

**Forest Service Manual  
National Headquarters - Washington Office  
Washington, DC**

**Forest Service Manual 3100 – Cooperative Fire Protection  
Chapter 3110 - Cooperative Forest Fire Prevention**

**Amendment:** 3100-2019-1

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**Approved by:** Jaelith Hall-Rivera, Associate Deputy Chief, S&PF

**Date approved:** May 15, 2019

**Responsible Staff:**

**Last Change:** 3100-2016-1 to FSM 3170

**Superseded Document(s):** 3110 Contents, Amendment 3100-98-4, July 22, 1998; 3110, Amendment 3100-98-5, July 22, 1998

**Posting Instructions:** Amendments are numbered consecutively by title and calendar year. Post by document; remove the entire document and replace it with this amendment. Retain this transmittal as the first page(s) of this document. The last amendment to this title was 3100-2016-1 to FSM 3170.

**Digest:** Following is an explanation of the changes throughout the directive by section.

**3110:** Revises the chapter to align with the revised FSM 5100 Zero Code and the USDA Forest Service mission. For further direction on Cooperative Forest Fire Prevention (CFFP), see FSH 5109.18, Wildfire Prevention Handbook. Removes all Area references because the Area has been incorporated into Region 9.

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### **3110.2 - Objective**

To create and maintain public awareness about wildfire prevention and education.

### **3110.3 - Policy**

1. Use Smokey Bear as a vehicle to convey wildfire prevention messages through:
  - a. Public service advertising;
  - b. Educational activities, which may include school programs and distribution of posters and other handout materials;
  - c. Commercial licensing of the Smokey Bear name and artwork;
  - d. Personal appearances of Smokey Bear; and
  - e. Smokey Bear awards.
2. Stimulate active support of the Cooperative Forest Fire Prevention (CFFP) Program. Provide assistance to the States and other public agencies, schools, businesses, industries, civic clubs, and any group or persons interested in preventing unwanted human-caused wildfires.
3. Provide support and technical expertise to cooperators and stakeholders in assessing and mitigating risks associated with wildfires in both the natural and built environments to minimize negative impacts.

### **3110.4 - Responsibilities**

1. Washington Office.
  - a. The Chief reserves the authority to review and approve or disapprove national wildfire programs and agreements.
  - b. The Deputy Chief, State and Private Forestry, has the authority and responsibility to consult with the National Association of State Foresters Executive Committee as required by 16 U.S.C. 2101.
  - c. The Director, Fire and Aviation Management Staff, Washington Office, has the authority and responsibility to administer the CFFP Program and can delegate authority to the National Wildfire Prevention Program Manager.
2. Regions. Each Regional Forester is responsible for assigning responsibility for the CFFP Program to one Staff Director, who assigns a member of the staff as the Regional CFFP Coordinator.

### **3110.6 - Role of Cooperative Forest Fire Prevention Committee**

1. The CFFP committee provides counsel to the Director, Fire and Aviation Management, Washington Office concerning policy, major procedures, and wildfire prevention campaigns (primarily Smokey Bear).
2. The committee members include State Foresters, representatives of the Advertising Council, and Forest Service employees from the Washington Office.
  - a. Voting members of the CFFP committee must include no more than three State Foresters, one member of the Ad Council, and one representative from the Forest Service.
  - b. The committee collaborates with Conservation Education, the Office of Communications, and the Regional CFFP Coordinator.

### **3111 - Smokey Bear Awards Program**

For direction on this program, see Forest Service Handbook (FSH) 5109.18, chapter 20.

#### **3111.02 - Objective**

To recognize individuals and organizations for outstanding service in wildfire prevention see FSH 5109.18, section 26.

### **3112 - Cooperative Forest Fire Prevention Program Implementation**

Guidelines for the implementation of the CFFP Program, including Smokey Bear awards and the development and distribution of Smokey Bear items, are contained in FSH 5109.18.