



**SCOTTISH**  
**FIRE AND RESCUE SERVICE**

Working together for a safer Scotland

SCOTTISH FIRE AND RESCUE SERVICE



# **WILDFIRE** **PREVENTION** & AWARENESS

Communications Toolkit

**20**  
**26**





# WHAT IS THE **WILDFIRE PREVENTION & AWARENESS CAMPAIGN?**

## **Scotland is facing an increased risk of wildfires.**

Through this annual communications campaign, we hope to increase public awareness of the growing wildfire risk while also educating the public about behaviours which can cause wildfires.

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

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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.

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**[firescotland.gov.uk/wildfires](https://firescotland.gov.uk/wildfires)**

**#NoHarmlessFires**



## KEY MESSAGING

We have provided the following key messaging lines as a helpful guide to help with posting your own wildfire prevention-related content:

- Every wildfire starts small. Don't let it grow.
- Wildfires are a growing threat, not just a seasonal issue.
- Most wildfires are easily started, human caused, and preventable.
- Protect Scotland's landscape, wildlife, and communities.
- Never leave a fire or BBQ unsupervised.
- Wildfires are unpredictable and spread fast, endangering everything in their path.

Visit our website for additional messaging and wildfire prevention tips.

**And remember, there's no such thing as a 'harmless' fire.**

# WILDFIRE DANGER ASSESSMENTS

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

It is our duty to warn and inform the public and stakeholders about which areas of Scotland are at a higher risk for wildfire and for how long those conditions are expected to last. We do this using a colour system:

- **Yellow** for High Risk
- **Orange** for Very High Risk
- **Red** for Extreme Risk

We urge you to support and share this messaging as appropriate.

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All active Wildfire Danger Assessments, can be found via our website:

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[firescotland.gov.uk/outdoors/wildfires/wildfire-danger-assessments](https://firescotland.gov.uk/outdoors/wildfires/wildfire-danger-assessments)

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# HOW YOU **CAN HELP**

Please share our wildfire prevention content which will feature across our social media channels.

In the following pages of this toolkit, you will find social media graphics and printable materials which you can download.

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

Please also direct people to our website - **[firescotland.gov.uk/wildfires](https://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**

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**WEBSITE**

[firescotland.gov.uk/wildfires/](https://firescotland.gov.uk/wildfires/)

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# CAMPAIGN LAUNCH **MEDIA RELEASE**

## **New collaborative action plan unveiled to protect Scotland from increasing wildfire risk**

### **Scotland's high-risk period for wildfires, traditionally between March and May, has expanded in recent years.**

As Scotland faces an increasing threat from wildfires, a new strategic action plan is being launched to enhance multi-agency responses and improve public awareness of the risk communities face.

Scotland's high-risk period for wildfires, traditionally between March and May, has expanded in recent years.

In 2025, firefighters spent more than 100 days responding to more than 230 separate wildfires across the country, including the summer wildfire at Dava Moor which was one of the largest ever recorded in Scotland.

In response to the 2025 wildfire season, the Scottish Fire and Rescue Service (SFRS) has reviewed and invested in equipment, including four new wildfire support units with enhanced equipment in Alford, Oban, Galashiels and Dornoch, two new interim wildfire units in Lockerbie and Thurso, and delivering controlled burn training.

SFRS collaborated with partners on a thorough review of the wildfire events from 2025 via Scottish Multi-Agency Resilience Training and Exercising Unit (SMARTEU), and the recommendations within the SMARTEU debrief will be taken forward by the Scottish Wildfire Forum.

Partners are also developing a multi-agency Concept of Operations through the strategic action plan to ensure consistent, coordinated responses across Scotland.

SFRS Deputy Assistant Chief Officer Kenny Barbour said: "Wildfires continue to pose an increasing threat to Scotland's rural communities and natural environment.

"We welcome the strategic action plan, which is an essential step in ensuring our firefighters, land managers, public bodies and partners can enhance their collective response to wildfires.

"It is vital for everyone to play their part in protecting Scotland's natural environment with responsible outdoor behaviour.

"Never assume a small fire, like a campfire or portable BBQ, is safe and harmless. The smallest spark or ember in dry conditions can quickly lead to wildfire destroying large parts of the countryside."

To inform the public, SFRS issues Wildfire Danger Assessments via its website and social media channels during weather conditions where there is a higher risk of wildfire occurring.

SFRS encourages everyone to review these timely alerts and act responsibly when using fire outdoors.

The strategic action plan enhances local and regional Incident Response Plans, strengthening protection for responders, rural communities, and Scotland's natural environment during periods of heightened wildfire activity.

Additional actions from the plan include expanding the Community Asset Register - a list of volunteers who can lend equipment to help with wildfire response and exploring a mountain rescue-style approach to trained wildfire volunteers, with a potential trial in Cairngorms National Park.

SFRS already has more than 30 fire stations equipped with dedicated wildfire resources, as well as several wildfire tactical advisers who can provide strategic support at incidents.

**To learn more, visit**

**[firescotland.gov.uk/outdoors/wildfires](https://firescotland.gov.uk/outdoors/wildfires)**

**#NoHarmlessFires**



# SOCIAL MEDIA

Assets can be downloaded [via our website](#)

The social media assets are available in 1:1, 3:4, 16:9 and 9:16 formats for use across your social channels.

When posting, please use the hashtag **#NoHarmlessFires**



# SOCIAL MEDIA

Here are some examples of our social media wildfire graphics along with suggested messaging to use when posting. **Assets can be downloaded [via our website](#).**



## SUGGESTED MESSAGING

Every fire, even the smallest, has the potential to cause a large amount of damage. If lighting a fire outdoors, keep it small, use caution, extinguish it fully, and never leave your fire unsupervised. Remember, there's no such thing as a harmless fire.



## SUGGESTED MESSAGING

Most wildfires are human caused, which means they are also preventable. By following guidelines for using fire outdoors, we can protect the places we love and keep ourselves safe. Remember, there's no such thing as a harmless fire.



## SUGGESTED MESSAGING

We can all play a part in preventing dangerous wildfires. Avoid lighting a fire outdoors during wildfire high-risk periods or when a wildfire danger assessment is in place for your area. Remember, there's no such thing as a harmless fire.

# PRINT ASSETS

You can download each of these printable communication materials [via our website](#).



**A4 Poster**



**Business Card with QR code**



**Vinyl Banner**

FOR SUPPORT OR  
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