



National Association of State Foresters

Smokey Bear and the Cooperative Forest Fire Prevention Program: Meeting the Challenge

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Agenda

- About the Cooperative Forest Fire Prevention (CFFP) program-who we are and what we do
- What's new with Smokey Bear
- Smokey Bear Awards



CFFP: Who We Are: A Partnership for Wildfire Prevention

- 1942: USDA Forest Service organized the Cooperative Forest Fire Prevention Program with the help of the Wartime Advertising Council (now the Ad Council) and the Association of State Foresters (now NASF).
- The Cooperative Forest Fire Prevention (CFFP) Program is authorized under federal law by the Smokey Bear Act of May 23, 1952 (Pub. L. 82-359, Ch. 327, 66 Stat. 92; 18 U.S.C. 711; 16 U.S.C. 580p-2)



Three Members from National Association of State Foresters (NASF)

- **Tom Boggus (TX)**- represents the South
- **Jeff Whitney (AZ)**- represents the West
- **Brad Simpkins (NH)**- represents the Northeast and Midwest



National Association of State Foresters 59 Members, One Voice

- NASF represents State and Territorial Forester interests by influencing forest policy and leading efforts to optimize social, economic, and environmental benefits of trees and forests.





Ad Council

Represented by **Allyse Depenbrock**

- Private, non-profit organization
- Idea conceived in late 1941
- Initially served as the Wartime Advertising Council to support the war effort.
- The Ad Council “produces, distributes and promotes campaigns that improve everyday lives”



United States Forest Service

Represented by **Gwen Beavans**

- FS provides overall management of the CFFP and SBA program and cooperative effort.
- FS funds the Cooperative Forest Fire Prevention program, and specifically the wildfire prevention campaign through an agreement with the Ad Council and funding to NASF.
- The Smokey Bear licensing program managed by the FS provides royalties to fund the SBAs and other wildfire prevention efforts, especially monumental SB birthdays. The program is growing with the highest number of licensees and royalties we've ever seen.
- We have just developed a Dos and Don'ts sheet, as well as updated the Smokey Bear use Guidelines, and rewritten the CFFP and fire prevention manuals which should be helpful to clarify a lot of the details and questions we get from the field.



CFFP: What We Do

1. Public Service Advertising
2. Educational Activities. The development and presentation of educational fire prevention programs
3. Commercial Licensing the use of the Smokey Bear image on products and materials
4. Image and Appearance. The protection and perpetuation of the established image and use of the Smokey Bear character
5. Awards and Recognition



CFFP: What we do

- August 9, 1944: new wildfire prevention symbol, Smokey Bear, agreed to.
- 1950: The “living symbol” of Smokey Bear, a black bear cub, rescued from a fire in New Mexico.



Smokey Bear: A 72-Year Campaign





The Smokey Bear Campaign

- In the United States, nearly nine out of 10 wildfires nationwide are caused by humans. In Canada, over half of the wildfires are human-caused. In the 20 northeast state area, 95% of wildfires are human-caused
- Messages: Spark a change, not a wildfire. Only you can prevent wildfires. Learn more at SmokeyBear.com.



ABOUT
Wildland Fire

PREVENTION
How-Tos

SMOKEY'S
History

SMOKEY
for Kids

FOR
Educators

Campfire Safety

Equipment Use and
Maintenance

Backyard Debris Burning

Millions
of wildland
acres will burn
unintentionally
this year.

Only you can prevent wildfires.

LEARN MORE



Smokey Bear Awards Program

- Only YOU can recognize excellence in wildfire prevention
- Submit a nomination at smokeybear.com/awards



ONLY YOU CAN PREVENT WILDFIRES.
www.smokeybear.com



Smokey Bear Awards Program

- This prestigious award program recognizes organizations and/or individuals for outstanding service in wildfire prevention programs to reduce the threat of human-caused fires.
- The three nomination categories are Gold, Silver, and Bronze. Award categories recognize outstanding, sustained service of at least two years with significant program impact in wildfire prevention at the national level (Gold), multi-state level (Silver), and statewide level (Bronze).



Thank You

To learn more, go to:

www.smokeybear.com

www.stateforesters.org

Or contact me at:

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