

# MAY WILDFIRE AWARENESS TOOLKIT MAY 2021

CAZCA - Desert Defenders



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## 01

# Introduction

## 82%

of wildfires were human caused in 2020, according to the Department of Forestry and Fire Management.

## 65+

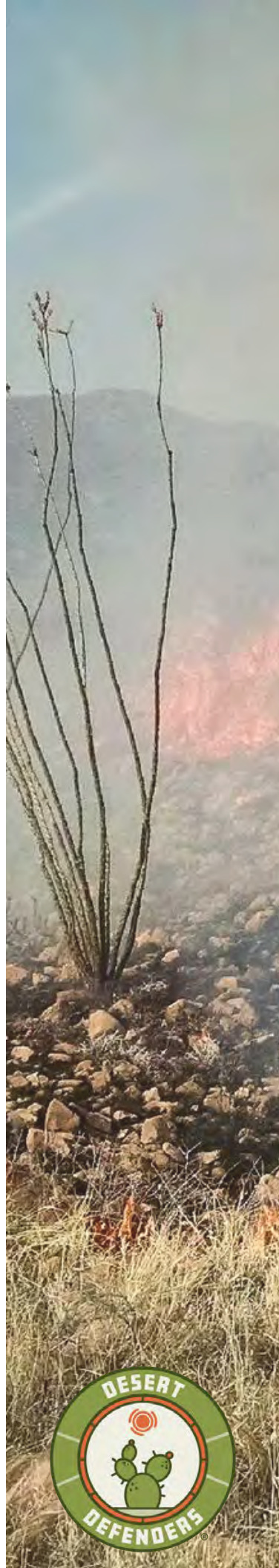
years it takes the Sonoran Desert to recover after a fire. Iconic species like the saguaro and other cacti may never recover.

May is all about wildfire awareness for Desert Defenders.

The Sonoran Desert is not adapted for fire, and factors like the climate, development and invasive plants all play a role in their occurrence. It's important we all understand the role we play in protecting one of the greatest asset we have—our natural areas.

Invasive plant species are one of the biggest threats to healthy ecosystems. They crowd out native species, decrease biodiversity and highly increase wildfire risk. This is why the Desert Defenders is focused on raising awareness about this issue with the help of partners.

With the help of Desert Botanical Garden (@dbgphx) and Metro Phoenix Ecoflora (@ecofloraphx), we created the Fire in the Desert infographic and this toolkit to help share the message on social networks. Follow our social media (@thecazca) for more activities and resources.





# Infographic

02

The Desert Defenders, Fire in the Desert is available as two different series in .jpg and .pdf format. The graphic can be shared as two images or four, as seen in page 3.

## Series 1



## Series 2



# Infographic

# 02

Both series available as two separate .jpg files. Fire in the Desert and Live Fire Safe series should not be shared separately.

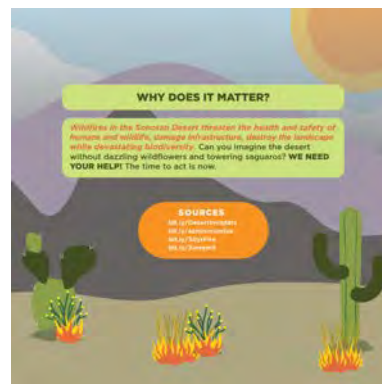




## 03

# Sample Social Media Posts

Following are messages that can be used in your social media channels. Feel free to add your own hashtag to the mix. We'd appreciate if you tagged @thecazca and/or @ecofloraphx as well.



## POST 1:

Fires have not been a significant part of the history of the Sonoran Desert. Unlike fire-adapted regions, most desert plants and animals can't survive intense, large-scale wildfires and recovery can take 65+ years after a burn.

## POST 2:

Factors like invasive plants highly contribute to an increase in fires in the desert. Invasive plants spread, covering the land, creating fuel load of plant mass dead and alive, putting our natural areas at risk of larger fires.



# 03

## Sample Social Media Posts



### POST 1:

With over 80% of wildfires caused by humans, there is much we can each do to prevent a large fire. Put out your campfires, don't throw out lit cigarettes or drag chains, and no illegal shooting. Live fire safe!

### POST 2:

Decrease wildfire risk in your community and natural areas by planting native. Native plants create less fuel acting as a natural fire suppressant. Locally adapted plants offer a huge support for local insects and birds, and create more habitat for them thrive.

### POST 3:

Every second counts! If you see something say something. Report wildfires as soon as possible. Don't assume it has been reported. Call 911 or 800.309.7081 for the AZ Interagency Dispatch for wildfires. Learn more at [@wildlandfireaz](https://twitter.com/wildlandfireaz)





# Usage Guidelines

# 04

**Don't**  
change the color of  
the illustrations



**Don't**  
share or attach with  
the wrong pair



**Don't**  
put your logo or text  
on the illustrations



**Don't**  
crop or distort the  
illustrations



# 05

## How to Get Files

To download the social media graphics in this toolkit, please visit:

<https://bit.ly/3uHmf0K>

For questions or additional information, please contact:

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Big thanks to our partners:

