



Talking Points for Presenting Ready, Set, Go! Adoption by your Department

Your department may already have an active public education and outreach effort, or your department 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 department, can make a positive (and painless) difference in their community.

In adopting the Ready, Set, Go! Program into your department's public outreach efforts on wildland fire, 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 department 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 department and mission; and the individuals you serve:

- The Ready, Set, Go! Program utilizes firefighters to teach individuals through public outreach efforts who live in high risk wildfire areas how to best prepare themselves and their properties against Wildland fire threats.
- When firefighters encourage residents to take personal responsibility for preparing their property and family for WUI/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 fire departments and the residents they serve. Firefighters can explain what fire 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 Firewise and other existing wildland fire public education efforts. It amplifies their messages to individuals to better achieve the common goal we all share of fire-adapted communities. The program is endorsed by Firewise, the U.S. 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 responding firefighters.
 - **Ready** – Take personal responsibility and prepare long before the threat of a wildfire 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. Assemble emergency supplies and belongings in a safe spot. Make sure all residents residing within the home are on the same page, plan escape routes.
 - **Set – Act immediately.** Pack your vehicle with your emergency items. Stay aware of the latest news from local media and your local fire department for updated information on the fire.
 - **Go – Leave early!** Following your Action Plan makes you prepared and firefighters are now able to best maneuver the wildfire and ensuring you and your family’s safety.

- The Ready, Set, Go! Program provided my department with a “**starter kit**” that provides fire the tools, resources and guidance necessary to deliver the safety message within my current department budgeting. These include:
 - The RSG national video and the raw files of video for localization if we choose.
 - The RSG National Action Guide and the raw In Design file of action guide for localization if we choose.
 - A PowerPoint template for presentation.
 - Letter templates for outreach to our community’s civic groups and a feedback form template to allow my department to follow-up on citizen questions and concerns.
 - A local news media article template and media advisory template so my department can engage local partners in spreading the message of the program’s adoption.
 - An Implementation Guide which provides me with guidance on eight steps and consideration for how to involve our department in the wildland fire effort.

- A separate best practices document on effective outreach that our department can employ to guide our efforts.
 - A longer implementation and background guide that provides context on wildland fire and resources for our department.
- The program was developed for national roll out by the International Association of Fire Chiefs (IAFC) with support from US Forest Service, US Fire Administration, Department of the Interior, Firewise and The Insurance Institute for Business and Home Safety (IBHS).
- The program concept was originated by the Ventura County (Calif.) Fire Department and the Orange County (Calif.) 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 for all fire departments.
- Involvement in the Ready, Set, Go! Program highlights our department 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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RSG National Video, Spanish Edition

January 2012

The Ready, Set, Go! Program provides the tools and guidance necessary for local fire departments to deliver the wildland fire safety message to their residents. ***This new video, developed in partnership with the [National Association of Hispanic Firefighters](#), helps fire departments deliver this message to the Spanish speaking communities they serve.***

The RSG Program is a three-step process that teaches homeowners to create their own action plan of preparedness; have situational awareness when a fire starts; and to be aware of their local evacuation protocols, knowing that by leaving early in the event of a fire, they play a positive role by significantly increasing the their own safety and that of responding firefighters.

"El programa, En Sus Marcas, Listos, Fuera! (RSG por sus siglas en inglés), proporciona las herramientas y la orientación necesaria a los departamentos de bomberos locales para que envíen a sus residentes este mensaje de seguridad de incendios forestales. Este video nuevo ayuda a los departamentos de bomberos transmitir este mensaje en español a los residentes que ellos protegen.

El programa (RSG por sus siglas en inglés), es un proceso de tres pasos que enseña a los propietarios de casa como crear un propio plan de acción de preparación; tener conocimiento situacional cuando se produce un incendio y estar al tanto de las órdenes de evacuación local, sabiendo que al salir temprano en caso de un incendio, desempeñan una función positiva, aumentando considerablemente la seguridad propia y la de los bomberos que responden a asistir".

Click "More Information" below to view the video.

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