

2019 SMOKEY BEAR AWARDS CRITERIA AND GUIDELINES



Sponsored by the U.S. Forest Service, the National Association of State Foresters (NASF), and the Ad Council, the Smokey Bear Awards are the highest national honor one can receive for outstanding work and significant program impact in wildfire prevention. This award has been bestowed on well-deserving groups and individuals annually since 1957.

All 2019 nominations must be submitted through the online nomination form www.jotform.com/NASF1920/2019-smokey-bear-award-nomination before December 15, 2018. Contact information for the state CFFP coordinators and a listing of past award recipients are available at www.smokeybear.com/awards.

Selection Process

The national CFFP Committee determines award winners. Voting members include three state foresters (one from each NASF region), one U.S. Forest Service representative, and one member from the Ad Council. The CFFP Committee may, if it deems appropriate, change the award level for any given nomination.

Eligibility

Individuals, agencies, or organizations that have made outstanding contributions with significant program impact in the prevention of human-caused wildfires are eligible for nomination. **Wildfire prevention service includes, but is not limited to:** efforts in education, law enforcement, and engineering; journalism and media coverage; advertising campaigns; informational programs; training; wildfire risk assessment to prevent ignitions; committee leadership; volunteerism; fund raising; providing support services for wildfire prevention (e.g., legal services); and individual presentations.

The wildfire prevention service(s) or project(s) must be completed and cover at least a two-year period. Posthumous awards may be given if the work nominated occurred within the last three years or still has significant influence or long term measurable impact in today's CFFP program. This award is not intended as a retirement or departure recognition award.

Nominations may address developing defensible space, reducing fuels, mitigation, fire adapted communities, etc., as a minor component of the nominee's work, however if it is primarily the focus, the nomination should be submitted for a Wildfire Mitigation Award by October 31, 2018. (Learn more about the Wildfire Mitigation Awards at www.stateforesters.org/mitigation).

Required Elements of the Nomination Package

Nomination packages must include a completed nomination form that describes the outstanding wildfire prevention service(s) or project(s) performed in detail. Silver and Gold nominations must have letters of support representing the area for which the project is nominated (e.g., from more than one state for Silver). Supporting documentation (e.g., photos, news articles, media samples, project materials, and letters of support), must be submitted electronically through the online nomination form.

Nominations of federal or state agency employees should show endorsement by their agency coordinator or state forester. A letter of support or an email message uploaded as an attachment to the online nomination form is sufficient.

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Award Levels

There are three possible award levels, based on the geographical scope of the nominated work. Additionally, a Smokey Bear Certificate may be awarded to a few select nominees to recognize excellent efforts.

Golden Smokey Bear Award – This is the highest honor given to organizations or individuals for outstanding wildfire prevention service over at least a two-year period that is national in scope. A maximum of three Golden Smokey Bear awards may be given annually.

Silver Smokey Bear Award – This is the highest honor given to organizations or individuals for outstanding wildfire prevention service over at least a two-year period that is regional (multi-state) in scope. A maximum of five Silver Smokey Bear awards may be given annually.

Bronze Smokey Bear Award – This is the highest honor given to organizations or individuals for outstanding wildfire prevention service over at least a two-year period that has impact within a state. A maximum of 10 Bronze Smokey Bear awards may be given annually.

Award Criteria

Basic Requirements:

- Easily recognizable as a wildfire prevention effort.
- Geographical scope of the project aligns with proposed award level. For example, a silver nomination has impact in more than one state.
- Effort covers at least a two-year period.
- Nomination includes appropriate supporting documentation.
- Wildfire prevention activity could be applied beyond its geographic area or audience.

Qualities:

- Describe tools or methods used, long-term outcomes of the service or project, what objectives were met or exceeded, and, in general terms, how many people it reached.
- If wildfire prevention is a part of the nominee's job description, explain how the nominee distinguished themselves above and beyond normal job responsibilities or expected prevention activities.
- Describe leadership, creativity, or innovation that was exhibited.
- Describe how the project/service targets or complements national audiences, themes, messages, and goals.
- Describe how the project or activity engaged groups, organizations, or agencies, and whether these participants were new to this activity.

Other Factors:

- Include any documentation that human-caused wildfire starts were reduced.
- Describe any local, regional, or national recognition for the project or activity.
- Explain how the project was funded and whether any external funding support was garnered.
- Describe any media coverage/involvement with the project.
- Include a publicity plan for recognition of nominee, if selected. Please plan ahead to share publicity with the national wildfire prevention coordinator. Photos are required at a minimum and a brief write up is preferred.