

# Smokey Bear Awards

## NOMINATION INSTRUCTIONS



**The 2017 Smokey Bear Awards nomination deadline is Monday, December 12, 2016**

The Cooperative Forest Fire Prevention (CFFP) Committee is pleased to invite nominations of deserving candidates for the 2017 Smokey Bear Awards. Sponsored by the U.S. Forest Service, the National Association of State Foresters (NASF), and the Ad Council, the national Smokey Bear Awards recognize outstanding service in the prevention of human-caused wildfires and increase public recognition and awareness of the need for continuing wildfire prevention efforts.

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.

**Please send nominations to your agency contact listed in the “call for nominations” letters.**

Contact information for the state CFFP coordinators and a listing of past award recipients are available at <http://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 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.

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 the Wildfire Mitigation Awards by October 30, 2016 ([www.stateforesters.org/mitigation](http://www.stateforesters.org/mitigation)). The Wildfire Mitigation Awards are co-presented by the National Association of State Foresters, the U.S. Forest Service, the International Association of Fire Chiefs, and the National Fire Protection Association.

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.

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### Award Levels

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

**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 Awards** – 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 ten Bronze Smokey Bear awards may be given annually.

Additionally, **Smokey Bear Certificates** may be awarded to a few select nominees to recognize their potential to receive future Smokey Bear Awards.

### Required Elements of the Nomination Package

Nomination packages will stand on their own merit. Please make sure they are complete to give the best opportunity to the nominee. Nomination packages must include:

- ❑ A completed **Nomination Form**.
- ❑ A narrative description, including impact, of the outstanding wildfire prevention service(s) or project(s) being nominated that answers each element of the Award Criteria (see below).
- ❑ **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), submitted electronically. **No more than 10 extra pages of attachments will be accepted.**
- ❑ Nominations submitted electronically.
- ❑ Nominations of state forestry agency employees must show endorsement of the State Forester, either by signature or letter of support (an email message is sufficient).
- ❑ Supervisors must approve all nominations prior to their submission.

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### Award Criteria

The following award criteria are used to evaluate each nomination. The nominator should address these criteria in the Nomination Narrative (see **Nomination Form**). Within each criterion, address only those points that most appropriately apply to your nomination; not all points are appropriate for every nomination.

#### 1. Basic Requirements: Scope and Impact

- Easily recognized as a wildfire prevention effort. 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.
- Has the appropriate geographical impact for 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.

#### 2. Qualities

- 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.

#### 3. Partnerships

- Describe how the project or activity engaged groups, organizations, or agencies, and whether these participants were new to this activity.

#### 4. 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.

# Smokey Bear Awards 2017 NOMINATION FORM



<b>PROPOSED NOMINATION AWARD LEVEL:</b>	<b>GOLD</b> <input type="checkbox"/>	<b>SILVER</b> <input type="checkbox"/>	<b>BRONZE</b> <input type="checkbox"/>
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NOMINATOR		NOMINEE	
Name:		Name as it should appear on award:	
Title:		Title:	
Agency/ Organization:		Agency/ Organization:	
Address:		Address:	
Phone:		Phone:	
Email:		Email:	

## MINIMUM REQUIREMENTS FOR CONSIDERATION

<b>A. Beginning and end dates of this outstanding wildfire prevention service/project:</b> <i>Effort must cover at least a two-year period</i>
<b>B. Geographic impact:</b> <i>Describe the geographic scope of this prevention effort (within a state, multiple states, etc.)</i>
<b>C. Ability to share &amp; replicate:</b> <i>Describe how this wildfire prevention activity could be applied beyond its geographic area or audience</i>
<b>D. Supporting Documentation</b> <i>Please provide a summary of all attached supporting documentation (Note: Silver and Gold nominations must be accompanied by letters of support representing the areas for which the service/project is nominated.)</i>

## PROJECT DESCRIPTION

Please provide an adequate description of the outstanding wildfire prevention service or project rendered. In your narrative, be sure to address all eligibility requirements and award criteria. Attach additional pages as necessary.

**E. General Overview:** Describe the service/project, tools or methods used, short-term and long-term outcomes, what objectives were met or exceeded, and, in general terms, how many people it reached. Please include quantitative data such as how wildfire occurrence declined while drought indexes went up or qualitative data or outcomes such as participation in local meetings attendance at wildfire prevention activities/events increased.

**F. Qualities:**

- 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 national audiences, themes, messages, and goals.

**G. Partnerships:** Describe how the project or activity engaged groups, organizations, or agencies, and whether these participants were new to this activity.

# Smokey Bear Awards NOMINATION FORM



**OUTSTANDING WILDFIRE PREVENTION SERVICE/PROJECT NARRATIVE**

*Please provide a short summary about your project; attach documents to describe the project in more detail. No more than 10 pages of attachments.*

**OTHER FACTORS**

1. Include any documentation that fire starts were reduced.
2. Describe any local, regional, or national recognition for the project or activity.
3. Explain how the project was funded and whether any external funding support was garnered.
4. Describe any media coverage/involvement with the project.
5. Include a publicity plan for recognition of nominee, if selected (photographs, media and award ceremony publicity materials must be submitted to the CFFP Committee).

**ADDITIONAL INFORMATION**

1. Is nominee aware of this nomination?	<input type="radio"/> Yes	<input type="radio"/> No
2. Does supervisor approve of nomination?	<input type="radio"/> Yes	<input type="radio"/> No
If no, please provide additional information in the comments section below		
3. If nominee is a state employee, has the State Forester been notified?	<input type="radio"/> Yes	<input type="radio"/> No
4. Has the nominee previously received a national award?	<input type="radio"/> Yes	<input type="radio"/> No
If yes, please provide additional information about the previous award:		

**SIGNATURE OF STATE FORESTER, FOREST SUPERVISOR, OR FEDERAL AGENCY EQUIVALENT**

<b>Print Name and Title</b>		<b>Date:</b>
<b>Signature</b>		

Please note, no more than 10 extra pages of attachments will be accepted.