

# 2021 SMOKEY BEAR AWARDS

## ELIGIBILITY AND CRITERIA



Sponsored by the national Cooperative Forest Fire Prevention (CFFP) Committee—made up of the USDA Forest Service, the National Association of State Foresters, 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.

All 2021 nominations must be submitted by December 15, 2020 through the online nomination form hosted at: [www.stateforesters.org/smokey-bear](http://www.stateforesters.org/smokey-bear)

## Eligibility

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Individuals, agencies, teams, or organizations that have made outstanding contributions with significant program impact in the prevention of human-caused wildfires **for at least two years** are eligible for nomination. **Wildfire prevention service includes, but is not limited to:** advertising campaigns; informational programs; training; wildfire risk assessments to prevent ignitions; committee leadership; volunteerism; and fundraising.

Nominations may mention creating defensible space, reducing wildfire fuels, etc., **but if mitigation is the primary focus of the nominee's work, they are not eligible for a Smokey Bear Award.** To honor extraordinary mitigation work, submit a nomination for a Wildfire Mitigation Award at [www.stateforesters.org/mitigation](http://www.stateforesters.org/mitigation).

Posthumous Smokey Bear Awards may be given if the work nominated occurred within the last three years or remains significant to today's CFFP campaign. This award is not intended to recognize retirement or departure.

## Award Levels

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There are three possible award levels, based on the geographical scope of the nominated work.

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

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

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## Selection Process

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Three state foresters (one from each NASF region), one USDA Forest Service representative, and one Ad Council representative evaluate and award Smokey Bear Awards. The CFFP Committee may change the award level for any nomination and/or award a Smokey Bear Certificate in lieu of a statue.

## Required Elements of Nomination Package

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**All nomination packages must include a completed nomination form that describes the outstanding wildfire prevention service(s) or project(s) performed in detail.** All supporting documentation (e.g., photos, news articles, media samples, project materials, and letters of support), must be submitted electronically through the online nomination form.

Additionally, Silver and Gold nominations must have at least one letter of support for each state and/or region the nominee's service/project(s) affected. **And all nominations of federal or state agency employees** should show endorsement by their agency wildfire prevention coordinator or state forester, respectively.

### **Basic requirements of nominations:**

- Easily recognizable as a wildfire prevention effort (NOT a mitigation effort).
- Effort covers at least a two-year period.
- Geographical scope of the project aligns with proposed award level.
- Nomination package includes all required supporting documentation.

### **All nominations should clearly articulate:**

- The objectives of the nominee's prevention service/project(s).
- The methods by which the nominee met or exceeded the service/project(s) objectives.
- The long-term outcomes of the nominee's service/project(s), including how many people it reached and/or human-caused wildfires it prevented.
- If wildfire prevention is a part of the nominee's job description, how the nominee went above and beyond normal job responsibilities.

### **The nomination evaluators will also consider:**

- Whether the nominee has received local, regional, or national media coverage and/or award(s) for their prevention service/project(s) previously.
- Whether external support (funding, volunteer, or otherwise) was garnered by the nominee and/or their work.