

-- A Video --  
**Cohesive Strategy Stakeholders' Perspectives**

**A Rapid Introduction to the Cohesive Strategy by People Who Use it**



Figure 1. [Fire Resilient Landscapes](#)



Figure 2. [Fire Adapted Communities](#)



Figure 3. [Responding to Wildfire](#)



Figure 4. [Managing Human-Caused Ignitions](#)

**See the Video Trailer and the Entire Video**

[Cohesive Strategy Stakeholders Perspectives](#)  
<https://youtu.be/Xy06f0YZPt8>

[Cohesive Strategy Stakeholders Perspectives Trailer](#)  
[https://youtu.be/9D4\\_IFjThMk](https://youtu.be/9D4_IFjThMk)

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[A Quick Guide to the Video](#)

*Establishing Common Ground for Joint Action*

The video is a dynamic, rapid, easy-to-use introduction to the National Cohesive Wildland Fire Management Strategy (Cohesive Strategy). Audiences include wildland fire management stakeholders and others who may initiate or engage in Cohesive Strategy implementation projects.

It can be used whenever it is desirable to provide a rapid overview of the Strategy. The video demonstrates the Strategy's relevance to the work of land management agencies, nongovernment organizations, interest groups, and other stakeholders. It can be used as part of public fire education programs; in college, university, and fire academy courses; and as a dynamic introduction to training, workshop, and conference presentations.

The video will provide groups with shared basic understandings of the Strategy, so they can begin working from a common starting point.

# A Quick Guide to the Video

-- A Video --

## Cohesive Strategy Stakeholders' Perspectives

A Rapid Introduction to the Cohesive Strategy by People Who Use it

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### Summary

The video is a dynamic, rapid, easy-to-use introduction to the National Cohesive Wildland Fire Management Strategy (Cohesive Strategy). Audiences include wildland fire management stakeholders and others who may initiate or engage in Cohesive Strategy implementation projects.

It can be used whenever it is desirable to provide a rapid overview of the Strategy. The video demonstrates the Strategy's relevance to the work of land management agencies, nongovernment organizations, interest groups, and other stakeholders. It can be used as part of public fire education programs; in college, university, and fire academy courses; and as a dynamic introduction to training, workshop, and conference presentations.

Whenever it is useful for groups to share a basic understanding of the Strategy, so they can work from a common starting point, the video will provide that.

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### Who Made the Video?

The Cohesive Strategy Work Group of the National Incident Management Organization (NIMO) made the video. It was funded by the USDA Forest Service, Washington Office (Fire and Aviation Management).

The raw video was recorded at the Bend, Oregon Cohesive Strategy Innovators Workshop in October 2015. Presenters and participants assisted, some of them being interviewed on the video. Production was completed by Dave Butler, a National Interagency Fire Center (NIFC) contractor. Producers were Dave Butler, David Olson (US Forest Service Retired) and Judith L. Downing (NIMO).

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## How Will the Video be used?

**Initial meetings of Cohesive Strategy collaboratives.** The work of implementing the Cohesive Strategy is done by collaboratives typically made up of diverse stakeholders who must come to shared trust, understandings, and goals before they can agree to pool resources and undertake joint actions to accomplish Cohesive Strategy objectives. The collaboratives may be at any level from local, neighborhood groups to state, tribal, or regional organizations. In all cases, effective collaboration is improved when participants begin with a shared understanding of the Cohesive Strategy. The video can be used to help build that shared understanding.

**Create awareness of the Strategy among stakeholders, elected officials, and others.** The video provides a brief introduction to the Cohesive Strategy that agency administrators and others will find helpful. They may use it when they are speaking on matters associated with the Strategy such as fire-adapted communities, fire-dependent ecosystems, fire prevention and education, wildland fire response, risk management, and landscape restoration.

**Agency and NGO employee training.** Government agencies with wildland fire management responsibilities and nongovernment organization stakeholders frequently train their employees in wildland fire management policy. The video can be a key part of such training, providing a fast-moving overview focused on applications of the Strategy.

**Conference speaker introductions.** Conference speakers making presentations on the Cohesive Strategy will find the dynamic video an excellent way to get and focus audience attention. Efforts to implement the Cohesive Strategy encourage influential stakeholders to seek out opportunities to make presentations on the Cohesive Strategy at professional meetings and agency or organizational in-house sessions. These presentations might be titled something like “This is the Cohesive Strategy, and this is how it affects the work I do as a [*name of speaker’s profession or technical specialization*].”

**Opening of Workshops.** The video can be used during the opening of land and fire management workshops to encourage shared understanding of the national wildland fire management Strategy. This can improve the chances that stakeholder engagement and collaboration will be built into land and fire management plans and operations.

**Refreshers for agency personnel, stakeholders, and collaborative groups.** The Cohesive Strategy is relevant to most fire management refreshers. The video is a quick and efficient way to make participants aware of the Cohesive Strategy.

**Stimulate interest as part of efforts to promote the acceptance and use of the Cohesive Strategy.** The video or elements extracted from it can be incorporated into social media content intended to attract attention to the Strategy. It can also be used to stimulate stakeholders to seek further information about it. Awareness and the motivation to learn more are the first steps in the decision to accept and use a new idea or practice.

**Conference displays.** The video can serve to attract visitors to displays, booths, and poster paper presentations at open houses, conferences, fairs, and other public gatherings.

**University, college, and fire academy courses.** National wildland fire management strategies affect all natural resources management disciplines. Adapting communities to wildland fire involves architecture, landscape architecture, horticulture, arboriculture, land use planning, outdoor recreation, and many other related disciplines. The video provides an excellent way to introduce sections on wildland fire in those classes. The Cohesive Strategy should be a component of all fire academies whether for structural or wildland firefighters and managers.

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## Who Will Use the Video?

**Agency line officers.** When line officers are invited to speak to land and fire management stakeholder groups or service and public interest organizations and groups, the video provides a stimulating introduction and launching point for talks and discussions. It can also serve as the starting point for in-house meetings or training related to wildland fire management and ecosystem restoration.

**Conference speakers.** Speakers addressing land and fire management topics will find the video helpful to quickly bring audiences up to speed on the Cohesive Strategy and focus their attention on the presentation.

**Change agents.** Change agents working to encourage the acceptance and use of the Cohesive Strategy and allied topics such as the use of prescribed fire for ecosystem and fire-adapted landscape restoration will find the video useful as they work with different stakeholder groups. Change agents might work with the Cooperative Extension Service, the Nature Conservancy, universities, fire departments, fire-adapted communities, or any of a multitude of other groups associated with wildland fire management. The video can be one of several tools to help elevate restoring of fire resilient landscapes, managing human-caused ignitions, creating fire-adapted communities, and safer, more effective fire response on the public agenda.

**Public Affairs Officers.** When *wildland fire management issues arise*, agency and other public affairs officers will find it useful to provide access to the video so that interested people can understand the national fire management Strategy. *Following a wildfire*, public understanding of the national wildland fire management Strategy or elements of it can be helpful as people are working to make sense of events and adapt to wildfire threats in the future. The video can serve as an introduction to pre-fire season meetings with stakeholders and the media.

**Mass and social media reporters and editors.** The video can provide a fundamental understanding of the Cohesive Strategy for media professionals covering wildland fire. It can also be helpful in establishing some of the context for prescribed fire when perceptions of smoke or burning are concerned.

**Fire chiefs.** Fire departments seeking to explain their expanding roles in wildland fire management to their city or county officials may find the video a useful way to establish the context of fire-adapted communities in fire-resilient landscapes. It is also useful when explaining the importance of fire adapted communities to firefighter safety.

**County and local government officials.** The video may be used by officials to learn about the National Cohesive Wildland Fire Management Strategy to prepare themselves for their roles in collaborative land use planning and fire management work in their jurisdictions. It will serve as a quick introduction to the Strategy and a starting point for dialog.

**University and college professors.** The video and discussion of its content makes an excellent start to sections or classes of wildland fire in a wide range of curricula from natural resource management to public safety to architecture.

**Fire academy instructors.** Structural and wildland fire management agencies and organizations must respond to wildland fire. National wildland fire policy and management strategies are logical components of academy courses. Graduates will almost certainly face wildland fire management issues throughout their careers. The video is an effective introduction to academy classes addressing wildland fire.

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## Who Contributed to and Reviewed the Video?

The following organizations contributed to the Bend, Oregon Cohesive Strategy Innovators Workshop. The video is one of the products of the workshop. Organizations whose representatives appear in the video reviewed and approved the content.

- Western Regional Strategy Committee
- National Incident Management Organization (NIMO) Cohesive Strategy Work Group
- U.S. Forest Service (Washington Office and Pacific Northwest Region)
- Bureau of Land Management (PNW State Office/Regional Office)
- The Nature Conservancy
- Project Wildfire
- Management & Engineering Technologies International, Inc.
- Becky Heath, Deputy Regional Forester, Pacific Northwest Region

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## Bend Workshop Agenda

### Agenda – Day One

*Toward shared understandings of the Cohesive Strategy and how it can be implemented.*

TIME	PRESENTATION	PRESENTER
0800	Opening Remarks	Steve Petigo
0815	Regional Perspective	Becky Heath, U.S. Forest Service, Deputy Regional Forester, R6
0830	National Perspective (Via Adobe Connect)	Mike Zupko, Executive Manager, Wildland Fire Leadership Council
0845	Local Perspective. Collaboratives and the Central Oregon Cohesive Strategy Initiative.	Peter Caligiuri, The Nature Conservancy
0900	Welcome: Why we have come together, what we hope to accomplish, and how we will accomplish our goals.	Steve Petigo, Safe Fire Programs, Inc.
0930	Cohesive Strategy Fundamentals: Why we need a National Cohesive Wildland Fire Management Strategy and how it came to be.	Katie Lighthall, Western Regional Strategy Committee Coordinator
1000	Break and Dialog	n/a
1030	Resilient Landscapes: The characteristics and conditions of resilient landscapes	Neil Sugihara, Regional Fire Ecologist, US Forest Service Region 5
1130	Fire Adapted-Communities: A fire-adapted community acknowledges and takes responsibility for its wildfire risk and implements appropriate actions at all levels.	Alison Green, Program Coordinator, Project Wildfire
1200	Lunch and Dialog	n/a
1330	Safe and Effective Fire Response: Adapting response to ever larger, more intense, costly, damaging, and dangerous wildfires.	Kevin Donham, Wildland and Prescribed Fire Specialist, PatRick Corporation, Inc.
1400	Science Utilization: Science in the Cohesive Strategy. Using the best science to support a Cohesive Strategy project.	Tom Quigley, Co-Lead, National Science Team, Cohesive Strategy
1500	Break and Dialog	n/a
1530	Defining an appropriate landscape: What needs to be considered when defining an appropriate landscape scale and where do you draw practical joint project boundaries	Forum Craig Goodell, Assistant Director, SORO and Co-Chair, Western Regional Strategy Committee
1645	Wrap-up & Guidance for Day Two: A brief introduction to technology assessment processes and innovation characteristics. Short reading assignment to prepare for Day 2	Bob Houseman, Incident Commander, National Incident Management Organization Ron Hodgson, Wildland Fire Social Scientist.
1700	Adjourn and Continuing Dialog	n/a

# Agenda – Day Two

*Understanding perceived benefits of and barriers to acceptance and use of the Cohesive Strategy.*

TIME	PRESENTATION	PRESENTER/FACILITATOR
0800	Opening Remarks	Steve Petigo, Moderator, Safe Fire Programs, Inc.
0815	Stakeholder Engagement and Collaboration: What is a stakeholder? How can they be identified? How to engage them in collaborative projects. What works and what does not	Ron Hodgson, Wildland Fire Social Scientist. & Panel of Experienced Collaborators.
0915	Nominal Group: Perceived characteristics of resilient landscape restoration	David Olson, Boise National Forest Public Affairs Officer (Ret.)
	Nominal Group: Stakeholder Identification and Engagement	Bob Houseman, Incident Commander, National Incident Management Organization
	Nominal Group: Communication among Stakeholders	Katie Lighthall, Western Regional Strategy Committee Coordinator
1015	Break and Dialog	n/a
1045	Nominal Group: Perceived characteristics of joint action across boundaries	David Olson, Boise National Forest Public Affairs Officer (Ret.)
	Nominal Group: Perceived characteristics of science utilization boundaries at landscape scales	Bob Houseman, Incident Commander, National Incident Management Organization
	Nominal Group: Perceived characteristics of stakeholder engagement and collaboration	Katie Lighthall, Western Regional Strategy Committee Coordinator
1200	Lunch and Dialog	n/a
1330	Idea writing: Improving perceptions of elements of the Cohesive Strategy	Steve Petigo, Safe Fire Programs, Inc.
1430	Forum: Recommendations for Removing and Mitigating Barriers. Recommendations for Using Perceived Benefits to Encourage Acceptance and Use	Steve Petigo, Safe Fire Programs, Inc.
1600	Wrap-up & Adjourn	Bob Houseman, Incident Commander, National Incident Management Organization  Steve Petigo, Safe Fire Programs, Inc.

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End Notes