



Background

In response to a marked increase in target shooting and exploding target related fires Idaho BLM is placing a priority on reducing the number of fire starts from target shooting by implementing the *Shoot Responsibly – Idaho* campaign. The intended outcome of this effort is to reduce the risk to life, property, and resources by delivering a central message from unified partners, and increase awareness of the effects of careless target shooting.

On May 10, 2018 the BLM implemented an annual Fire Prevention Order throughout Idaho to reduce the number of shooting caused wildfires and on August 3, 2018, Fire Restrictions were incrementally implemented throughout the majority of the state. Fire restrictions and temporary activity probations alone cannot prevent the majority of shooting related fires, a holistic, proactive approach that focuses on informing and educating people about careless target shooting was needed.

To help encourage personal responsibility and positively change target shooting behaviors, *Shoot Responsibly – Idaho* campaign materials, educational toolkit and public messaging was developed for use throughout the state.

The Team

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Accomplishments

Objective 1: Enhance already existing Shoot Responsibly –Idaho (SRI) campaign and create a toolkit that is available to share with both internal and external partners.

Accomplishments:

- Eight (8) new toolkit products developed, and arranged for distribution in an interagency format.

Objective 2: Generate new public service announcement (PSA) scripts.

Accomplishments:

- Six (6) new PSA's produced including; an endorsement from professional endurance athlete XXXX XXXX and local elected official XXXX XXX.

Objective 3: Provide public education information through mass media and create an infographic.

Accomplishments:

- Nine (9) mass media initiatives including; radio, television, internet and social media platform.

Objective 4: Partner with other agencies and cooperators.

Accomplishments:

- Enhanced existing or created new partnerships with; Idaho State Fire Marshal's office, Theodore Roosevelt Conservation Partnership, Idaho Fish and Game, Backcountry Hunters and Anglers and Idaho State Rifle and Pistol Association.

Objective 5: Using the "Shoot Responsibly - Idaho" campaign and materials produce educational materials in English and Spanish.

Accomplishments:

- Materials have been sent to translator for translation.

Objective 6: Coordinate with local area Incident Command Teams and provide training opportunities to local, state and regional resources.

Accomplishments:

- Coordinated with local IMT's and other prevention teams both locally and regionally.
- Training opportunities provided for both PIO2 and PETM positions, taskbook were reviewed and experience was entered for all applicable fields.

Recommendations

1. Use toolkit contents to produce printed products for placement in retail outlets and public settings. Consider using a local fire prevention team to help disseminate these products in a strategic way.
2. Further develop relationships with Idaho Fish and Game to foster cohesive messaging and coordinated target shooting education strategies.
3. Follow up with xxxx@outsidemag.com 555.555.5555 ; Outdoor Magazine is interested in featuring our XXXX content.
4. Develop specific fire prevention messaging for use by IMT's and make available on the NIFC website.
5. Collaborate with conservation education groups such as Project Learning Tree to develop fire prevention messaging for elementary and middle school age children that focuses on changing patterns and values relating to public land stewardship and outdoor activities.

APPENDIX A: DELIGATION OF AUTHORITY

To: XXXXXXXX

From: XXXXX

Subject: Delegation of Authority

As designated team leader, you will work for the Bureau of Land Management – Idaho Fire and Aviation Program. Your primary contact for the BLM will be XXX XXXX, xxxx@blm.gov at (555) 555-5555. All new products (PSA's, messaging, graphic designs, etc.) that are created must be approved by XXX XXXX and the Idaho State Office Public Affairs Office prior to release.

Your team is assigned to:

- Enhance already existing Shoot Responsibly –Idaho (SRI) campaign and create a toolkit that is available to share with both internal and external partners that include the following topics:
 - Education on both shooting and exploding target fires that they do cause fires; at times there might be a delay in ignition after being shot - smoldering in fine flashy fuels.
 - Impacts to the natural resources due to shooting or exploding targets
 - Shooting and exploding items like - TVs, refrigerators, propane tanks, etc causes problem
 - BLM Fire Prevention Order (May 10 thru October 20 prohibits shooting exploding targets on public land)
- Generate new public service announcement (PSA) scripts incorporating the SRI campaign, with a unified message to bring awareness and understanding to the foreground and decrease confusion;

- Create three new PSAs that can utilize partners within the communities to help promote the campaign and education towards target shooting in Idaho.
- Provide public education information through mass media including traditional (television/radio/print) PSAs, billboards, articles and interviews. Social media including Twitter, Facebook and Youtube as appropriate.
 - Additionally, create an “infographic” with statistical information concerning fire cause, cost, and acreage that will be used to help educate the public on the impacts of these fires. (visual aid)
- Partnering with other agencies and cooperators such as Idaho State Fire Marshal’s Office, Idaho Fish and Game, Idaho Rangeland Resource Commission, Cabela’s, Sportman’s Warehouse, local shooting ranges and others.
 - Safety aspect of target shooting without having the proper back drop (maybe working with the Idaho Fish and Game - Hunters Education, etc)
- Using the “Shoot Responsibly - Idaho” campaign and materials produce educational materials in English and Spanish
- Coordinate with area Incident Management Teams to help with information sharing to local cooperators and the public.
- Provide team member training opportunities to local, state and regional resources in order to increase capacity at the local level.
- Establish a record keeping system including:
 - A) Contacts made
 - B) Information developed and distributed
 - C) Budget used and costs incurred
 - D) Projects completed
 - E) Recommendation for further projects and actions
 - F) Lessons learned
- The team’s work shall be conducted efficiently and effectively, with an emphasis on safety. Work/Rest guidelines will be strictly adhered to in accordance with agency policy.
- The team’s work will adhere to all federal, state and local laws, regulations and ordinances. These laws include but are not limited to; state motor vehicle regulations, environmental protection and hazardous materials laws.
- The team will provide for a harassment-free work environment that treats all team members, contacts and cooperators with respect.

The budget for all team activities including travel, per diem, labor and operations shall not exceed \$60K (multiple financial codes will be used – severity, fire education and fire codes)

APPENDIX B

Financial Breakdown

National Severity

Assignment Summary	
Payroll	\$12,544.36
Lodging	\$1,629.97
Per Diem	\$870.00
Supplies	\$3,225.21
Vehicle	\$1,564.11
Flight	\$1,695.30
Products	\$2,397.88
Other	\$0.00
Total	\$23,926.83

Fire "XXXX"

Assignment Summary	
Payroll	\$15,357.07
Lodging	\$3,096.00
Per Diem	\$1,615.50
Supplies	\$708.00
Vehicle	\$0.00
Flight	\$0.00
Products	\$0.00
Other	\$0.00
Total	\$20,776.57

APPENDIX C

Product Examples

Know the Conditions . . .

Check weather conditions and red flag warnings. Avoid shooting in hot, dry, and windy weather and follow fire restrictions and closures.

- Place targets against a soft dirt hillside cleared of vegetation.
- Follow local guidelines such as ending target shooting activities in the afternoon.
- Use nonmetal targets.
- Choose appropriate ammunition when target shooting—rusted bullets can increase the risk of fire.
- Be mindful to avoid shooting on or across roads, waterways, or trails.
- Remember to wear eye tags on each tank. Run dry 10 to 15 min. 20 seconds of breathing possible in ready with a tank.

Know Common Safety Practices . . .

Take hunter safety training and follow required safety measures for hunting and recreational shooting. Do your part to prevent wildfires and protect your public lands.

- Cherry a fire extinguisher in your vehicle.
- Bring tools to clear vegetation away from campfire area.
- Have a cell phone with you and call 911 if you start or see a wildfire.
- Drawn fires with water, stir in dirt with a shovel, and feel with the back of your hand to ensure it's out cold.

IDAHO FIRE INFO
www.idahofireinfo.com

Use caution when shooting. Avoid shooting on hot, dry and windy days.

Be prepared to put out a fire. Bring a bucket of water, a shovel and a fire extinguisher.

Put targets on dirt or gravel. Avoid shooting into dry grass and rocks that might cause sparks.

PREVENT WILDFIRES

WHILE TARGET SHOOTING

Report fires by calling 911. Report the location of the fire and what is in danger. Stay on the phone.

Thank You! For your help in preventing wildfires.

Check for restrictions. Exploding targets, tracer rounds and fireworks are prohibited on public lands.

For more information visit: idahofireinfo.com

Product Examples Continued

Video PSAs – Professional Endurance Athlete XXXXX XXXXX



Paper Targets with fire safety tips

Infographic- sic, a visual image such as a chart or diagram used to represent information or data.

SHOOT RESPONSIBLY IDAHO

- Choose not to shoot on hot, dry, and windy days.
- Explosive targets, incendiary rounds, and tracer ammunition are illegal on all public lands. Don't shoot into rocks or metal objects and place targets in areas that are free of vegetation. Always have water, a shovel and a fire extinguisher ready in case a fire starts.
- Clean up all your targets and shells when you're finished shooting and pack them out.

XXXXX will be responsible for the cost of replacement and substitution for the 4800 fire damage. The average cost of a shell and target is \$20.00. A day for the day that was replaced in the 4800 is \$20.00.

IDAHO FIRE INFO
www.idahofireinfo.com

SHOOT RESPONSIBLY IDAHO

KNOW THE FACTS

- Fires caused by target shooting are increasing in frequency.
- Cheatgrass ignites at 660°F.
- Bullet fragments reach 1400°F.
- A bullet striking a hard surface will fragment and can ignite nearby vegetation.

DO YOUR PART

- Don't shoot into rocks or metal objects and place targets in areas free of vegetation.
- Always have water, a shovel and a fire extinguisher ready in case a fire starts.
- Choose not to shoot on hot, dry and windy days.
- Clean up all your targets and shells when you're finished shooting and pack them out.

Explosive targets, incendiary rounds and tracer ammunition are illegal on all public lands.

Learn more by checking out:
Idahofireinfo.com