

Communication Strategies and Sustainable Partnership Development in Forest Management: *An Examination of Tolerance for Smoke in Four U.S. Communities*

Dani Mazzotta

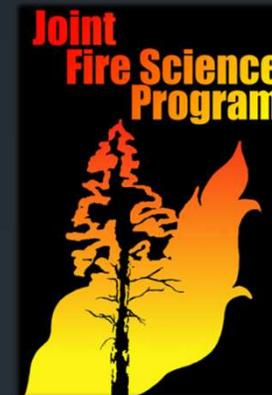
*Master of Environmental Science Candidate 2012
Professional Science Masters Program
Oregon State University
danielle.mazzotta@oregonstate.edu*

Christine S. Olsen, Ph.D.

*Research Social Scientist
Department of Forest Ecosystems & Society
Oregon State University
Christine.olsen@oregonstate.edu*

Eric Toman, Ph.D.

*Assistant Professor
School of Environment and Natural Resources
The Ohio State University
Toman.10@osu.edu*



Presented at the 17th International Symposium on Society and Resource Management (ISSRM), June 6, 2011, Madison, WI

Preview



- **Project Overview**
- **Methods**
- **Year One Project Summary**
 - Challenges, Concerns & Opportunities
- **Where we are going from here...**



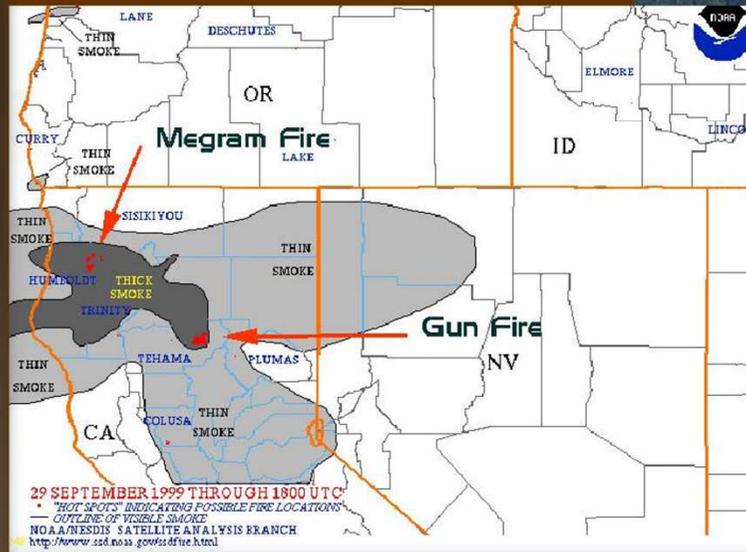
To date, few studies have examined citizen tolerance for smoke or what influences that tolerance



Smoke Megram Fire



Sept 28, 1999



NOAA outline of visible smoke
as seen in satellite images.
Sept. 29, 1999

Air Quality
Sacramento River
Redding California



On a clear day.



*During the fires in
Sept. 1999*

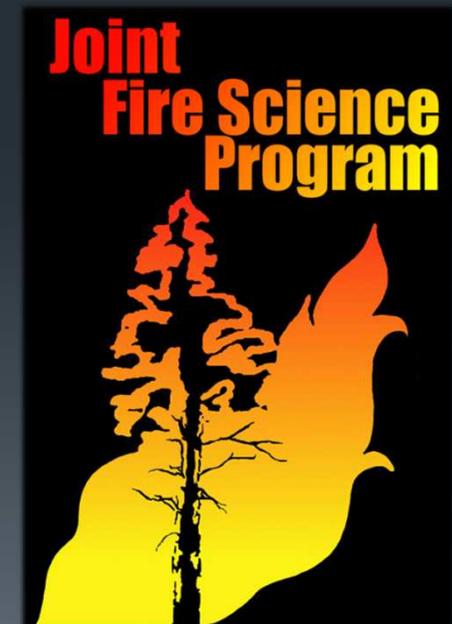
Project Overview



How do communication programs and fire and fuels-related community partnerships influence public perceptions of smoke management across multiple regions?

Joint Fire Science funded

Dual university supported



Objectives



Methods Process

Selection of Research Locations

Year 1: Site Visits and Semi-Structured Interviews

Year 2: Public Surveys

Analysis & Synthesis of Findings

Year 3: Behavioral Experiments

Site Locations



**Fremont Winema
National Forest**

**Shasta Trinity
National Forest**

**Kootenai
National Forest**

**Francis Marion
National Forest**



Fremont Winema, Oregon




**IBERDROLA
RENEWABLES**
LAKEVIEW COGENERATION LLC



Shasta Trinity California





**Kootenai,
Montana**



Francis Marion South Carolina



Project Year 1 – Site Visits



- **Selection of Target Research Participants**
 - Agency, Timber Industry, Environmental, Large Land Owners, NGO.....
 - Snowball Sampling technique
- **Semi Structured Interviews**
- **Compiling Background Information on Locations**

Challenges to Smoke Acceptance



- Air Quality- Non attainment status
- Hindered economies
- Perceived distrust in government
- Lack of understanding- policy & mgmt. practices
- Perceived risk to homes and property.

Addressing Concerns



- Health implications from smoke
- Liability
- Aesthetics
- Recreational impacts
- Trust

Community Toolbox



- **Educational programs** – slideshows, school programs, outreach awareness
- **Collaborative management-** conference calls, website development....
- **Fuels reduction programs-** biomass, public land grants
- **Local knowledge & community activism**

Project Year 1 – Reporting



- **Data Analysis**

- Transcriptions, coding, emerging themes

- **Site Reports**

- Distributed to communities – Fall 2011
- Assist in the development of Public Surveys

Where are we going from here...



Year 2 - Public Surveys

Year 3 – Behavior Studies

Acknowledgements



Dr. Christine Olsen & Dr. Eric Toman

smoke project research team

interview participants

Joint Fire Science Program

References

- Joint Fire Science Program www.firescience.gov/
- Brunson, MW and J Evans. 2005. Badly Burned? Effects of an Escaped Prescribed Burn on Social Acceptability of Wildland Fuels Treatments. *Journal of Forestry* **103**(3): 134-138.
- Brunson, MW and BA Shindler. 2004. Geographic Variation in Social Acceptability of Wildland Fuels Management in the Western United States. *Society and Natural Resources* **17**(8): 661-678.
- Finley M.C. et al (2003) *Two paths toward sustainable forests: public values in Canada and the United States*. Oregon State University Press
- Olsen, C.S. (2008) *Citizen-agency interactions: an investigation of post fire environments*. U.S. Dept. of Agriculture, Forest Service, Pacific Northwest Research Station
- Olsen, C.S. & Shindler B. (2007) *Citizen-agency interactions and decision making after large fires*. U.S. Dept. of Agriculture, Forest Service, Pacific Northwest Research Station
- Shindler, B and E Toman. 2003. Fuel Reduction Strategies in Forest Communities: A Longitudinal Analysis of Public Support. *Journal of Forestry* **101**(6): 8-15.
- Shindler, B, E Toman, and S McCaffrey. 2009. Longitudinal Analysis of Public Responses to Wildland Fuel Management: Measures to Evaluate Change and Predict Citizen Behaviors in Agency Decision Processes. Final Project Report to the JFSP, Project Number 06-4-1-26. Accessed November 14. http://www.firescience.gov/projects/06-4-1-26/project/06-4-1-26_final_report_06-4-1-26.pdf

Questions???

