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

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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.
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

- Tolerance of Smoke
- Partnerships
- Communication
- Education
- Citizen Involvement
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
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
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smoke project research team

interview participants

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References


Questions???