



SMOKEY BEAR CAMPAIGN OVERVIEW



WILDFIRE PREVENTION CAMPAIGN

Since 1944, Smokey Bear has inspired Americans to protect our forests from unwanted, human-caused wildfires through simple fire safety tips and his iconic tagline, “Only You Can Prevent Wildfires.” With nearly 9 in 10 wildfires nationwide caused by humans, Smokey’s message remains as relevant as ever. As America’s longest-running PSA campaign, Smokey has become a cultural icon and a vital advocate for protecting our nation’s wildlands. Today, Smokey’s legacy continues through PSAs, social media and influencer outreach, PR initiatives, and industry partnerships, reminding everyone that wildfire prevention starts with us all.

Campaign Objective: Prevent unwanted, human-caused wildfires by encouraging personal responsibility and imparting knowledge of individual actions people can take to help prevent fire starts and reduce the spread of wildfires.

Target Audiences:

- All Americans, with a focus on:
 - Outdoor Enthusiasts (primarily 18-34)
 - Wildland-Urban Interface Residents (primarily 25-54)

Message: Only you can prevent wildfires.

Call to Action: For decades, Smokey Bear has lived within us all. Learn more at SmokeyBear.com.

Campaign Social Media Presence: [Facebook](#), [Instagram](#), [Twitter/X](#) and [YouTube](#)

History of Smokey Bear: click [here](#) to learn more.

