Christine Olsen, PhD – Oregon State University
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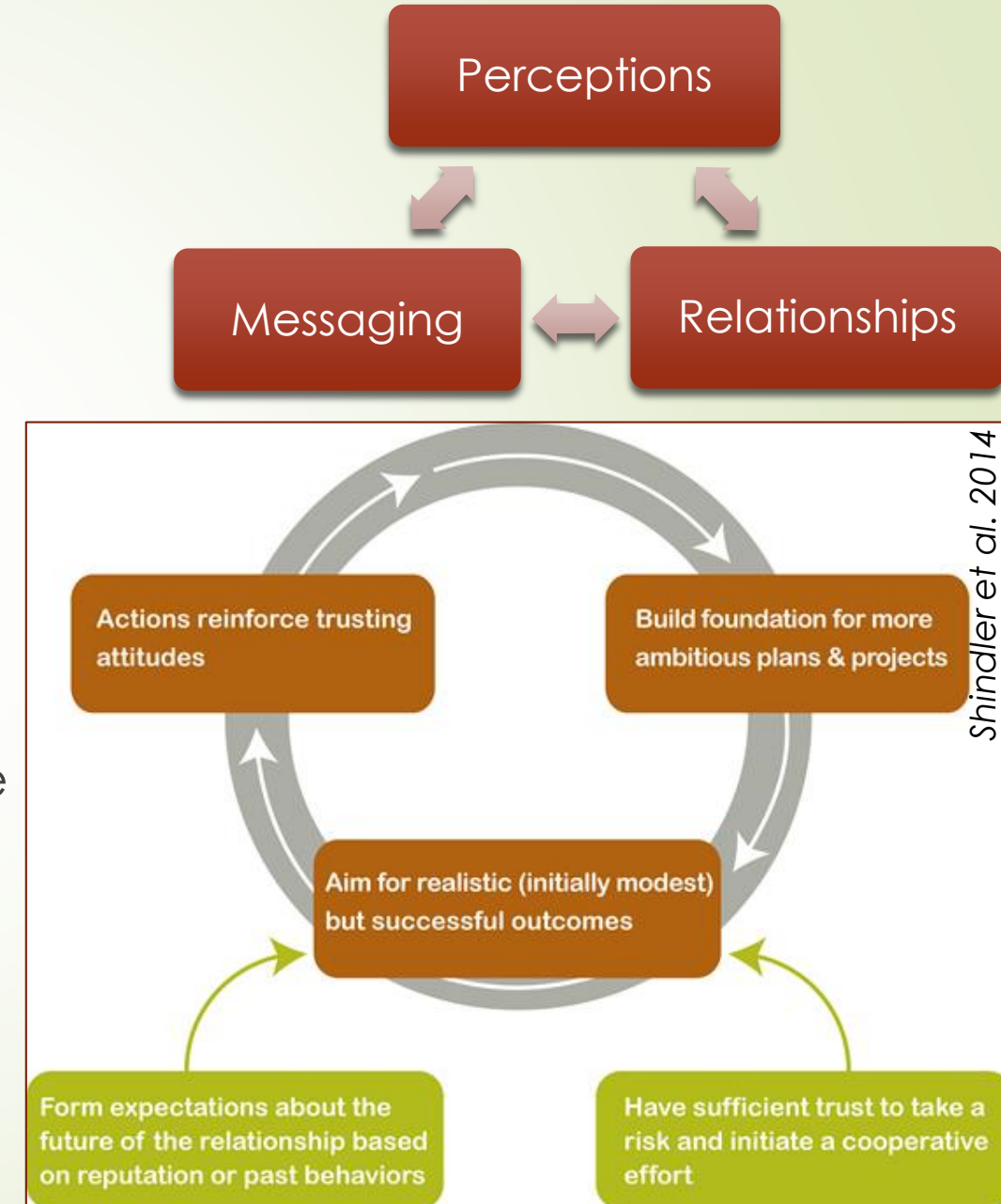
Perceptions

Perceptions

Messaging

Relationships

- Wildfire near home = likely

- Acceptance of smoke – varies by source

  - Wildfire, Prescribed, Ag, Managed, Piles, Private

  - Influencing factors: <u>Smoke health risk</u>, Prescribed fire benefits, Agency confidence, Rural, Age, Other smoke risks (not health), Education, Experience smoke impacts (not health), <u>Experience smoke health impacts</u>

  - Not influencing factors: # communication exposures, Smoke knowledge (deficient and seeking)

- Perceptions of risk = likeliness x severity

  - <u>Negative family health impacts, Personal health impacts</u>, Scenery impacts; Reduced tourism, Personal rec opportunities, Ability to do activities on property; Negative travel impacts, Work impacts

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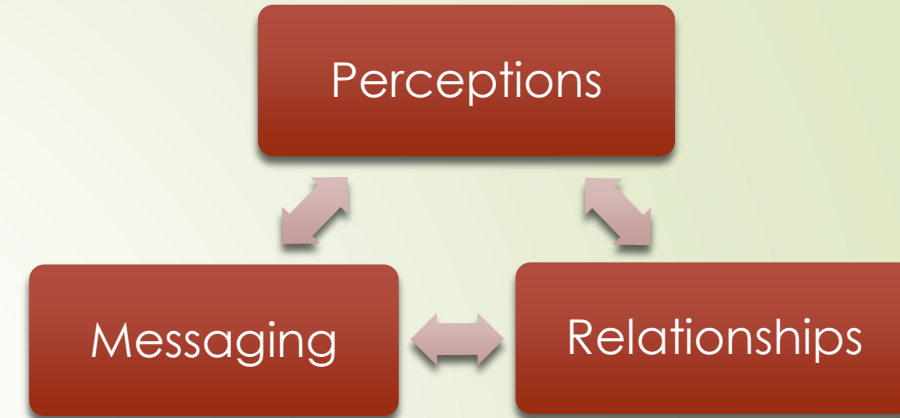
Relationships

- Trust to make good smoke management decisions
  - Moderate: <u>State</u> Dept of Forestry, <u>Local</u> FS staff, <u>Private</u> consultants, <u>County</u> air quality district, <u>State</u> EPA air resources board, <u>Private</u> landowners, US EPA, US agencies in DC
- Trust agencies to manage smoke
  - Moderate; state > feds
  - SC best ratings (OR, CA, MT)
- Provide best, enough, timely info (credibility)
  - < Moderate; state > feds

Perceptions

Messaging ↔ Relationships

Shindler et al. 2014

Actions reinforce trusting attitudes

Build foundation for more ambitious plans & projects

Aim for realistic (initially modest) but successful outcomes

Form expectations about the future of the relationship based on reputation or past behaviors

Have sufficient trust to take a risk and initiate a cooperative effort

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Messaging

- Content
  - Health risks, protective behaviors, source and objective information, advance warnings
- Delivery – Local connections/faces
  - Experience: <u>TV/radio PSAs, Newspapers, Family/Friends, Billboards/road signs</u>, Visitors' centers/Interpretive signs
  - Usefulness: Educational workshops (11%), State air quality call line (22%), Forest agency web pages (22%), Conversations with agency staff (26%)….and government public meetings is last (17%)
- Challenges: Effectiveness?, Inconsistent messages, Internal priorities
- Addressing challenges: Manage consistently across boundaries, Prioritize to reach audiences, Foster public relationships

Perceptions

Messaging

Relationships