



STRATEGIC MESSAGING CONCEPT

March 1, 2022

Equal To The Task

Stakeholder Insight

An Unprecedented Challenge

The task of increasing forest health and decreasing the risk of catastrophic wildfire is our state's great challenge, but the increasingly effective progress being made not only helps save lives and communities, but it also helps sustain our treasured forests so important to mitigating climate change.

Brand Truth

An Unprecedented Response

The Task Force is drawing on every available tool, uniting the widest range of federal, state, local, public, private and tribal organizations and resources ever assembled, making significant progress today, and clearing the path towards long-term forest health and beneficial coexistence with fire.

Mantra

How do you respond to a force of nature? That's the unique challenge facing California at the moment as a near perfect storm of climatic and human-caused conditions have brought the threat of devastating wildfire and its far-reaching effects to the doorstep of nearly everyone in our state, and beyond.

In a response commensurate to the challenge, the California Wildfire & Forest Resilience Task Force has brought together an unprecedented coalition of the best available resources on the front lines of preventing catastrophic wildfires by creating healthier, more sustainable natural environments.

It's a comprehensive, coordinated approach that goes to the heart of the full range of challenges we face. It's an all-hands-on-deck, proactive effort that is already showing progress in protecting people and property while improving the health and resiliency of the forests we love and rely on for a sustainable future. There's a role for everybody to do their part, so we hope you'll join us on this journey to transform how we safely and sustainably coexist with fire.