



WILDFIRE READY/WILDFIRE PREPARED HOME

2024

COMMUNICATIONS PLAN

Overview

IBHS will use a two-pronged approach through its *Be Wildfire Ready* campaign to educate, empower and inspire home and business owners in western states to reduce their risk of wildfire damage and encourage California homeowners to go a step further to earn a Wildfire Prepared Home designation showing they have taken the system of science-based mitigation actions shown by IBHS research to meaningfully reduce the risk of ember ignition. Leveraging *Wildfire Ready* guidance, IBHS will share exterior home upgrades, wildfire-resistant landscaping and critical ongoing property maintenance and last-minute actions to take just ahead of a wildfire. The campaign will include a multi-channel approach – media relations, social media, web content and live events – to demonstrate greater wildfire resilience is within reach for those living in homes of all values.

The campaign will begin in March with an activation in Butte County, CA, and continue throughout the year. In the months between, we will activate around key dates to spark media interest and social media engagement while providing deeper insights and resources to key stakeholders, including IBHS Members.

In addition to annual events like Wildfire Preparedness Month, 2024 offers opportunities for education and engagement including the 1st anniversary of the Lahaina Fire in August.

Target Audiences

- California homeowners
- California homebuilders
- Home and business owners in western states
- Policy influencers
- Local emergency management and code officials
- Homeowners associations

Communications Objectives

- Increase wildfire mitigation in wildfire-risk areas to reduce avoidable loss
- Establish *Wildfire Prepared Home* as the standard for wildfire resilience for residential properties
- Build awareness of the *Wildfire Prepared Home* program and pave the way for adoption, designation growth and expansion into other states
- Establish IBHS as the leading voice on wildfire research and effective mitigation

Strategy

- Leverage IBHS-exclusive wildfire research, guidance and visual content across all communications channels.

- Build media/social media programming to raise awareness of *Wildfire Ready* guidance in western states with a focus on urging California homeowners to take the next step and apply for a *Wildfire Prepared Home* designation.
- Highlight importance of establishing and maintaining a noncombustible Zone 0 through a series of live wildfire burns in California and at the Research Center.
- Underscore the *Wildfire Prepared Home* designation is achievable for properties of all values and complements community-level mitigation efforts.

Wildfire Prepared Home Tactics

Media Relations

Media activations and wildfire demonstrations will focus on helping California homeowners understand defensible space and achieve all requirements of a *Wildfire Prepared Home* designation before applying for a designation.

- ✓ **Media activation at Habitat for Humanity WFPH Plus designation, Butte County**
 - Deliver media activation with Habitat for Humanity of Butte County (HFHBC) highlighting the announcement they have committed to build to the Wildfire Prepared Home Plus standard. The event will take place at the first Habitat home to receive the designation in Paradise, CA, where IBHS launched the Wildfire Prepared Home program and include representatives from HFHBC, CAL FIRE/California State Fire Marshal, the Town of Paradise and the homeowner.
 - Location: [REDACTED]
 - March [REDACTED]
- ✓ **Toolkit for WFPH Partners**
 - Develop media toolkit for California FireSafe Councils and organizations using WFPH and wildfire mitigation to bring greater resilience to their communities.
 - Toolkit to include:
 - Template news release
 - WFPH FAQ
 - WFPH fact sheet
 - WFPH marketing materials
 - B-roll of WFPH components and previous demos
 - Target date: [REDACTED]
- ✓ **Wildfire Demos**
 - **Wildfire Risk Form Demo, Boise, Idaho**

- As part of the Wildfire Risk Forum by the Idaho Department of Insurance and NAIC's Western Zone, IBHS will deliver a live wildfire demo to show the effectiveness of wildfire mitigation efforts by contrasting damage to an unmitigated structure versus a structure built to the WFPH standard, with a focus on Zone 0.
 - Location: [REDACTED]
 - Date: [REDACTED]
 - IBHS wildfire experts to conduct a burn for Risk Forum attendees with one structure unmitigated and the other mitigated to the Wildfire Prepared Home standard.

- **California Wildfire Preparedness Week Demo with CAL FIRE, Roseville, CA**
 - At the invitation of the California State Fire Marshall, IBHS will deliver a live wildfire demo working collaboratively with CAL FIRE on the opening day of California Wildfire Preparedness Week. This wildfire demo will target California media to deliver a consumer message on the importance of wildfire mitigation efforts with a focus on Zone 0.
 - Location: [REDACTED]
[REDACTED]
 - Date: [REDACTED]
 - IBHS researchers and CAL FIRE are partnering to conduct a burn with one structure unmitigated and the other mitigated to the WFPH standard.

- **Pacific Coast Builders Conference Wildfire Demo**
 - IBHS will deliver a live wildfire demo as part of the Pacific Coast Builders Conference hosted by the California Building Industry Association (CBIA). The demonstration and commentary will be tailored for California builders and focused on educating them on the importance of science-backed wildfire mitigation.
 - Location: [REDACTED]
 - Date: [REDACTED]IBHS and CAL FIRE wildfire experts to conduct a burn for CBIA's PCBC conference attendees and media with one structure unmitigated and the other mitigated to the WFPH standard. Students in the BITA program will build the structures, tying into the conference's theme of "Moving the Home Building Industry

Forward.

- **California Wildfire Demo for Ember Stomp! Wildfire Prevention Festival**
 - For the first time, IBHS will deliver a live wildfire demo directly to California homeowners. This demo will show the effectiveness of Wildfire Prepared Home with a focus on Zone 0 during a consumer-focused festival.
 - Location: [REDACTED]
 - Date: [REDACTED]
 - IBHS wildfire experts to conduct a burn with one structure unmitigated and the other mitigated to the WFPH standard.

- ✓ **Media Activation with NFPA**
 - Deliver a media event at Marty Robinson's Wildfire Prepared Home Plus home in a Firewise community. This activation would highlight the need to address a home's vulnerabilities to wildfire to reduce its risk of ember ignition that can be achieved through WFPH, as well as the importance of neighborhood mitigation as outlined in the Firewise program. The media activation will also highlight the ability to retrofit a home to the Wildfire Prepared Home Plus level.
 - Location: [REDACTED]
 - Date: [REDACTED]

- ✓ **Newsroom Tour**
 - Conduct newsroom tour in conjunction with California demo dates to have Steve Hawks share wildfire mitigation actions and explain Wildfire Prepared Home program.
 - Northern California
 - Location: [REDACTED]
 - Date: [REDACTED]

- ✓ **Fire Authority Collaboration**
 - Provide Wildfire Prepared Home education to local fire officials who can provide the information to homeowners.
 - San Diego County Fire
 - Fire officials estimate this may generate 2,000 applications.
 - Activity: Possible joint news release or media activation
 - Date: [REDACTED]
 - El Dorado County Fire

- Activity: Possible joint news release or media activation
- Date: [REDACTED]

Wildfire Ready Tactics

Media Relations

✓ Lahaina Fire Research Report

- Share key insights from the Lahaina Fire as described by [REDACTED]. The piece would focus on how the Lahaina conflagration is similar to the Marshall Fire and Paradise. Leverage a national media list to provide an embargoed report to top-tier outlets on IBHS findings ahead of the Lahaina Fire one-year anniversary.

- Date: [REDACTED]

✓ CNN visits RC (August)

- CNN climate team will visit the RC for an ADU burn to follow up on its filming of [REDACTED]'s house in Paradise, CA, for an October documentary.

- Date: Week of [REDACTED]

✓ Wildfire Ready national release

- Develop and distribute a national release providing Wildfire Ready guidance encouraging homeowners to take science-backed mitigation steps to reduce their home's risk of ember ignition. The crux of the release will focus on the science we have to meaningfully reduce the damage from conflagrations like these with three simple steps: Move it, block it, maintain it.

- Date: [REDACTED]

✓ Be Wildfire Ready Radio Media Tour

- Work with APCIA on a joint Radio Media Tour during National Preparedness Month focusing on Wildfire Prepared Home as the science-backed solution to reduce a home's risk of wildfire ignition from embers, the leading cause of home ignitions.

- Date: [REDACTED]

✓ Research Center Tours (Late September – Early October)

- Invite news media and broadcast meteorologists to the Research Center to report on live wildfire ADU testing.
 - Date: [REDACTED]
- ✓ **Disaster Discussions Podcast (September)**
 - Schedule [REDACTED] to share research on ornamental vegetation, emphasizing how flammable even “green” plants can be and [REDACTED] on the cone calorimeter.
 - Date: [REDACTED]
- ✓ **Structure Separation Research Report**
 - Leverage national media list to provide an embargoed report to top-tier media outlets on IBHS findings ahead of the Structure Separation Research Report and three-year anniversary of the Marshall Fire. Share key insights from the Structure Separation Research Report and how it influences our latest understanding of how fires spread in the WUI.
 - Webinar?
 - Date: [REDACTED]

Social Media

IBHS will leverage core channels to share wildfire mitigation guidance with California and other western state homeowners, bring new audiences inside live wildfire demonstrations and key partnerships, and drive consumers to take the free WFPH assessment. Content will include a clear call to action directing homeowners in wildfire-prone areas to the WFPH website and *Wildfire Ready* content, with *Wildfire Ready* helping homeowners start their journey to reduce wildfire risk, ultimately striving for more meaningful risk reduction when they achieve a *Wildfire Prepared Home* designation.

Organic and Paid opportunities:

- ✓ **Develop new content to drive homeowners to act now** – Demonstrate the three-part messaging (Move It. Block It. Maintain It.) with easily digestible graphics across IBHS platforms that further explain *Be Wildfire Ready* guidance. Paid investment will amplify posts where relevant, targeting wildfire-prone states, specifically California, Colorado and Texas.
 - **In the Field Demonstrations** – During demonstrations, IBHS will reiterate the three-part messaging to physically showcase *how* a homeowner would execute IBHS guidance.

- **Research On the Ground and At the Lab** – Regularly highlight researchers and their work as it happens through post-disaster investigations and laboratory research, such as the Lahaina fire spread or structure separation research.
- **Leverage Trending Moments** – Consider serializing more content to take advantage of trending topics/pop culture moments. while maintaining brand tone/voice and being relevant with consumers. We'll consider opportunities to lean into real-time opportunities.
- ✓ **Leverage Media Opportunities and Demonstrations:** In coordination with traditional media events and activations, IBHS will use these opportunities to capture visuals and footage that will be used to produce new video and photo content for IBHS social media channels. End posts will highlight physical demonstrations of *Wildfire Ready* guidance.
 - **Butte County Habitat Activation (Mar. 27):** IBHS will share real-time updates from the event, along with coordinated posts with Habitat for Humanity of Butte County, CAL FIRE and the State Fire Marshal. IBHS also will use the activation as an opportunity to gather more content for post-event videos and infographics. Content will be shared on IBHS Instagram stories and will drive audiences to the Wildfire Prepared Home website.
 - **Wildfire Risk Forum Demo (April 29):** IBHS will work alongside NAIC to share real-time updates from the event, along with partnered posts across Instagram and Facebook.
 - IBHS will use this opportunity to capture evergreen content with experts in the field and film answers to FAQs about the Wildfire Prepared Home process to share across IBHS platforms.
 - **Pacific Coast Builders Conference Wildfire Demo (June 19):** Collect content from the wildfire demo showing the effectiveness of *Wildfire Prepared Home* by contrasting damage to an unmitigated structure to the surviving structure built to the WFPH standard, with a focus on Zone 0. This activation will highlight the importance of builders in California adopting wildfire mitigation methods into future construction.
 - We'll plan for joint posts with CBIA across X, Facebook and LinkedIn where they have the largest audience.

- Executives will also share social media posts on their individual channels to emphasize the role of the construction industry to grow community resilience.
- **Wildfire Demo for the Ember Stomp (██████):** Collect content from the wildfire demo showing the effectiveness of *Wildfire Prepared Home* by contrasting damage to an unmitigated structure to the surviving structure built to the WFPH standard, with a focus on Zone 0.
 - IBHS will use this execution to highlight the three-part messaging of *Wildfire Ready* guidance through physical demonstrations of tasks homeowners can take to
- ✓ **Partnership Posts with CAL FIRE for Wildfire Preparedness Week:** Along with a live demonstration on May 6 in which IBHS will post real-time updates of a burn of a Wildfire Prepared Home structure and an unmitigated one, IBHS will post joint content with CAL FIRE that details 5 quick and low-cost ways to enhance a home's survival during a wildfire. These posts will be shared on Instagram and receive paid support.
 - Throughout the live demonstration, IBHS will leverage the physical elements of the two structures to answer questions homeowners may have about steps they must take to achieve a Wildfire Prepared Home designation. Live updates will be documented on IBHS Instagram stories culminating with an in-feed reel, which will be shared across X, LinkedIn, Threads and Facebook.
- ✓ **Work with a Firefighter Influencer:** Leverage the voice of a wildfire expert, who has seen firsthand wildfires, to drive audiences to take meaningful actions to reduce their home's wildfire risk.
- ✓ **Film YouTube Series Documenting the Build of Wildfire Prepared Home Plus Home:** Throughout 2024, IBHS will work with videographer ████████ to document the new construction of a Wildfire Prepared Home Plus property in central California in ████████ through a multi-part HGTV-style video series. The series will walk audiences through the decision-making of property owner, ████████, who is the ████████ ████████, as he makes key choices that will improve his home's wildfire resilience. His background in wildfire mitigation demonstrates the trust he is making by choosing the IBHS standard.

- The series will highlight elements of the Wildfire Prepared Home Plus standard, discuss the science behind each requirement and showcase the aesthetically pleasing options a homeowner can select and still meet designation standards.
 - The video series timeline is dependent on the construction timeline, with an anticipated roll out by the end of the year.
- ✓ **Lahaina Fire Spread Research:** IBHS will invite social media influencers, particularly individuals on the west coast and those interested in wildfire, to the Research Center to record wildfire testing and do live shots for their platforms and YouTube channels.

Member Communications:

- ✓ **Wildfire Conflagration DDA:** Provide research insights to Members on real-world observations and the science behind our mitigation actions.
 - Wildfires that become conflagrations cause widespread devastation, taking lives and creating inflated property losses. This DDA will focus on factors leading to conflagration as well as highlight key research insights relevant to these events. This in-person DDA will also feature a live wildfire demo.
 - Date: [REDACTED]
- ✓ **Member Emails:** Provide research insights to Members on real-world observations and the science behind our mitigation actions.
 - **Wildfire Conflagration DDA Member Emails:**
 - Encourage Members to visit the Research Center for an in-person DDA will also feature a live wildfire demo.
 - First Announcement/Save the Date Email ([REDACTED])
 - Second Reminder Email ([REDACTED])
 - Date: [REDACTED]
 - **Lahaina Wildfire Spread Member Emails:**
 - Release of new Lahaina research report to Members.
 - Date: [REDACTED]
- ✓ **Wildfire Ready Comms Counterparts Email**
 - Share *Wildfire Ready* guidance with Member Comms Counterparts. PR Team will offer a focus on Move It, Block It, Maintain it.
 - Date: [REDACTED]
- ✓ **Lahaina Report Member Webinar**

- Experts provide insights on Lahaina Report.
 - Date: [REDACTED]

Key Messages

- Homeowners in wildfire-prone areas now face a year-round wildfire season.
- The Insurance Institute for Business & Home Safety (IBHS) is a nonprofit research organization dedicated to identifying ways to reduce the avoidable loss caused by wildfire.
- Homeowners in wildfire-risk areas can use Wildfire Prepared Home requirements to protect their home from wildfires:
 - **Move it:** Move anything that can burn at least 5 feet away from your home. This includes organic materials like plants and combustible materials like rubber, plastic and wood fences.
 - **Block it:** Use 1/8-inch mesh to block embers from entering vents and getting under decks.
 - **Maintain it:** Keep your roof, gutters and the 5-foot buffer around your home clear of debris year-round.
- California homeowners can show they have taken the system of actions shown by research to reduce their home’s risk of wildfire by applying for a Wildfire Prepared Home designation after completing these actions.
 - The base level reduces the risk of ember ignition.
 - The plus level adds protection from flames and radiant heat.
- Get IBHS’s *Wildfire Ready* guide at ibhs.org/wildfireready for wildfire mitigation actions.

Key Dates

February 26	Smokehouse Creek Fire
March 25-30	Southwest Wildfire Awareness Week
March 27	Habitat of Butte County Activation
April 29	NAIC Wildfire Risk Forum Demo
May	National Wildfire Awareness Month
May 1-7	California Wildfire Preparedness Week
May 4	10 th NFPA Wildfire Community Preparedness Day
May 6	CALFIRE Wildfire Demo
June 19	CBIA Wildfire Demo
[REDACTED]	Wildfire Conflagration DDA
August 1	Lahaina report
August 8	Lahaina Fire 1 st Anniversary

August 26	Wildfire Ready national release
September	National Preparedness Month
██████████	Be Wildfire Ready Radio Media Tour
██████████	Ember Stomp
November 8	Camp Fire 6 th Anniversary
December 30	Marshall Fire 3 rd Anniversary

Measurement

- Generate media coverage in at least three western state markets.
- Grow social media engagement in line with KPI of 6% YOY increase.
- Increase traffic to *Wildfire Ready* content on IBHS.org and the *Wildfire Prepared Home* website.