



PREVENTING FOREST FIRES...

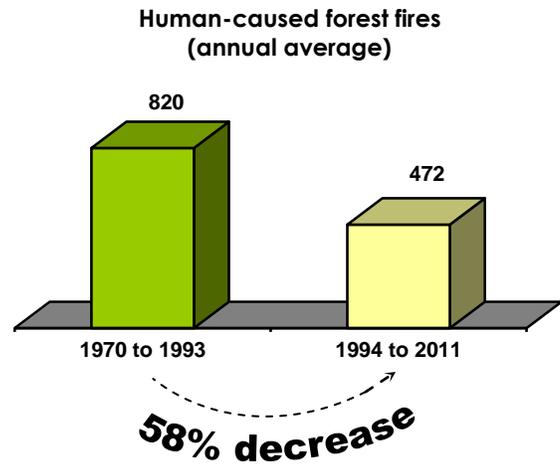
Encouraging results!

When practicing activities in the forest, are people more careful than they were before? Has forest fire prevention produced any results?

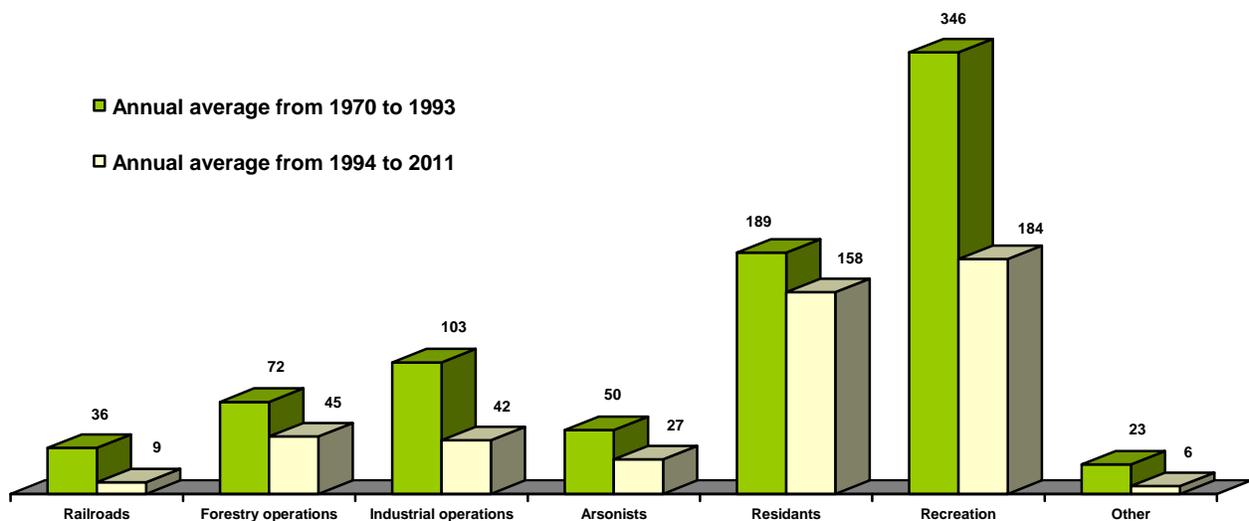
The answer is **YES!**

In Quebec :

- Since the early 1990's, human caused forest fires have dropped by 40%.
- This represents a decrease of about 350 forest fires every year.



Annual average of human-caused forest fires in Quebec



REMEMBER :

- Overall, there are less human-caused forest fires.
- In terms of numbers, fires caused by recreational activities have seen the greatest decrease.

Our actions

ACTIONS TARGETED TO RURAL RESIDENTS

🌿 **The War on Spring Fires**

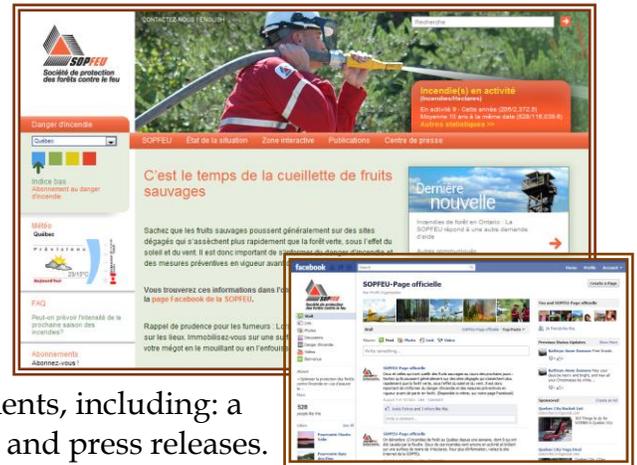
This annual campaign returns every spring in order to educate the population about the higher forest fire risk that comes with that particular season. The strategy is comprised of several elements, including: a visual concept, awareness activities, news articles and press releases.

🌿 **Fire Smart – Mitigating fire risk in interface areas**

We've developed tools so that home owners have the proper information on how to protect themselves during a forest fire.

🌿 **Website and social media**

Our website was the subject of an intensive make-over in 2009. Following this, the SOPFEU joined the social media networks, Facebook and Twitter, in 2010. SOPFEU is currently putting emphasis on the development of interactive applications and tools in order to show the proper behaviour to adopt in the forest.



ACTIONS TARGETED TO OUTDOOR ENTHUSIASTS

🌿 **Creating important partnerships**

The SOPFEU collaborates on a regular basis with various outdoor organizations such as zecs (controlled harvesting zones), outfitters, wildlife reserves, and camping grounds.

🌿 **Website and social media**

Our website now includes Google maps that allow users to follow the fire danger index, preventive measures as well as fire activity. During the fire season, tweets are sent out on a regular basis providing followers with tips and reminders on how to prevent forest fires.

● **Promotional material**

The SOPFEU recently developed a water bag. This lightweight, portable bag, allows outdoor enthusiasts to easily extinguish their campfires.



ACTIONS TARGETED TO FORESTRY WORKERS

🌿 **Application of preventive measures when the situation arises.**

When conditions in the forest become critical, forestry workers follow the SOPFEU's suggestions to restrict their activities.

🌿 **Educating the forestry industry**

We're continuing efforts to educate and inform members of the forestry industry as well as silviculture associations.

🌿 **Task group on fires caused by forestry operations**

Implementation of a task group in order to better document the fires caused by forestry operations, including their challenges and the ways to prevent them.

