Effective communication is key to minimising human-caused fires and hence impact wildfires hold for New Zealand communities.

**Method**
- analysed communication strategies
- case studies in 3 rural and rural-urban interface communities
- 80 community and key respondents.

**Target the audience**

**Non-fire users**
- Most New Zealanders do not use fire or pose any risk of starting a fire
  - increase levels of awareness
  - increase preparedness for wildfire

**Rural and semi-rural fire users**
- Largest group of fire users
  - Light fires for vegetation clearance
  - Generally good levels of awareness and knowledge
  - information on fire restrictions
  - maintain awareness of fire risk, prevention and preparedness.

**Recreational users/visitors**
- Visitors to rural areas (light campfires, use fireworks etc.)
  - Pose considerable risk
  - Often lack awareness or knowledge
  - increase awareness and fire prevention.

**Cultural fire users**
- Fire used to cook food (e.g. hangi)
  - Good knowledge
  - information on fire restrictions
  - maintain awareness of fire risk, prevention and preparedness.

**Tailor the message**
- awareness of risk
- information on restrictions (permits, fire seasons etc.)
- fire prevention
- preparedness for wildfires.

**Tune the method**
- limited use of traditional broadcast approaches (one-way communication)
- increase communication via conduits to disseminate
- increase face-to-face communication with individuals and groups (allows two-way dialogue).

<table>
<thead>
<tr>
<th>Messages required</th>
<th>Non-fire users</th>
<th>Rural &amp; semi-rural fire users</th>
<th>Recreational users</th>
<th>Cultural users</th>
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<tbody>
<tr>
<td>Awareness of risk</td>
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<tr>
<td>Information on restrictions</td>
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<td>Prevention</td>
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