



# NEWS RELEASE

Orange County Fire Authority  
Public Affairs  
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## **Social Media Outreach to Highlight Wildfire Awareness Week May 1-7**

**Irvine, CA** – The OCFA Board of Directors have declared the week of May 1<sup>st</sup> to May 7<sup>th</sup> as Wildfire Awareness Week. The Orange County Fire Authority will be using social media platforms to highlight wildland prevention and preparedness during this week, raising public awareness of wildfires by offering daily tips and resources through various sources and social media channels. Each day, messages will be tailored to a specific wildland preparedness theme, culminating with a call to action.

“There may not be a lot of time to figure out who is home, what to take, where or when to go. Take personal responsibility and learn what you can do. Firefighters train hard to prepare for wildfires; Residents need to do the same,” said OCFA Battalion Chief Brian Norton.

Wildfire preparedness saves lives and reduces damage to property and the natural areas of communities. Every year, thousands of acres of land and countless homes are destroyed by wildfires. The OCFA wants citizens to prepare by using the simple phrase “Ready, Set, Go”.

- **Ready** – Take personal responsibility and prepare long before a wildfire threat, so your home is ready in case of a fire.
- **Set** – Pack your vehicle with your emergency items. Stay aware of the latest news from local media and your local fire department for updated information.
- **Go** – Following your Action Plan makes you prepared, so if the time comes to evacuate, there will be no delays.

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## **-2- Wildfire Awareness Week**

Although this was supposed to be an “El Nino” winter with numerous storms, the southern California area still did not see the rainfall amounts predicted. As a result, we are still in a drought status and the summer outlook promises hot, dry conditions, which can lead to an increase in wildfire activity statewide.

Many residents have homes located in areas that can be impacted by wildland fires. Many of these homes lack the recommended features and landscaping that would increase the chances of their homes surviving a wildfire event.

The OCFA encourages you to learn about wildfire preparedness by following OCFA on Facebook at <https://www.facebook.com/OrangeCountyFire> and on Twitter @ocfa\_pio. Visit ReadySetGo.org for further information about wildfire preparedness.

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*The Orange County Fire Authority is a joint powers authority that serves more than 1.8 million residents in 23 cities*