

# Idaho Firewise Strategic Plan 2016-2021

Approved by majority vote of the board of directors on October 12, 2016

Reviewed on: April 2016, October 2016, April 2017

Our Vision	Fostering a Firewise Culture in Idaho.
Our Mission	Idaho Firewise coordinates, supports, and promotes statewide wildland fire education to broaden the understanding of wildfire’s role in ecosystems and encourages those who live in or visit Idaho to take responsibility in reducing the risk of loss from wildfire.
Who We Serve	<p>IDFW is a statewide organization who provides education and support for the following target audiences;</p> <ul style="list-style-type: none"> <li>• Home and landowners</li> <li>• Emergency responders &amp; managers</li> <li>• Planning and Zoning officials</li> <li>• Elected officials (county commissioners &amp; others)</li> <li>• Fire Chiefs</li> <li>• Public land user groups</li> <li>• Insurance agencies &amp; associations</li> <li>• Realtors &amp; Developers</li> <li>• Master Gardeners, Horticulturists, and Nurseries</li> <li>• Building Materials Retailers (Home Depot, etc.)</li> <li>• Landscape Architects</li> <li>• Special Interest Groups</li> <li>• Schoolteachers</li> <li>• Children (K through 12)</li> <li>• Service Organizations (Rotary Clubs, etc.)</li> <li>• State, federal and local fire agencies</li> </ul>
Our Programs and Services	<p>IDFW accomplishes its mission in the following ways:</p> <ul style="list-style-type: none"> <li>• Grants program</li> <li>• Firewise Communities</li> <li>• Demo Garden</li> <li>• Wildfire Awareness Month</li> <li>• Annual Media Campaign</li> <li>• Materials Development</li> <li>• Fiscal and partnership development</li> <li>• Meetings and conferences</li> <li>• IDFW Administration</li> </ul>
Our Goals 2016-2021	<ol style="list-style-type: none"> <li>1. Foster and Expand partnerships to impact a broader audience</li> <li>2. Empower Idaho residents to take action to build and maintain resilient Firewise Communities and ecosystems.</li> </ol>

	<ol style="list-style-type: none"><li>3. Promote public awareness by launching widespread media campaigns that use print, radio, television, internet, e-mail, postal service, and in-person methods for delivering information about wildland fire.</li><li>4. Develop tools to provide people with the information and support they need to take Firewise actions</li><li>5. Develop and maintain a Landscape Demonstration Network with purpose of providing visual education resources promoting Firewise landscaping throughout Idaho</li><li>6. Establish a solid foundation of organizational structure, policies, and procedures</li><li>7. Recognition – Idaho Firewise is a household name</li></ol>
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