

Wildfire Preparedness, Response, and Recovery

SESSION IV INFRASTRUCTURE AND OPERATIONAL RESILIENCE

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June 1, 2026



UNIVERSITY OF
OREGON

**Institute for Resilient
Organizations, Communities,
and Environments**



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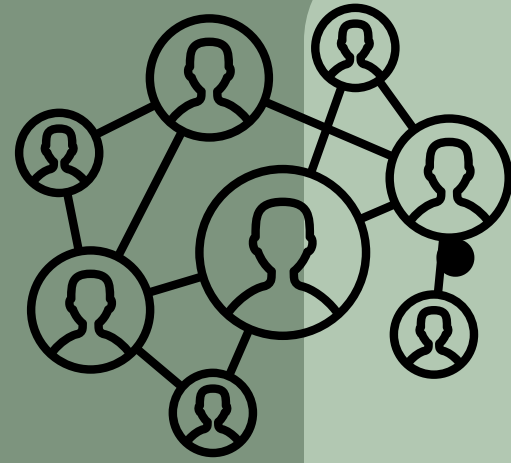


[Center for Wildfire Smoke Research and Practice](#)



Oregon Campus Disaster Resilience Consortium

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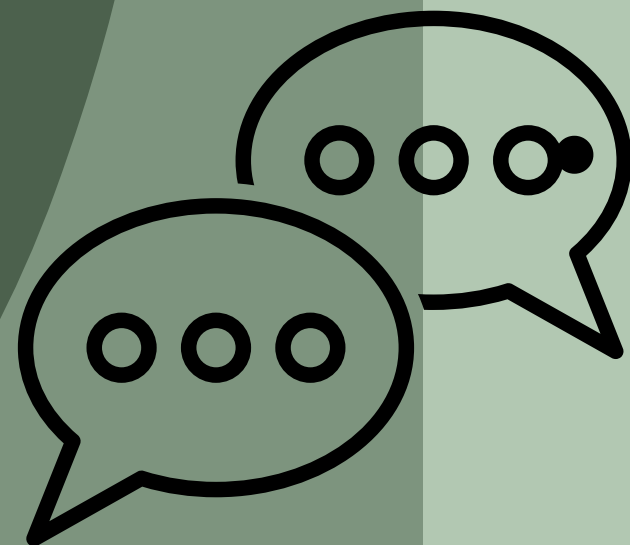
Learning Networks:

- Disaster Resilient Universities



Large Event Planning:

- World Athletics track event



Effective Communication:

- State of science communication



Learning Networks: Communities of Practice

Disaster Resilient Universities[®] Network

[DRU Library](#) | [DRU Platform](#) | [DRU Resources](#) | [Network Events](#) | [About Us](#) | [Advisory Committee](#)

The Disaster Resilient Universities[®] (DRU) Network provides risk and safety administrators and practitioners with peer-to-peer opportunities to cultivate a multidisciplinary approach to organizational resilience at our universities.

<https://resilient.uoregon.edu/dru>

DRU Network Events

Upcoming Events

CAPTRS EMCE: Hurricane Game Webinar

DATE: JUNE 3, 2026

LOCATION: ONLINE



The Center for Advanced Preparedness and Threat Response Simulation (CAPTRS) is hosting a live webinar offering an inside look at the CAPTRS EMCE: Hurricane game. CAPTRS Chief Game Designer Micael Sousa will be joined by fellow game developers to share the design choices, simulation aspects, defined outcomes and other aspects of the game. The game challenges players to take on the role of emergency managers responsible for protecting four distinct jurisdictions from an approaching hurricane. Over six rounds, players allocate scarce personnel to prepare shelters, mitigate damage, train additional staff, and shelter evacuees. This session will feature members of the CAPTRS game design team and include a guided conversation followed by audience Q&A.

Register

<https://resilient.uoregon.edu/dru>



Large Event Planning:

World Athletics-University of Oregon

- July 2022: UO hosted the World Athletics Championships Oregon22
- We investigated wildfire smoke concerns, air quality communication preferences, and protective action behaviors among sporting event attendees through a survey (n=219)



Wildfire smoke and athletic events: understanding public concerns, experiences, and preparedness

MICHAEL R. COUGHLAN, NAOMI SERIO, HEIDI HUBER-STEARNES, BEN CLARK,
AND HOLLIE SMITH

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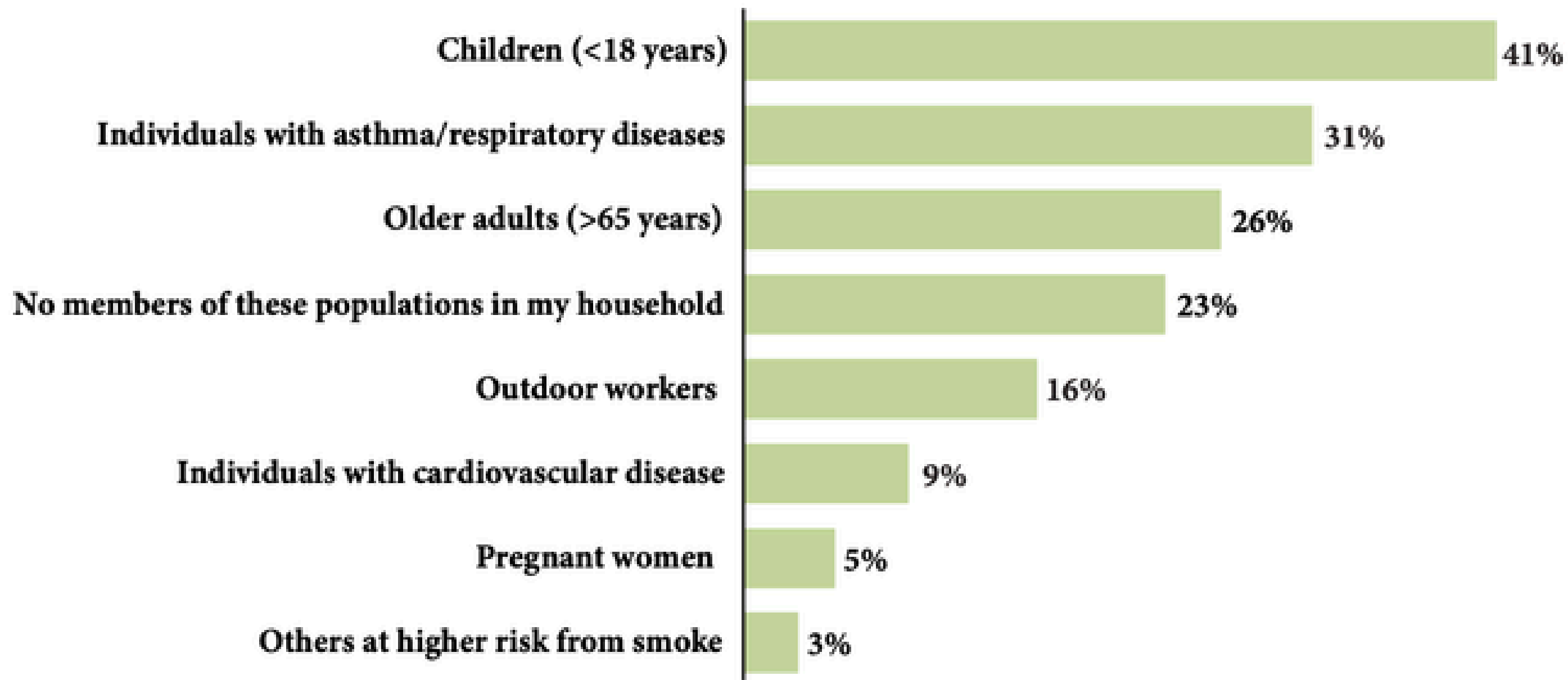




Large Event Planning: World Athletics-University of Oregon

Over three-quarters reported having people especially vulnerable to poor air quality and smoke in their households.

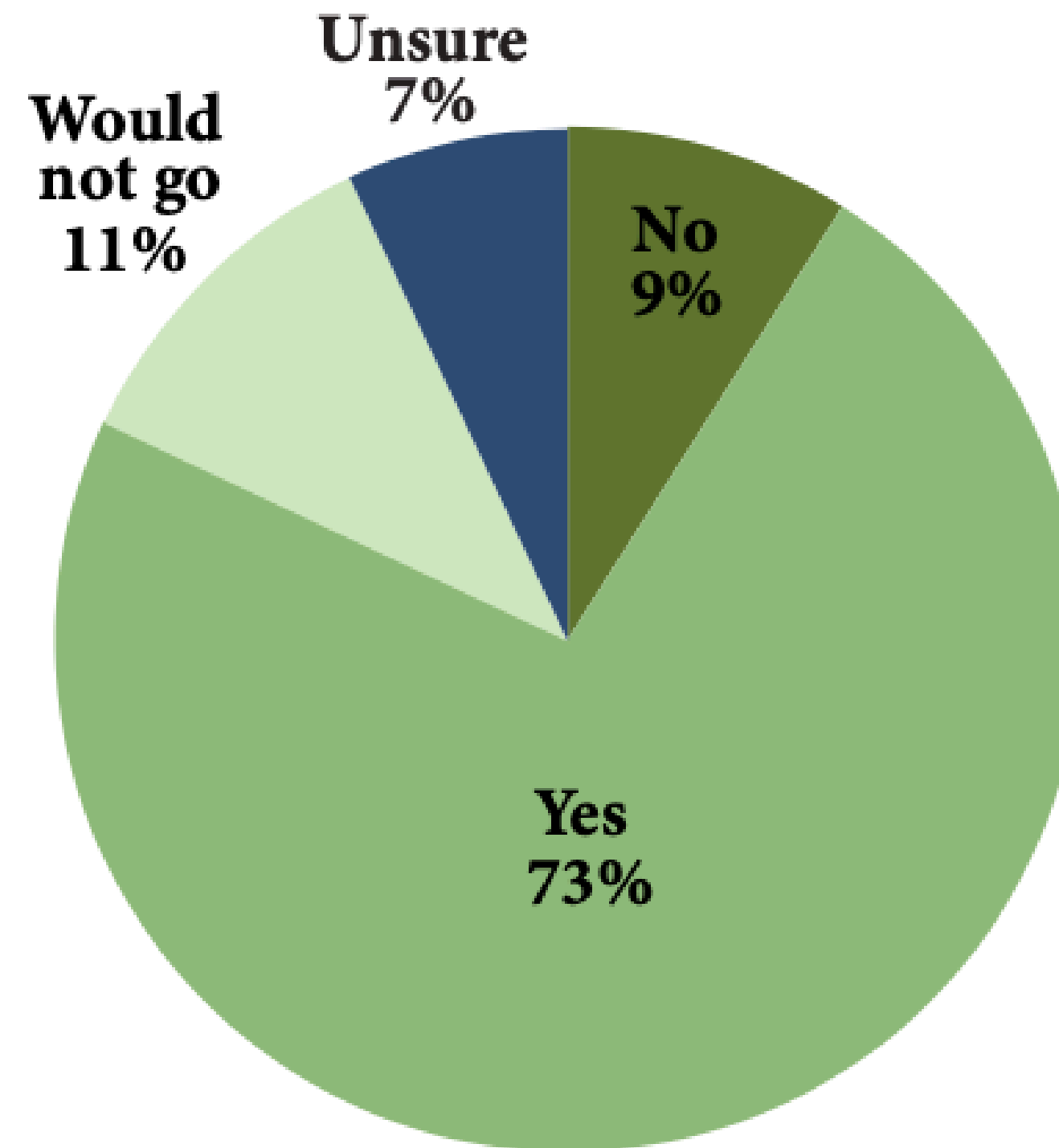
Figure 3. Percentage of respondents with and without members of vulnerable populations in their household
(percentages exceed 100% because respondents could select more than one answer).





Large Event Planning

Figure 7. Respondents' answers to the question, "if you planned to attend an outdoor event and wildfire smoke was possible, would you seek information about air quality before making a decision to attend?"





Large Event Planning

Figure 8. Respondents' preferred method of communication regarding air quality information (percentages exceed 100% because respondents could select more than one answer).

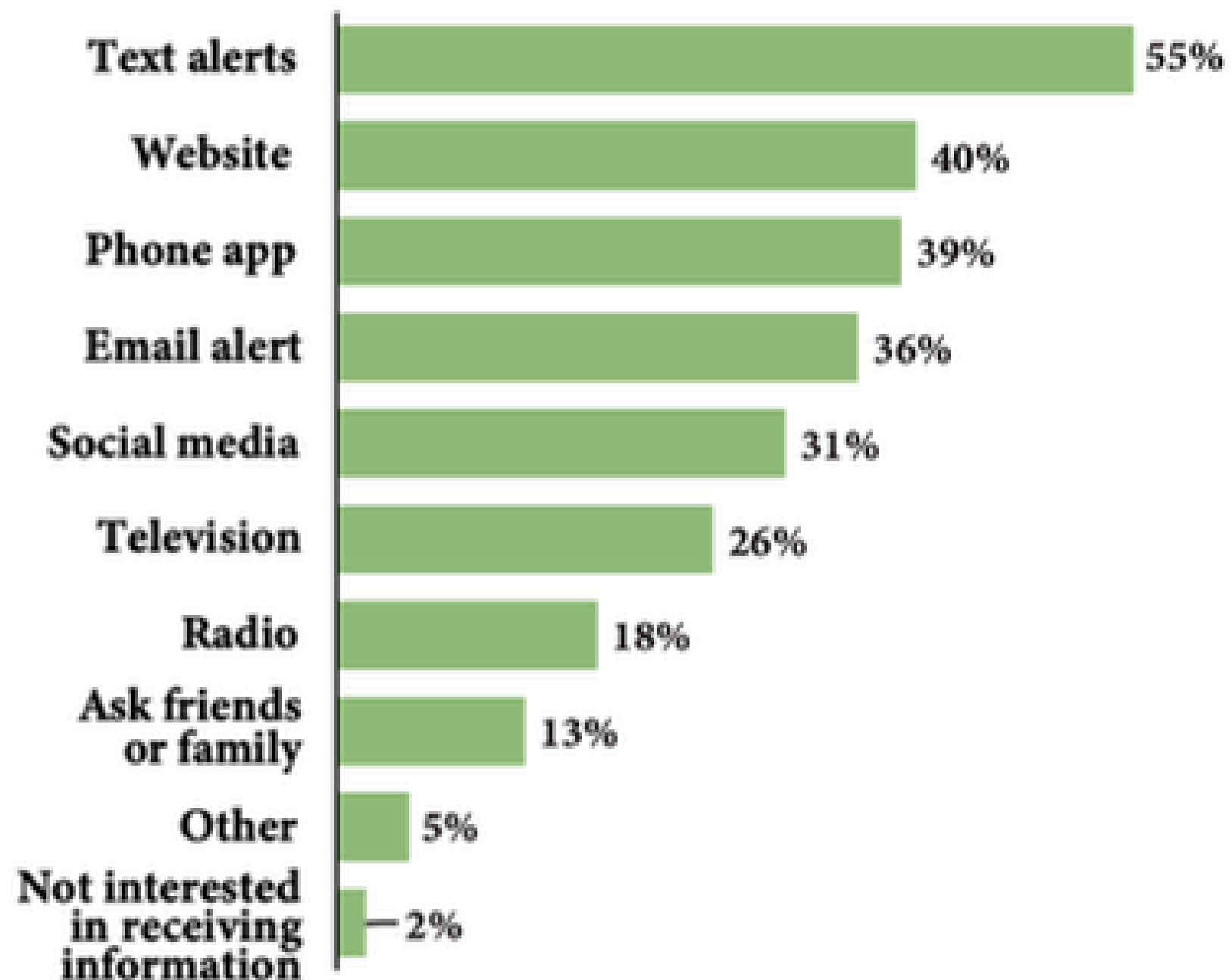
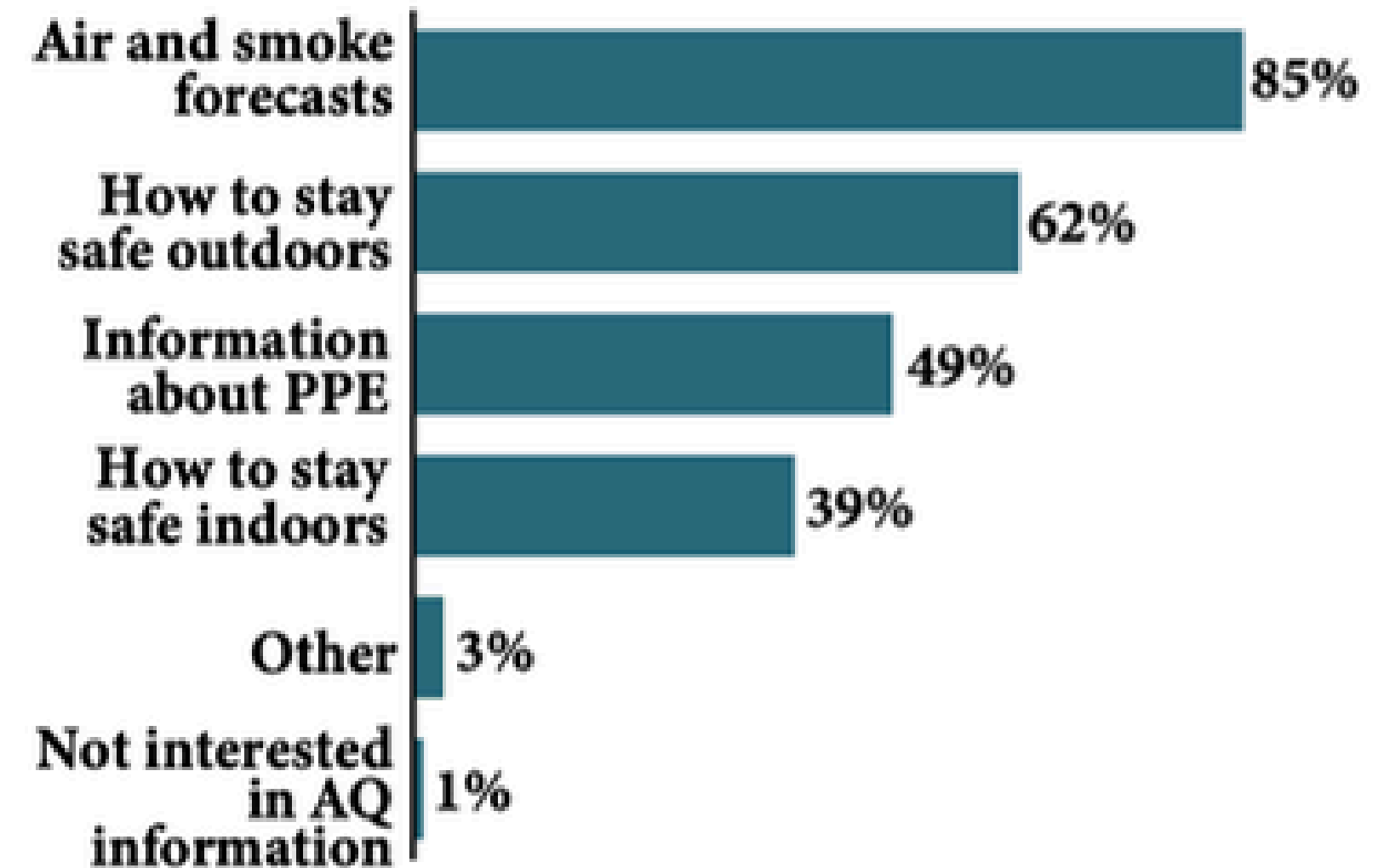


Figure 9. Type of air quality (AQ) and wildfire smoke information respondents would like to receive during smoke events (percentages exceed 100% because respondents could select more than one answer).





Large Event Planning

I expect...

The UO sports venue or local authorities
will monitor and communicate changes
in air quality conditions

73%

The UO sports venue or local authorities
will cancel the event if the air quality
becomes unhealthy to *most people*

68%

The UO sports venue or local authorities
will cancel the event if the air quality
becomes unhealthy to *vulnerable peoples*

32%

The City of Eugene or UO sports venue
will provide cleaner air shelters for
visitors

26%



Large Event Planning:

World Athletics-University of Oregon

- Over 90 percent were concerned about the impact of wildfire smoke on their health or the health of others in their household.
- Nearly all had experienced wildfire smoke events within the past few years.
- Most individuals would have felt better prepared for the last wildfire smoke event they experienced if they had access to personal protective equipment (PPE) and adequate household protection.

Wildfire smoke and athletic events: understanding public concerns, experiences, and preparedness

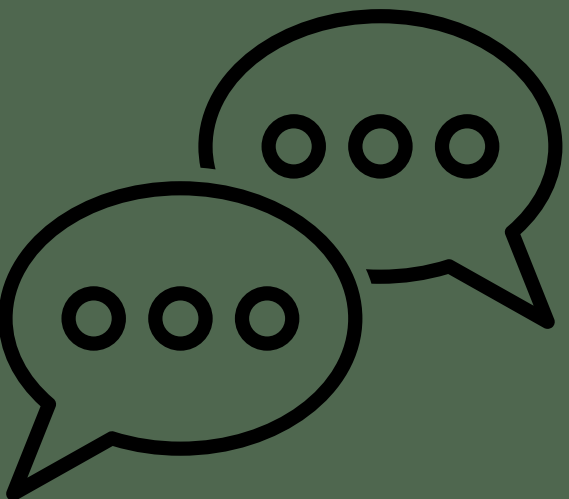
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Effective Communication: Wildfire and smoke communication

Center for Wildfire Smoke Research & Practice



OREGON HOUSEHOLDS' EXPERIENCES WITH SMOKE

How are households in Oregon experiencing wildfire smoke, seeking information, and preparing for smoke?



SMOKE COMMUNICATIONS

What communication strategies are being used by organizations and agencies for smoke preparation and response?



COMMUNITY SMOKE PREPARATION RESPONSE

How effective are community-level preparation and response strategies in Oregon communities during smoke events?



Effective Communication: Wildfire and smoke communication

Providing clear, consistent, and actionable information

- Use simple, actionable advice and including specific guidance, timeframe, location, hazard, and information sources in messaging
- Include both risk and efficacy information, promote protective health behaviors

Example from Prescribed Burn in Central Oregon

- Decades of analysis in Bend showed that smoke tends to settle in the early hours of the morning.
- Since risk is highest overnight, tailor messaging to let people know to close windows at night.



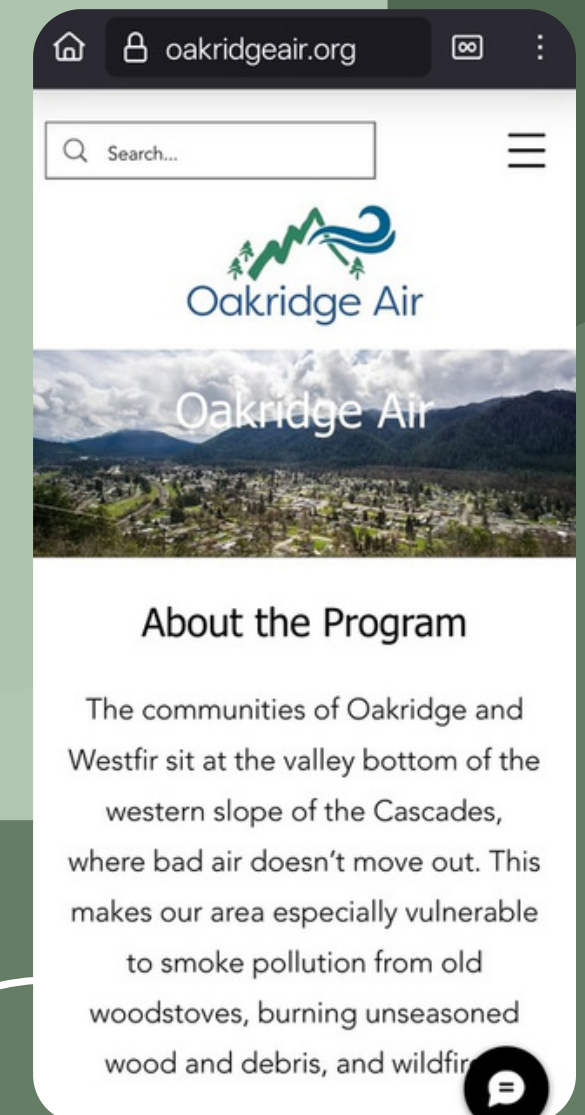
Effective Communication: Wildfire and smoke communication

Using diverse communication channels to increase reach

- Use multiple channels, including traditional and social media, along with in-person communication
- Collaborate with trusted messengers to tailor messaging content and outreach methods to the local community(-ies)

Example from Oakridge, OR

- Less reliable Wi-Fi and cell service
- Use of fire station reader board along main road
- Printed materials on sandwich-style boards
- One-stop shop websites for smoke communications





Effective Communication: Wildfire and smoke communication

Prioritizing coordination for credible and consistent communication

- Trusted messengers play a key role
- Shared messaging across agencies and organizations, and across diverse channels
- Proactively coordinate and plan communication strategies to ensure message consistency across sources and timeframes

Wildfire Smoke and You

STATIC AND ANIMATED SERIES

A logo graphic unifies all campaign elements under one visual identity. The animated GIF adds motion to an otherwise static graphic—reinforcing how smoke moves and the very real ways it can affect you.

For the footer across all campaign materials, we recommend the call to action: **Learn, Adapt and Protect** at: [each agency's link]

This message emphasizes both individual action and the evolving nature of wildfire smoke—urging people to stay informed and prepared.

These pieces are available as standalone PNGs, animated GIFs, or videos. Adding motion can create an eye-catching moment that makes someone stop and take notice. But which format is best? It depends on how you want to deliver the message. For the multi-slide piece we are NOT providing an animated GIF video. The files would be too large. See our Pros and Cons below. You might find the static PNGs work great as a Facebook carousel or an Instagram reel—or maybe a mix of both. We've given you plenty of options to choose from.

Animated GIF pros and cons ▾

MP4 Video pros and cons ▾

How to use this library: Scroll through our gallery to view everything available to you. Click on any gallery item to bring up a modal box that makes it easier to view links to assets. To see a larger version, click on the **Approved Artwork - No logo** image. To download the image you may do it from the enlarged version (blue button on the lower right). Or you can hover over the **Approved Artwork - No logo** and an interactive menu will appear that allows you to download from there.

For this series we have also included GIFs and MP4 files for you to download as well.

[BACK TO MAIN LIBRARY](#)

Pro Tip:

When adding your logo, make it a little bit smaller to create white space around it so the logo does not fight for attention against the message. Cleaner design = better readability.

Example from Northwest Air Quality Communicators:

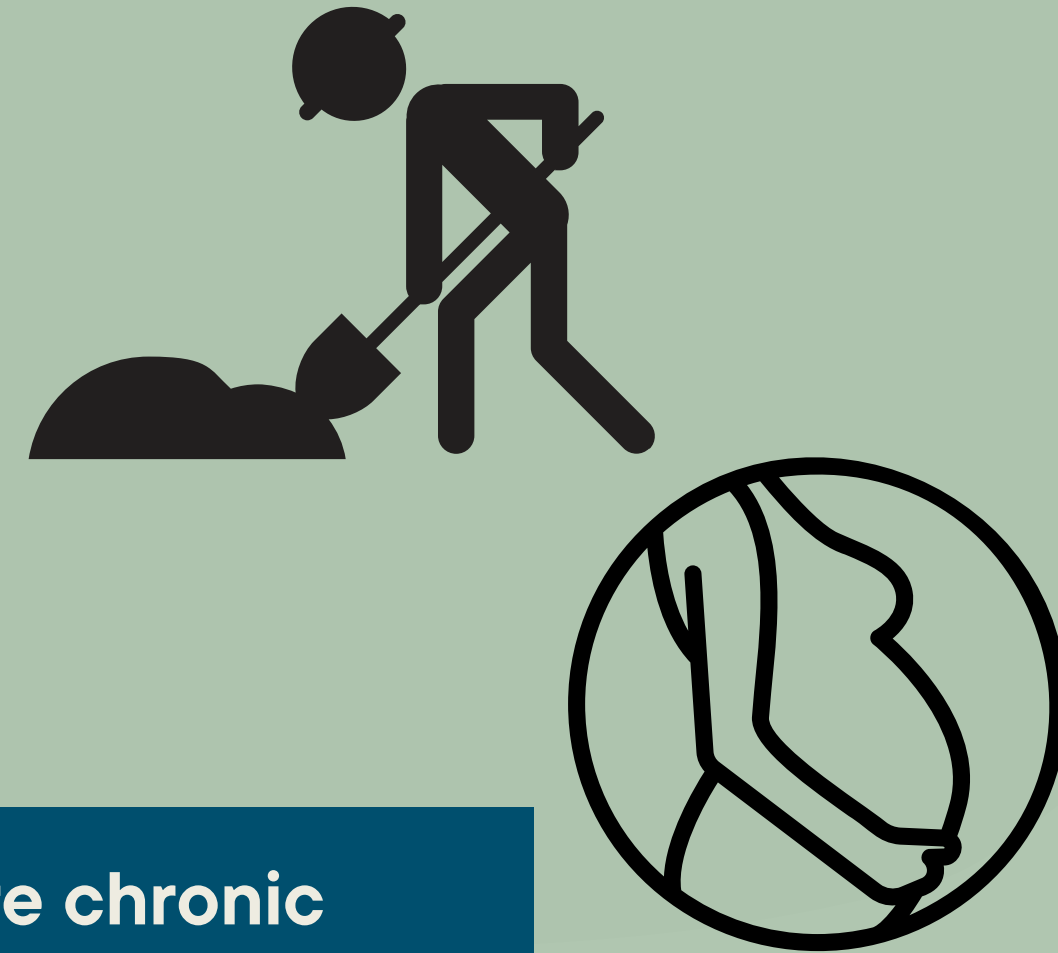
Organizations pooled funds together to pitch in for initial cost to develop shared web resource



Effective Communication: Wildfire and smoke communication

Communicating effectively with at-risk populations

- Use relevant and appropriate messaging strategies for different groups
- Share smoke and air quality information ahead of fire season and/or year-round



57% of Oregon adults (18 or older) reported one or more chronic health conditions, 5% of youth (ages 0-17) have asthma, 5% of residents are under five years old, and 18% are 65 or older.

Oregon Health Authority. (2023). "Climate and Health in Oregon: 2023 Report." Retrieved from [https://www.oregon.gov/oha/PH/HEALTHYENVIRONMENTS/CLIMATECHANGE/Documents/FINAL%20Climate%20Health%20in%20Oregon%202023%20v071124%20\(1\).pdf](https://www.oregon.gov/oha/PH/HEALTHYENVIRONMENTS/CLIMATECHANGE/Documents/FINAL%20Climate%20Health%20in%20Oregon%202023%20v071124%20(1).pdf)



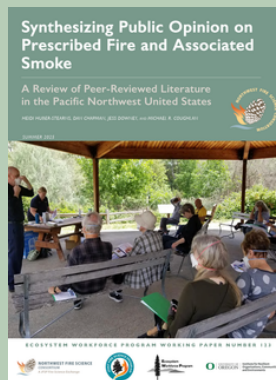
RESOURCES



Wildland Fire Smoke Risk Communication Research: An overview of recent review articles



Two-page Smoke and Air Quality Communicators Resource Guide



Synthesizing Public Opinion on Prescribed Fire and Associated Smoke: Peer-reviewed literature in the Pacific Northwest United States



Community Engagement in Fire Preparedness: It's how that matters



Communicating with the Public about Wildland Fire: A resource for practitioners to plan engagement strategies

Thank you!

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The Smoke Center

CENTER FOR WILDFIRE SMOKE
RESEARCH & PRACTICE
University of Oregon