WUI Wildfires

Communication and Dissemination Campaign

Environmental Health and Emergency Preparedness Team
NATIONAL NETWORK OF PUBLIC HEALTH INSTITUTES | SUMMER 2026

NNPHI™ | UL Research Institutes | Chemical Insights

Overview

The National Network of Public Health Institutes (NNPHI), Environmental Health & Emergency Preparedness (EHEP) team worked alongside UL Research Institutes' Chemical Insights—a member institute, to advance awareness of health risks associated with wildland-urban interface (WUI) wildfires and smoke exposure. The EHEP team implemented a comprehensive communication and dissemination campaign designed specifically for NNPHI's public health institute audiences. The campaign focused on translating emerging findings from experts in the WUI Wildfire Steering Committee and research from UL Research Institutes' Clear the Air Campaign into actionable information for public health institutes, state and local public health departments, and partner organizations.

The communication strategy aligned with UL Research Institutes' Chemical Insights broader objectives of increasing awareness of wildfire-related health risks while strengthening the capacity of public health professionals to communicate evidence-based information within their communities.



Photo: NNPHI team is seen with other national partners at the 2026 UL Research Institutes Annual Research Symposium hosted in Chicago.
Credit: Michael Moenning and Northlight Studios.

Phase 1: Audience Discovery and Communication Planning

An important part of any communication campaign is understanding one's audience. NNPHI's national connectivity and local reach is unique in the public health landscape. As a trusted national partner, NNPHI's public health program leaders are building and executing major public health models and initiatives in collaboration with government and foundation partners. The EHEP team has worked on federally funded projects for hurricane response, environmental health technical assistance for health departments, and shaping the future of data science and leadership. The EHEP team has years of experience in engaging environment and emergency preparedness professionals across the country to inform public health practices.

Network Scan and Audience Assessment

To inform the development of the WUI wildfire communication and dissemination campaign, EHEP conducted a network scan of public health institutes, partner organizations, and related public health entities to identify key audiences, dissemination pathways, and communication opportunities. The scan assessed 49 public health institute organizations and evaluated communication capacity across multiple digital platforms, including Facebook, Instagram, LinkedIn, X, and YouTube.

Collectively, the network scan identified an estimated potential dissemination network of more than 409,000 followers and subscribers across the 49 public health institutes and organizations reviewed. These figures represent the combined audiences of the organizations included in the network scan and demonstrate the broader dissemination capacity available through the NNPHI network; they do not represent direct reach through NNPHI's own social media channels. LinkedIn emerged as the strongest communication channel within the broader network, representing more than 275,000 combined followers across organizations reviewed and demonstrating significant potential for reaching public health practitioners, researchers, and decision-makers. Facebook followers were over 63,000, and Instagram had nearly 20,000. Based on these findings, LinkedIn and Instagram were selected as the primary channels for NNPHI's campaign communications, as NNPHI does not maintain a Facebook account. Findings from

the network scan informed campaign messaging, audience segmentation, platform selection, and dissemination strategies, while also identifying opportunities to expand wildfire and wildfire smoke health messaging through the broader public health institute network.

Activities included:

- Conducting a network scan of social media and webpage presence of wildfire and air quality work.
- Reviewing existing wildfire health communication resources and dissemination practices among other national public health organizations.
- Identifying information gaps and opportunities for audience-specific messaging.
- Assessing opportunities to align communications with ongoing public health preparedness, environmental health, and climate resilience initiatives.
- Gauging communication channels recommended by the WUI Wildfire Steering Committee.

Key Insights

Network Scan	
Organizations Assessed	49
Total Potential Reach	409,302
LinkedIn Followers	275,272
Facebook Followers	63,022
X Followers	42,294
Instagram Followers	19,219
YouTube Subscribers	9,495

The scan showed a robust audience that could be tapped for this campaign. The scan also identified that six public health institutes were already communicating about wildfire-related topics through their external websites or social media channels. This included: Public Health Institute (California), Colorado Health Institute (Colorado), Trailhead Institute (Colorado), Hawaii Public Health Institute (Hawaii), Center for Health Innovation Public Health Institute (New Mexico) and the Northwest Center for Public Health Practice (Washington). This finding indicates that WUI wildfires represent an emerging area of focus across the public health institute network, especially along the west coast and southwest. Given the ability of public health institutes to quickly adapt their communications to

emerging public health issues, and their in-depth understanding of local contexts, the campaign provided an opportunity to introduce foundational WUI concepts while supporting continued growth and engagement around wildfire-related health messaging across the network.

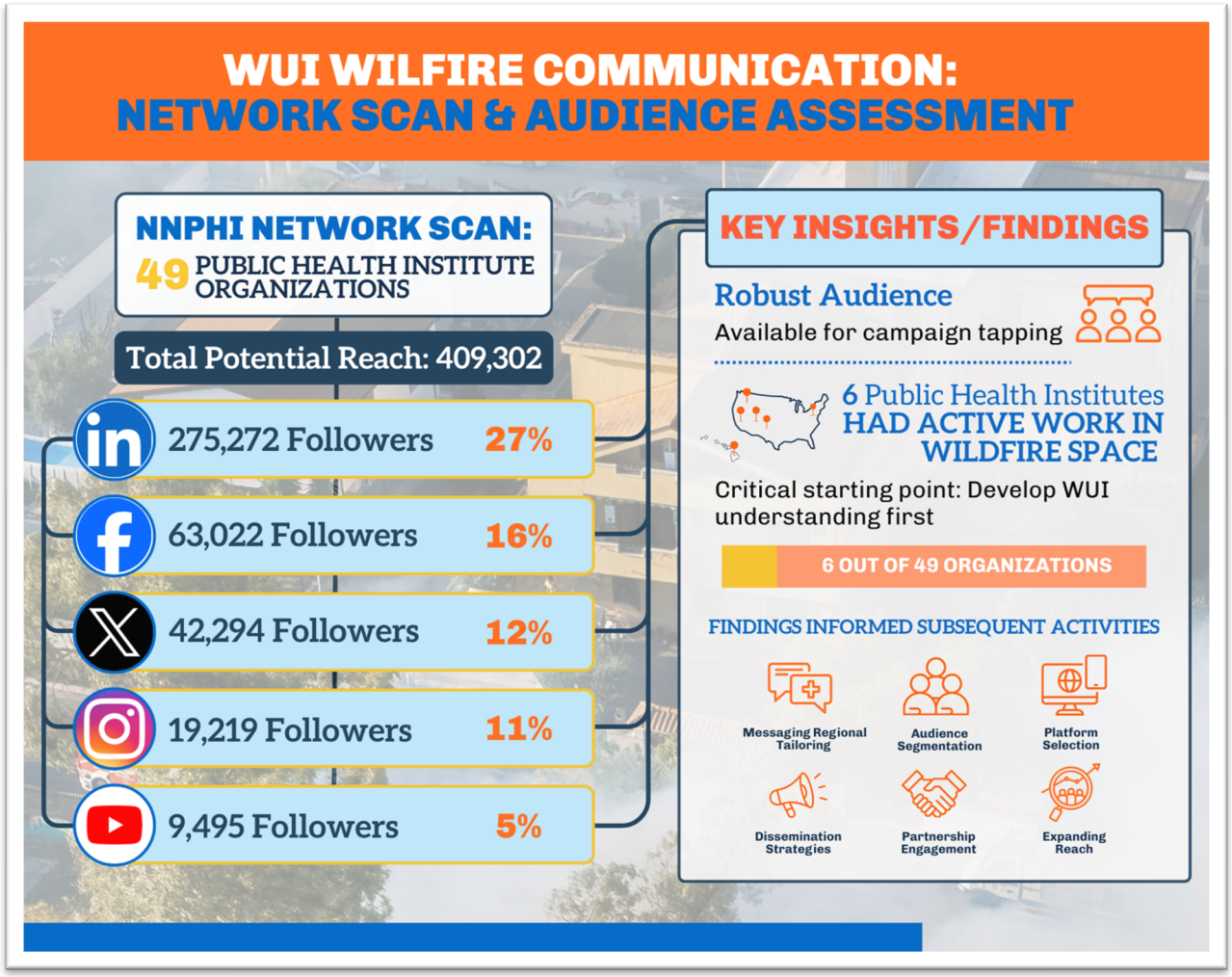


Photo: NNPHI Network scan and audience assessment conducted Fall 2025.

Phase 2: Communication Infrastructure Development

To develop a successful communication campaign, both the visual components and the language must work together.

Visual Identity

To establish a cohesive and recognizable campaign identity, NNPHI partnered with Fahrenheit Creative Group, LLC to develop a strategic visual identity package supporting dissemination activities.
This work included:

- Development of a campaign brand guide.
- Creation of visual templates and communication assets.
- Creation of reusable communication materials for digital and conference-based dissemination.
- Creation of a WUI Wildfire introductory video for public health audiences.

These foundational materials ensured consistency across campaign activities and provided a framework for communicating complex environmental health and exposure information in an accessible and engaging manner.

Color Palette and Gradients

The color palette draws from the shared hues of NNPHI and Chemical Insights to create a cohesive visual foundation. These colors were combined into gradients that add depth and movement, subtly evoking the atmosphere of wildfires, the resulting air pollution, and the response and recovery—moving from warm to cool tones. To maintain balance and prevent overuse of the gradients, the palette's additional hues—such as the blues and yellows—were applied to graphics that highlight solutions, protective measures, or other key resources.

Graphic Treatment

Graphic accents of concentric circles were used across materials to symbolize ripples of safety, preparedness, and community resilience. Their layered forms echo the spread and containment patterns seen in wildfire response, while also suggesting networks of support in health and recovery. Used subtly across layouts, these circles help tie the look-and-feel together and reinforce the project's focus on protection, connection, and long-term resilience.

Environmental Texture

A subtle tree bark texture grounded the brand in the natural spaces where urban wildlife and public health intersect. The wood grain symbolizes resilience and layered ecosystems, while its ripples and organic lines subtly reference the

wildland–urban interface and zones of transition. Visually, the texture added warmth and depth, balancing clean graphic elements, and reinforcing a sense of environmental connection.



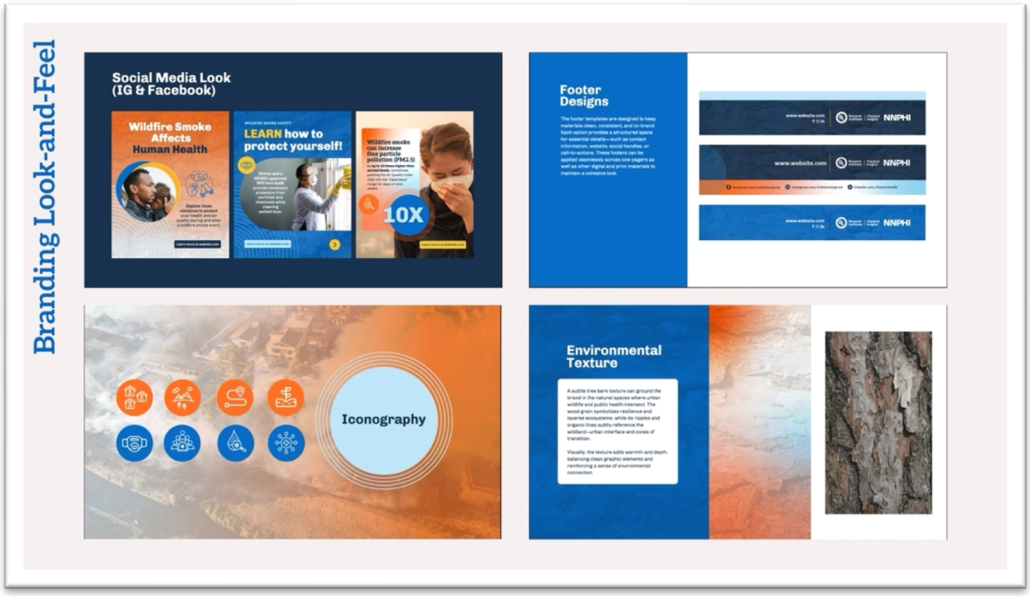
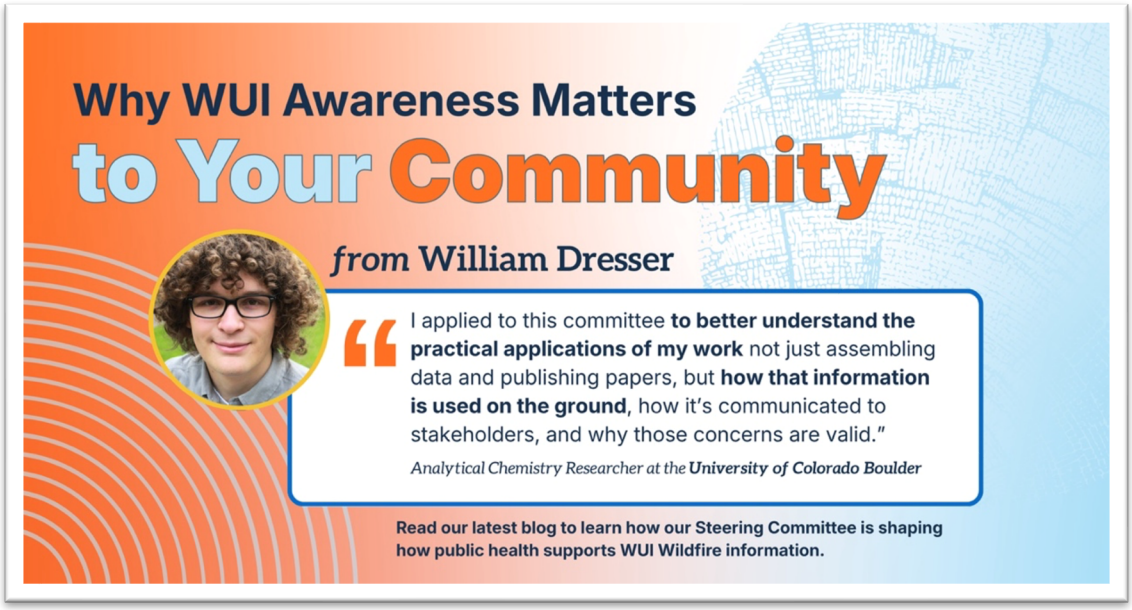


Photo: Branding Look-and-Feel template created by Fahrenheit Creative Group, LLC alongside members from the Environmental Health and Emergency Preparedness team

Message Development

The WUI Wildfire Steering Committee is a multidisciplinary advisory group established to educate and support communities in the wildland-urban interface (WUI) that are vulnerable to health risks posed by wildfires. NNPHI recruited and selected experts in public health, data science, emergency preparedness, and exposure science. The Steering Committee's primary purpose is to provide expert guidance, recommend modifications to campaign resources, and inform community-based practices. Using prompts and guidance from the Steering Committee, the EHEP team identified recurring themes and translated technical insights into concise, accessible public health messages. These themes and gaps were further developed into short messages for social media channels. These messages from the Steering Committee had a significant role in this communication campaign because it uplifted the faces behind WUI wildfire and smoke response and prevention. This was a major difference from other national public health organizations' communication approaches. Lastly, the Steering Committee reviewed and provided feedback on the Clear the Air Campaign website: wildfirehealthrisks.org. The NNPHI team presented this feedback to the UL Research Institutes' Chemical Insights Communication team (Appendix 1). The call for translated materials and easier user access was uplifted by multiple members.



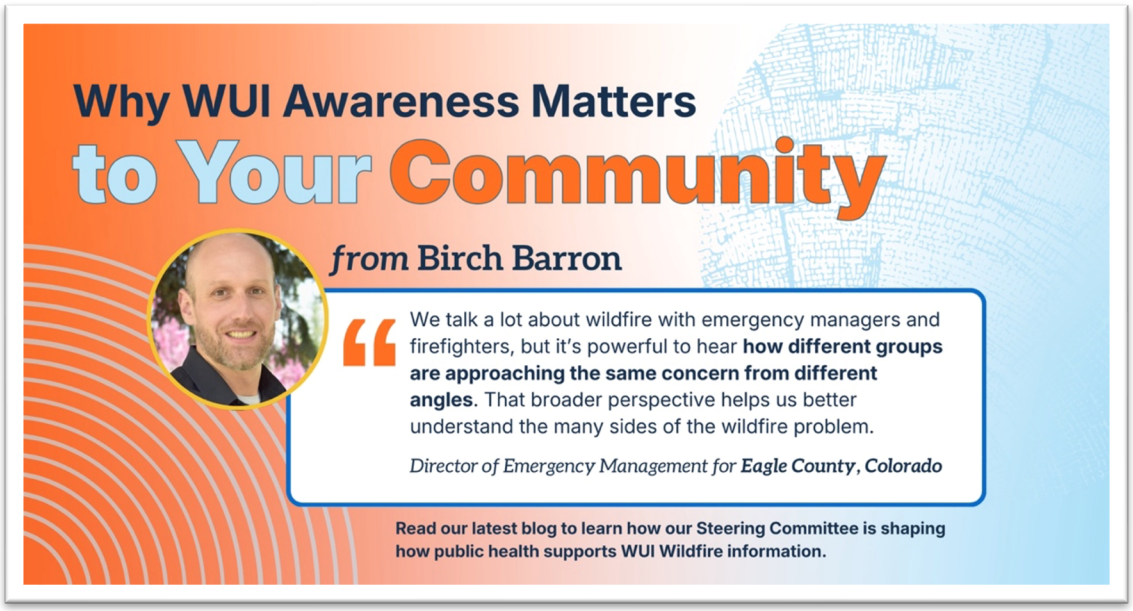


Photo: WUI Steering committee members insights posted on NNPHI social media channels (Instagram and LinkedIn) to feature blog posts on nnphi.org

Phase 3: Campaign Implementation and Dissemination

EHEP leveraged diverse communication channels to disseminate WUI wildfire risk information to public health audiences nationwide.

Dissemination activities included:

Digital Communications

Campaign content was distributed through multiple digital channels to increase awareness of WUI wildfire health risks and elevate key findings from the project, allowing it to reach public health practitioners, researchers, environmental health professionals, and partner organizations.

Outputs included:

- Social media campaign posts
- Blog articles
- Website content promotion
- Informational Video

LinkedIn

LinkedIn served as the primary professional dissemination platform for the WUI wildfire communications campaign. Through a series of targeted posts, the campaign translated emerging research on wildfire smoke exposure, community vulnerability, and preparedness into actionable information for public health audiences. Between September 2025 and July 2026, 30 campaign posts generated more than 12,800 impressions and fostered engagement around key topics including health equity, stakeholder collaboration, risk communication, indoor air quality, and community resilience. Top-performing content highlighted opportunities for stakeholder involvement and collaborative approaches to addressing wildfire-related health risks, demonstrating strong interest in partnership-driven solutions and public health preparedness. Steering committee members encouraged content that highlighted hyperlocal actions and community engagement throughout the emergency management lifecycle.

Instagram

Instagram complemented the campaign's professional outreach efforts by providing a platform for visual storytelling and audience-centered engagement. Through graphics, educational messaging, and campaign-branded content. During the campaign period, Instagram content reached more than 690 accounts and generated over 1,500 views, helping extend the visibility of project findings beyond traditional public health audiences. The strongest-performing content emphasized community impacts and practical actions that individuals and organizations can take to reduce health risks associated with wildfire smoke exposure. This data point allowed the team to refine content that aligned with empowering communities and providing accessible resources.

Together, LinkedIn and Instagram formed a coordinated social media strategy that increased awareness of WUI wildfire health risks, amplified project findings, and connected scientific research with public health practices. By tailoring content to the strengths of each platform, the campaign engaged both professional and community-oriented audiences while advancing the broader goal of translating emerging environmental health research into actionable public health knowledge.

Campaign Performance Metrics

**All metrics below reflect organic growth. There was no paid boosting for this campaign.*

Metric	Result
Social media posts published	30 LinkedIn; 9 Instagram
Total impressions	12860
Total engagements	495
Engagement rate	4.17%; 1.58%
Blog articles published	2
Blog views	277

Top Performing Content

The campaign generated engagement across multiple content formats, with the strongest-performing assets connecting audiences to opportunities for participation, campaign resources, and concise educational information. Content highlighting the WUI Steering Committee application, the NNPHI WUI website, and short-form educational messaging demonstrated that audiences responded to opportunities to engage directly with the project and access practical information. These results helped identify content approaches that can inform future dissemination of emerging environmental health topics.

Application for WUI Steering Committee		
1	Impressions	2034
	Engagement Rate	6.1%
	Accounts Engaged	124
	Platform	LinkedIn
Introducing our NNPHI.ORG/WUI Website		
2	Impressions	754
	Engagement Rate	2.0%
	Accounts Engaged	15
	Platform	LinkedIn
Introducing our New Partnership NNPHI x Chemical Insights		
3	Impressions	2
	Engagement Rate	3.2%
	Accounts Engaged	18
	Platform	LinkedIn
Wildfire Smoke YouTube Short		
4	Impressions	3
	Engagement Rate	2.66%

	Accounts Engaged	14
	Platform	LinkedIn
WUI Challenges: SILOs		
5	Impressions	4
	Engagement Rate	6.1%
	Accounts Engaged	31
	Platform	LinkedIn
Clarity Created Urgency		
6	Impressions	5
	Engagement Rate	12.7%
	Accounts Engaged	73
	Platform	LinkedIn

Social media metrics reflect organic performance on NNPHI's social media channels and should not be interpreted as the total potential reach identified through the network scan. Engagement rate and engagement metrics are reported according to each platform's analytics methodology. Accounts engaged represent interactions with campaign content, such as reactions, comments, shares, and clicks, as captured by the respective platform's analytics.



Posted on LinkedIn

Caption: *Applications are open for the WUI Wildfire Steering Committee! NNPHI and the Chemical Insights Research Institute (CIRI) are seeking dedicated professionals to help guide the Clearing the Air campaign, which supports communities in the wildland–urban interface (WUI) impacted by wildfire smoke and air quality challenges.*

As a Steering Committee member, you will:

·Provide expert guidance on campaign materials
·Recommend data sources, policies, and best practices
·Support local health departments and community preparedness
·Collaborate with public health, environmental health, and emergency response leaders

Members who complete the 6-month commitment will receive up to $2,000 in compensation.

Apply today!
Questions? Contact us at ehep@nnphi.org
Applications close on September 26, 2025.



Posted on LinkedIn
Caption: *Wildfire risk in the Wildland-Urban Interface (WUI) is growing and so is the need for accessible, trusted resources to help communities prepare and respond.*

NNPHI's WUI Wildfires work brings together public health practitioners, researchers, and partners to better understand risk and strengthen community resilience across the country.

We invite you to explore our WUI hub to learn more about:
📚 *Emerging blogs and insights on wildfire and health*
🤝 *Our Steering Committee and collaborative partners*
🛠️ *Practical resources advancing preparedness and response strategies*

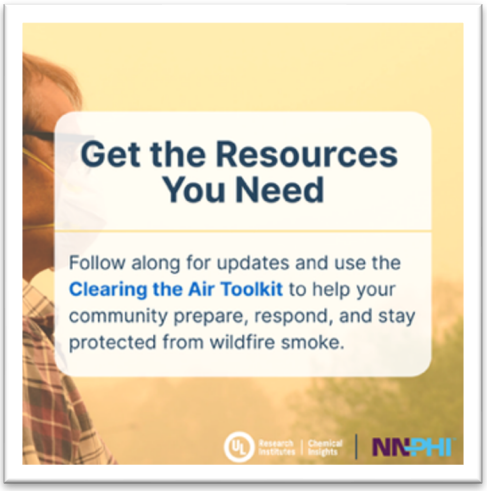
This is a growing space for shared learning and cross-sector collaboration, and we encourage you to engage, explore, and stay connected.

🔗 *Visit: https://lnkd.in/g9xksiCK*

#WUI #Wildfires #PublicHealth #EnvironmentalHealth #EmergencyPreparedness #CommunityResilience #NNPHI









Posted on LinkedIn

Caption: 🌍 *On this World Environmental Health Day, we are excited to announce our partnership with UL Research Institutes' Chemical Insights.*

Together, we are launching the Clearing the Air campaign and toolkit to help communities prepare for and respond to the impacts of wildfire smoke.

✨ *Stronger together, we are working to protect public health where it matters most, because clean air means healthy people.*

📨 *Follow along for updates, resources, and tools you can use in your community.*

#WorldEnvironmentalHealthDay #PublicHealth #WildfirePreparedness #AirQuality #WUI Wildfires #ClearingTheAir

Thought Leadership Content

NNPHI developed and published a series of blogs and social posts highlighting the WUI Wildfire Steering Committee. These experts provided a balance between data-driven practices and boots-on-the-ground experiences.

Blogs:

Collectively, these articles and posts helped position wildfire smoke exposure as an emerging public health issue requiring multidisciplinary collaboration and preparedness planning.

- Strengthening Public Health Communication for Wildland Urban Interface (WUI) Fires - NNPHI
- Strengthening Public Health Communication for Wildland-Urban Interface (WUI) Fires - NNPHI

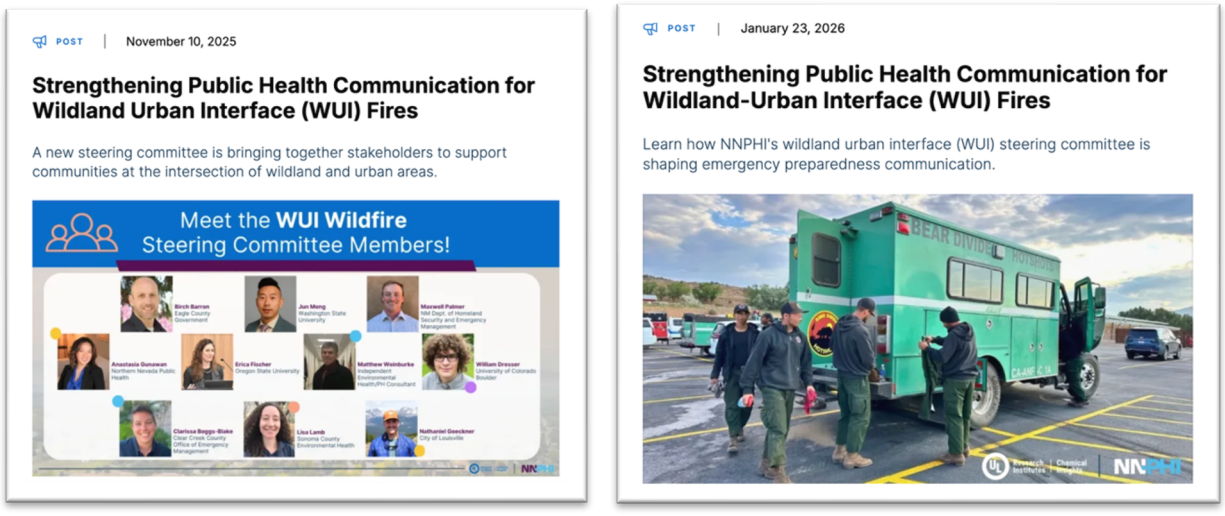


Photo: Blog posts featuring WUI Steering Committee monthly meeting recaps, published on nnphi.org

Phase 4: Partnership Engagement and Knowledge Dissemination

In addition to digital communications, NNPHI promoted project findings through professional conferences, presentations, and public health networks.
These activities expanded awareness among environmental health professionals, preparedness practitioners, public health institutes, and local health departments.

Conference Presentations and Professional Engagement

Project findings and communication strategies were shared through conference presentations, panel discussions, and professional meetings.

Highlights include:

- **National Network of Public Health Institutes (NNPHI): Apr 28-30, in New Orleans, LA**
- **Abstract:** Building Community Resilience in the WUI
    - **Format**
    - **Date:** Wednesday, April 29, 2026
    - **Time:** 11:00am-11:45am

- **National Environmental Health Association (NEHA): Aug 3-6, in Kansas City, MO**
- **Abstract:** Understanding Vulnerability and Building Resilience in the Wildland-Urban Interface: Partnerships, Data, and Communication Strategies
    - **Format**: Poster
    - **Date**: Monday, August 3, 2026
- **Abstract:** Advancing Public Health Preparedness in WUI Communities: Insights from the Wildfire Steering Committee
    - **Format:** Oral
    - **Session:**
    - **Date:** Wednesday, August 5, 2026
    - **Time:** 1:30-2:20

- **Artificial Intelligence x Public Health (AIxPH): Oct. 14-16, in Baltimore, MD**
- **Abstract:** Data-Informed Wildfire Preparedness: Public Health Strategies for WUI Communities
    - **Format:** Lightning Talk
    - **Date:** Thursday, October 15, 2026
    - **Time:** 1:30 p.m.

- **American Public Health Association (APHA): Nov. 1-4, in San Antonio, TX**
- **Abstract:** From Expert Insight to Public Messaging: Communicating Wildfire Health Risks in the Wildland–Urban Interface
    - **Format:** Poster
    - **Session:** Environment Section Poster Session 8
    - **Date:** Tuesday, November 3, 2026
    - **Time:** 10:30 a.m.
- **Abstract:** Mapping Community Vulnerability in Wildland Urban Interfaces
    - **Format:** Oral
    - **Session:** Wildfires, Climate, and Health
    - **Date:** Wednesday, November 4, 2026
    - **Time:** 8:30 a.m.

Building Bridges and Adapting Tools

After learning about Chemical Insights at the NNPHI's Annual Conference, the Michigan Public Health Institute (MPHI) reached out to host a webinar bringing UL Research Institutes' Chemical Insights, NNPHI, and the Colorado Health Institute (CHI) together. This opportunity showed how the work led by NNPHI could be tailored for regional audiences, like Michigan, who have been experiencing the worst season of air quality recorded due to wildfire smoke during the summer of 2026.

Abstract Development and Acceptance

The project team successfully developed and submitted abstracts highlighting communication strategies, partnership approaches, and lessons learned from the campaign.

Accepted presentations provided opportunities to extend dissemination efforts beyond digital channels and engage directly with practitioners and decision-

makers. The accepted abstracts will describe how audience analysis and a strategic network scan can identify communication gaps and partnership opportunities when introducing emerging environmental health topics such as wildfire risk in the wildland–urban interface (WUI). As well as analyze how expert steering committees and qualitative theme analysis can inform the development of clear, accessible public health messaging for complex environmental health hazards.

These are signals that the greater public health field is interested in exploring communication strategies for this topic area, and campaigns like this are needed.

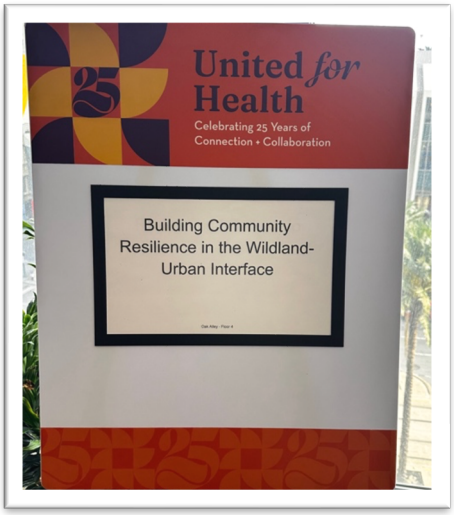


Photo: NNPHI Annual Conference'26 Breakout Session



Photo: NNPHI Annual Conference'26 Breakout Session Presentation



Photo: NNPHI's Environmental Health and Emergency Preparedness team attending the 2026 ULRI Symposium in Chicago, hosted by UL Research Institutes.

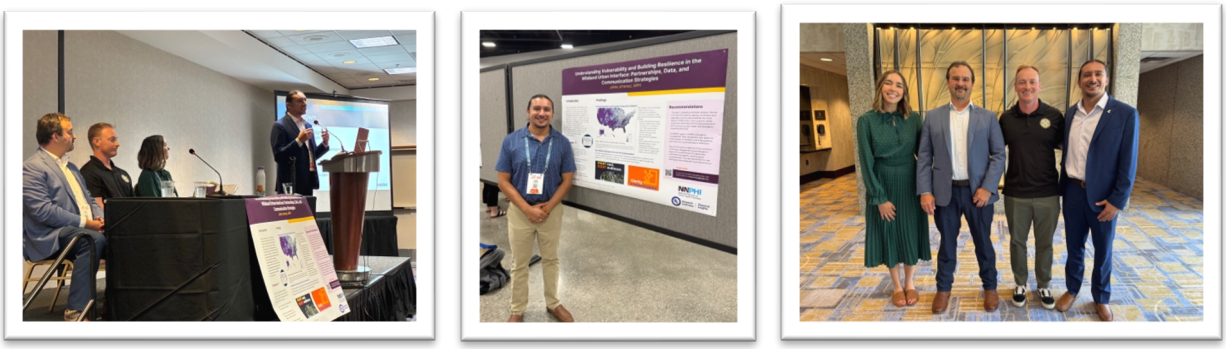


Photo: NNPHI's Environmental Health and Emergency Preparedness team, UL Research Institutes' Chemical Insights and New Mexico Department of Homeland Security and Emergency Management presenting a panel and poster at the 2026 National Environmental Health Association Conference, hosted by NEHA.



Photo: Tri-Fold brochures distributed to attendees at conference table/breakout session



Photo: Stickers distributed to attendees at conference table/breakout session

Recommendations for Future Communications

Throughout implementation, NNPHI identified opportunities to further strengthen wildfire risk communication efforts for public health audiences and leverage our public health institute network for greater impact.

Recommendations include:

1. Continue developing and testing audience-specific wildfire health messaging tailored to local public health practitioners, safety scientists, and community leaders.

2. Expand the use of visual storytelling and infographics to communicate complex environmental health concepts and WUI wildfire impacts through short, medium, and longform videos.
3. Increase communication dissemination and expand partnerships through trusted intermediary organizations, public health institutes in underprepared areas identified in NNPHI's geospatial analysis, and public health associations.
4. Integrate wildfire communication resources into broader climate and environmental health preparedness initiatives and agencies.
5. Continue refining and localizing resources associated with the Clear the Air campaign to support community-specific risk communication prioritizing language access.

Conclusion

Through strategic planning, audience research, partnership development, branding, and dissemination, NNPHI successfully implemented a comprehensive WUI wildfire communication campaign that increased awareness of wildfire-related health risks and established foundational communications around an emerging public health issue.

The campaign established a foundation for continued engagement around wildfire smoke exposure, strengthened communication infrastructure for future environmental health initiatives, and demonstrated the value of combining research translation with audience-centered communication strategies.

Collectively, these efforts advanced UL Research Institutes' Chemical Insights goal of ensuring that emerging research findings are accessible, actionable, and relevant for the public health professionals working to protect communities affected by WUI wildfire smoke exposure.

This project would not be possible without support from UL Research Institutes' Chemical Insights and the public health and wildfire experts who participated as key informants and members of the WUI Wildfire Steering Committee. NNPHI staff who contribute to this work include Diana Hamer and Madelyn Gustafson. Lead authors of this report include Jaime Jimenez and Jennifer Ventura.

Note: Use of Artificial Intelligence (AI) in the Communication Campaign

Due to project budget and timeline constraints, artificial intelligence (AI)-enabled platforms were incorporated throughout the creation of social media language, editing of visuals, summarizing steering committee feedback on the Wildfirehealthrisk.org webpage, conference abstract development, and providing frameworks for this report. Specifically, ChatGPT (via OpenAI) and Canva were used as the team's primary tools. AI inputs were methodically crafted, and AI-generated outputs were not accepted without substantial review. At each stage of the project, the EHEP team critically evaluated, discussed, and interpreted all AI-assisted outputs to: ensure responses were aligned with project objectives and existing data; identify potential errors and overgeneralizations; and determine appropriate revisions required and next steps. Human expertise, subject matter knowledge, and professional judgment directed at all methodological inputs, decisions, interpretation of findings, and recommendations.

Appendix 1

Clear the Air Campaign/wildfirehealthrisk.org Feedback

Short-Term Actions (Quick Wins / High Impact)

(0–3 months)

Issue	Recommendation	Action Item	Proposed Owner	Timeline
Navigation feels dense on key pages	Improve usability	Break WUI and Emissions pages into expandable dropdown sections	UX Team	Short-term
Users struggle to find the "why should I care?"	Improve clarity and flow	Create a "Start Here During Smoke" page with 3–5 immediate actions and icons	UX + Content Team	Short-term
High-value resources are buried	Elevate practical resources	Feature DIY Air Cleaner and Safeguarding Your Health as homepage "Top Actions"	Web + Content Team	Short-term
Widgets overlap and spacing inconsistent	Improve visual consistency	Standardize widget spacing and responsive design across devices	Web Dev Team	Short-term
Interactive elements unclear	Clarify user cues	Add explicit "Read more" buttons to expandable widgets	UX Team	Short-term
Resource filters do not clear	Fix usability bug	Resolve filter-clearing issue in resource library	Web Dev Team	Short-term
Public-facing language too technical	Simplify terminology	Replace or clarify jargon (e.g., "emissions" → "smoke & chemical pollution")	Content Team	Short-term
Accessibility concerns raised	Improve ADA compliance	Conduct ADA/508 accessibility	Web + Accessibility Team	Short-term

		audit (font size, contrast, screen readers)		
Users cannot easily get updates or ask questions	Improve engagement	Add sign-up links for updates, technical assistance, and inquiries	Web + Comms Team	Short-term
Trust concerns about AI-generated content	Strengthen credibility	Implement SME review and citation process for health guidance	Program Leadership	Short-term
Cost barriers limit feasibility	Emphasize equity	Clearly label low-cost and low-barrier actions throughout site	Content Team	Short-term

Medium-Term Actions (Content Expansion & Adaptation)

(3–9 months)

Issue	Recommendation	Action Item	Proposed Owner	Timeline
Strong demand for videos	Expand multimedia	Develop short explainer videos for priority topics	Comms + Content Team	Medium-term
Need for real-world context	Highlight applied examples	Add "In the Field / In the News" section featuring WUI events and research	Content + SME Leads	Medium-term
Missing wildfire prevention guidance	Expand prevention content	Add wildfire prevention and fuel-reduction actions	Content Team	Medium-term
Post-fire health risks under-addressed	Address recovery phase	Develop guidance on debris removal and ash hazards	Content + SME Leads	Medium-term
Prolonged smoke events not covered	Address cumulative exposure	Add guidance for weeks-long smoke and cumulative exposure	Content + Public Health SMEs	Medium-term
Occupational risks not fully addressed	Expand worker protections	Create outdoor worker and responder guidance (PPE,	Content + Occupational Health SMEs	Medium-term

		exposure duration)		
Guidance assumes HVAC and home ownership	Improve relevance	Develop renter-, apartment-, trailer-, and off-grid-specific guidance	Content Team	Medium-term
Rural and mountain communities underserved	Localize content	Add rural and mountain-specific adaptations	Content + Regional Partners	Medium-term
PDFs are dense and long	Improve usability	Split long PDFs into modular, topic-specific documents	Content + Design Team	Medium-term
Graphics difficult to interpret	Improve visuals	Redesign equipment graphics with simpler visuals and links	Design Team	Medium-term
Spanish-language access limited	Expand language access	Translate priority pages and materials into Spanish	Content + Translation Partners	Medium-term
Limited offline access	Improve reach	Produce print-ready, one-page flyers and toolkits	Content + Design Team	Medium-term
Renters face structural barriers	Improve feasibility	Add renter guidance on requesting protections and portable solutions	Content + Legal SMEs	Medium-term
Outdoor events lack guidance	Support community decision-making	Add smoke guidance for schools and outdoor events	Content + Public Health SMEs	Medium-term
Users want updated research	Strengthen evidence	Add a “Latest Research” section with plain-language summaries	Content + SME Leads	Medium-term
Local agencies need ready-to-use content	Support dissemination	Create a local agency social media and outreach toolkit	Comms Team	Medium-term
Inclusion of “Cascading Hazards” section	Content expansion	Expand on health-related hazards that occur post-wildfire (water	Content + SME Leads	Medium-term

		infrastructure, water source, soil contamination)		

Long-Term Actions (Systems, Partnerships, Localization)

(9–18+ months)

Issue	Recommendation	Action Item	Proposed Owner	Timeline
Language translation lacks cultural nuance	Enable localization	Develop customizable toolkits for local agencies to adapt language and visuals	Comms + Partnerships	Long-term
Tribal communities underrepresented	Expand culturally relevant outreach	Partner with tribal health entities to adapt content for tribal languages	Partnerships Team	Long-term
Limited community trust in national resources	Deepen local engagement	Build partnerships with trusted messengers (promotores, COADs, schools)	Partnerships Team	Long-term
Limited visibility of WUI risk tools	Integrate risk visualization	Explore adding WUI mapping tools paired with action guidance	Content + Data/Mapping Partners	Long-term