



**READY
SET
GO!**



READY, SET, GO!



Quick Overview



READY, SET, GO!



Defensible
Space

Home
Hardening

Emergency
Preparedness

Early
Evacuation



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Focus:

The combination of maintaining an adequate **Defensible Space** and by **hardening a home** by using fire resistant building materials.





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Defensible Space

Defensible Space is the buffer you create by removing dead plants, grass and weeds. This buffer helps keep the spread of fire away from a home.



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Home Hardening

Hardening your home means using construction materials that can help your home withstand flying embers finding weak spots in the construction, which can result in your house catching fire.





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Focus:

It takes the combination of both **Defensible Space** and the **hardening of a home** to really give a house the best chance of surviving a wildfire.



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Focus:

Prepare residents and their home for the possibility of having to evacuate. This means going through a checklist of items they will need to take when evacuating. And be ready to implement their Family Disaster Plan.





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Focus:

This is the simplest step. Go...

Evacuate early before the fire arrives.

By leaving early, residents give their family the best chance of surviving a wildfire, while helping firefighters by keeping roads clear of congestion, enabling them to move more freely and do their job.



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CAL FIRE Implementation



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Step 1:

CAL FIRE version of the Ready, Set, Go! brochure



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Step 2:

CAL FIRE Campaign to focus on the READY of RSG.



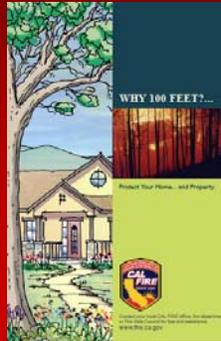
- Large Display Signs
- Billboards
- Banners
- Radio PSAs
- Newspaper Ads



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Step 3:

Updating the detailed CAL FIRE Defensible Space Brochure



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Updating the detailed CAL FIRE Defensible Space Brochure



- Updated new Defensible Space Regs
- Brought together Defensible Space & wildland building materials
- Mirrors terms and references from RSG
- Customizable for local regulations



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Step 4:

Roll out of new [ReadyForWildfire.org](http://www.ReadyForWildfire.org) Website



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Next Steps:

1. New online toolkit



Downloadable

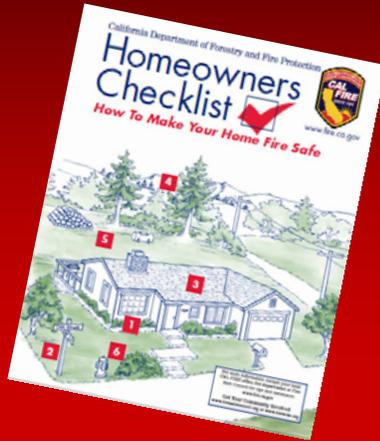
- Print ready brochures
- PSA audio clips
- Graphics
- Banner Designs
- Signage



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Next Steps:

2. New brochure focusing on **SET** and preparedness



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Next Steps:

3. New brochure focusing on **GO** and evacuations





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Next Steps:

4. An Early Evacuation Radio PSA



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Next Steps:

5. Printing a small number of additional large road signs





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Next Steps: **GO** - Early Evacuation

Idea Brainstorm / Input