



SCOTTISH
FIRE AND RESCUE SERVICE
Working together for a safer Scotland

#WildfirePrevention

WILDFIRE PREVENTION CAMPAIGN

Communications Toolkit

SCOTTISH FIRE AND RESCUE SERVICE



20
25





WHAT IS THE #WILDFIREPREVENTION CAMPAIGN?

Spring is the most critical time for wildfires in Scotland

We are urging the public to be aware of wildfire this spring as figures show 80% of large outdoor fires since 2010 were recorded during March and May.

We will promote key prevention messages across our social media channels to educate people how to behave responsibly when outdoors.

We will also signpost them to our website where they can learn what causes wildfires, how to prevent them and how to keep themselves safe.

firescotland.gov.uk/wildfires/

WHAT IS A WILDFIRE AND WHAT ARE THE CAUSES?

We class wildfires as large, uncontrolled outdoor fires exceeding 1,000 square meters of burned area on appropriate land types.

These fires are usually unplanned, uncontrolled, and unpredictable, and occur in areas with combustible vegetation that can fuel rapid spread.

With sensible precautions, the public can play a crucial part in preventing wildfires from damaging wildlife, environment, and rural communities.



What is a Wildfire?

- A wildfire is a large, uncontrolled outdoor fire that burns over 1,000 square meters in areas with combustible vegetation.
- These fires are unplanned, unpredictable, and spread rapidly due to available fuel sources.

Key conditions that fuel Wildfires:

- **Winter:**
Frost removes moisture from vegetation, making it tinder dry and more flammable.
- **Spring/Summer:**
Warm and dry conditions prime the ground to fuel a fire.
- **Strong Winds:**
Can accelerate the spread of a wildfire under any of the above conditions.

Preventing Wildfires:

- The public can help reduce the risk of wildfires by taking sensible precautions to protect wildlife, the environment, and rural communities.



KEY MESSAGE

Typically Spring into Summer is the busiest time for wildfires in Scotland

Wildfires are extremely dangerous as they can spread rapidly over many hectares of land.

Careless behavior is often the cause of wildfires which have the potential to burn for days or weeks, placing a significant drain on our crews.

Common causes are:

- Careless disposal of cigarettes
- Unattended BBQs and open fires/campfires
- Fires not being extinguished properly
- Sunlight magnified by glass bottles

With sensible precautions, the public can play a crucial part in preventing wildfires from damaging wildlife, environment, and rural communities.

Even with the best of intentions, there is still a risk that fire can spread.

For example, if you light a campfire and don't fully extinguish it before you leave, it can have devastating consequences.

More practical tips and guidance can be found via the SFRS website.

WILDFIRE DANGER ASSESSMENTS

When Scotland is most at risk of wildfires, the Scottish Wildfire Forum alert us by providing a wildfire danger assessment which we will share across social media channels and on our website.

It is our duty to warn and inform the public and stakeholders about the areas of high risk.

We will ask people not to start a fire outdoors when an active wildfire danger assessment is in place.

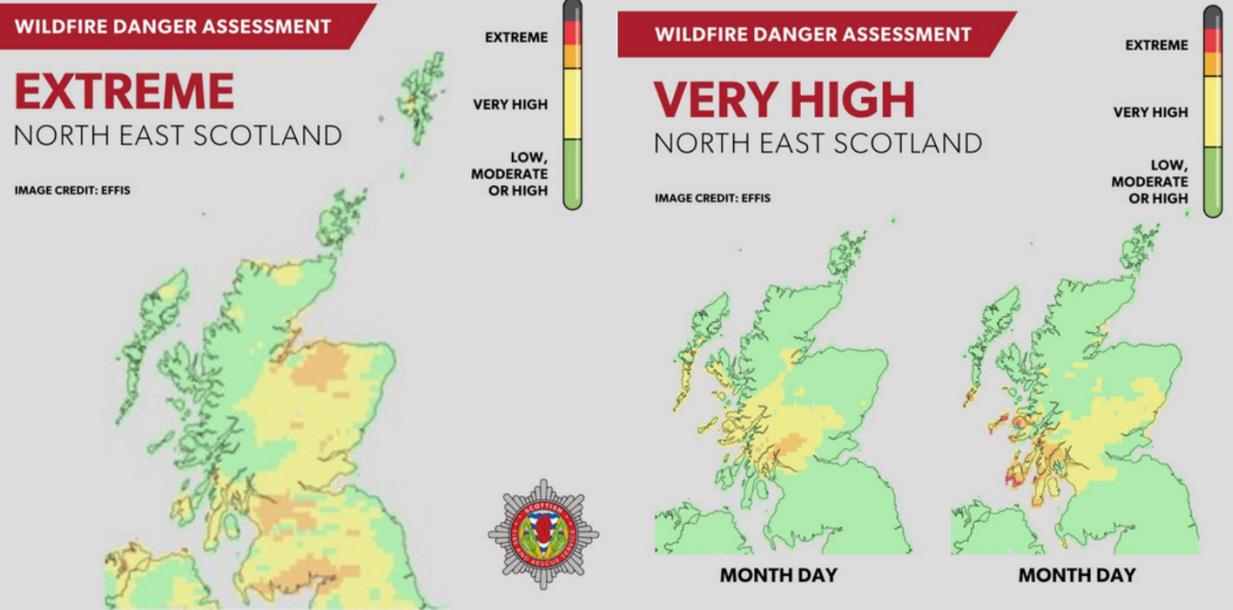
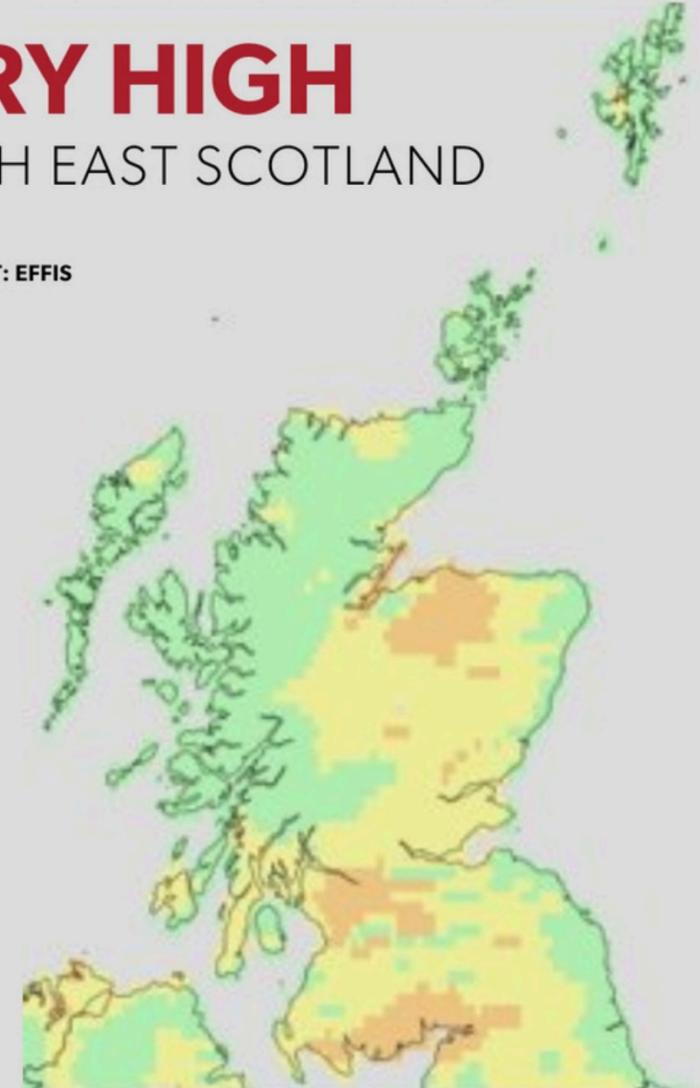
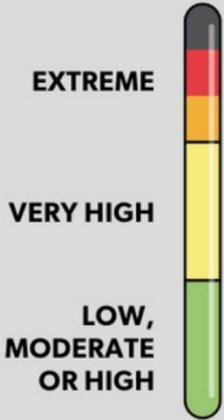
We ask that you support and share our messaging at this high risk time.

WILDFIRE DANGER ASSESSMENT

VERY HIGH

NORTH EAST SCOTLAND

IMAGE CREDIT: EFFIS



All active Wildfire Danger Assessments, can be found via the SFRS website.

WEBSITE firescotland.gov.uk/outdoors/wildfires/wildfire-danger-assessments/

HOW YOU CAN HELP

Please share our wildfire prevention content which will feature across our social media channels during Spring and Summer.

In this toolkit we have provided some generic social media graphics which you can download.

We have provided key safety messaging to inform your content. Please use the hashtag **#WildfirePrevention** and tag the official accounts.

Please also direct people to our website - **firescotland.gov.uk/wildfires/** where they can find further guidance on how to prevent wildfires as well as active Wildfire Danger Assessments.



@fire_scot



Facebook.com/firescot



linkedin.com/scottish-fire-and-rescue-service



@fire_scot

HASHTAG #WildfirePrevention

WEBSITE firescotland.gov.uk/wildfires/

CAMPAIGN LAUNCH

MEDIA RELEASE

Spring is the most critical period for wildfires in Scotland

Firefighters are urging the public to be aware of wildfire risk this Spring as figures show almost 80% of large outdoor fires since 2010 were recorded between March and May.

On average, the Scottish Fire and Rescue Service (SFRS) attends 170 large outdoor fires each year.

Prolonged wet weather last year saw the figure drop to 55 incidents, but the seasonal risk remains.

Analysis shows that around two thirds of wildfires are accidental with the most common causes recorded as discarded cigarettes or unattended campfires.

Area Commander and Local Senior Officer for Highland, Michael Humphreys, the SFRS Wildfire Lead, emphasised the need for public responsibility. He said: "It is crucial that people understand the impact of careless fire-setting. Even with the best intentions, small fires can rapidly spread causing devastating damage.

"If you light a campfire during high winds, high temperatures and low humidity there is potential that it could get out of control.

"Always take steps to ensure your campfire is fully extinguished before you leave. Simple steps to act safely and responsibly is a must."

SFRS continues to collaborate with partners, such as the Scottish Wildfire Forum, to issue wildfire warnings when weather and ground conditions are high and very high for fires. The public can follow SFRS social media channels and website for real-time wildfire warnings and safety guidance.

Deputy Chair of the Scottish Wildfire Forum, Michael Bruce, said: "Large wildfires burning over several days have a devastating impact on our natural environment.

"In May 2019, a wildfire burned for six days in the Flow Country where the burned peatland doubled Scotland's emissions.

"Wildfires can strike a blow to rural economies and tourism."

With climate change, we may be seeing hotter, drier summers and wetter, warmer winters. This could increase the chances for wildfires to occur, which is why preventative measures are more important than ever.

To address these risks, SFRS is advancing its Wildfire Strategy, and have invested £1.6 million in specialist equipment and firefighter training to improve its response capabilities.

While wildfires can happen year-round, Spring presents ideal conditions due to the combination of new growth and typically drier ground.

However, wildfire risks are not solely linked to warm conditions—cold, dry winter air can also create highly flammable environments.

For more information, visit

Wildfires | Scottish Fire and Rescue Service.



HASHTAG #WildfirePrevention

WEBSITE Wildfires | Scottish Fire and Rescue Service

SOCIAL MEDIA

Assets can be downloaded **via our website**

The social media assets are available in 4:5, 16:9 and 9:16 formats for use across your social channels.



FOR SUPPORT OR **MORE INFORMATION:**

Melanie McAbney-Reilly, Communications Officer:
melanie.mcabney-reilly@firescotland.gov.uk

SFRS Media Team:
sfrs.media@firescotland.gov.uk

