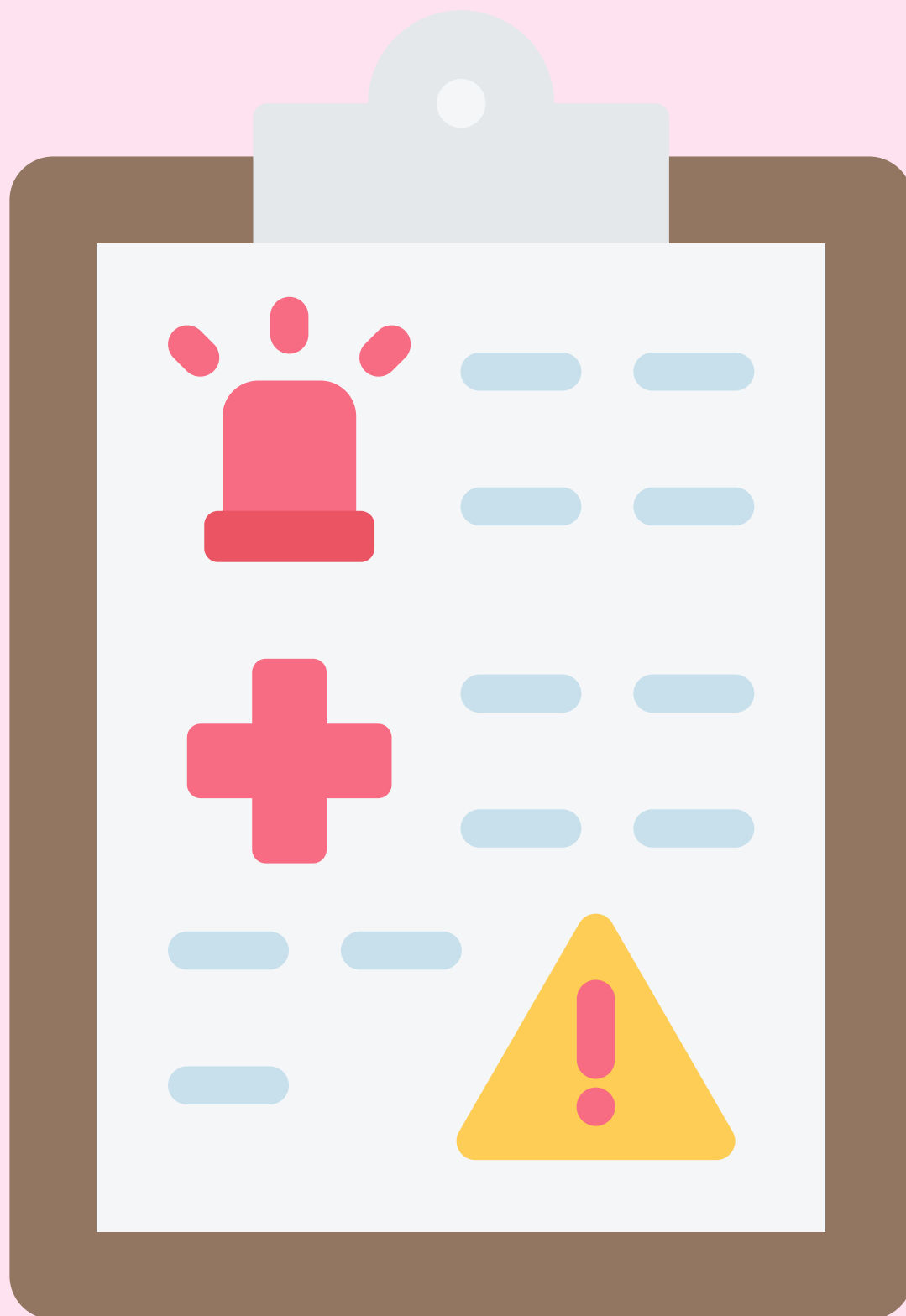
Establishing and training school-based emergency response teams to act during a wildfire or other emergencies.



# EVACUATION PLANS

## School Evacuation Plans

Developing and regularly updating school evacuation plans. Ensuring that all students and staff know what to do in case of a wildfire.





# Family Reunification Plans

Creating plans for reuniting students with their families during and after an evacuation.



# TECHNOLOGICAL INTEGRATION



# USE OF TECHNOLOGY

## Educational Technology

Using apps, online platforms, and interactive tools to teach students about wildfire risks, prevention, and safety measures.



# Communication Systems

Leveraging school communication systems to quickly disseminate emergency information and updates during wildfire events.

