



Smokey Bear Awards Fact Sheet

Purpose

Recognize outstanding service with significant program impact in wildland fire prevention and to increase public recognition and awareness of the need for continuing fire prevention efforts.

Award Categories

- **Golden Award** – This is the highest honor given for service over at least a two-year period that is **NATIONAL** in scope. Maximum of three awards are given each year.
- **Silver Award** – This is the highest honor given for service over at least a two-year period that is **REGIONAL** (multi-state) in scope. Maximum of five awards are given each year.
- **Bronze Award** – This is the highest honor given for service over at least a two-year period that is **LOCAL** (within the state) in scope. Maximum of 10 awards are given each year.
- Certificates may be awarded to a few select nominations to recognize their potential to receive future Smokey Bear Awards.

Award Criteria

1. Scope

- a. Does the project have a multiplier effect?
- b. Does the project/service tier to a national target audience/theme/message and goal?
- c. Were Smokey Bear and other fire prevention tools used appropriately?

2. Impact

- a. Did the project receive community or agency recognition?
- b. Was there media coverage/involvement with the project?
- c. Was there more than one contact with the targeted audience?
- d. Did the project incorporate multi-cultural concerns?
- e. Were the results of the project/service measured?
- f. What objectives were met or exceeded?

- g. Did the project/service revitalize fire prevention?
- h. Does the project/service have effects beyond the nominee's own program?
- i. Was the project a catalyst for change?
- j. Are there benefits to the broad CFFP Program?
- k. Was there follow-up evaluation and monitoring of the project?
- l. How many people did the program reach?
- m. Was the project cost appropriate to the benefits received?

3. Partnerships

- a. Was inter-agency and community cooperation achieved?
- b. Was the project community supported?

4. Qualities

- a. Does the project show creativity and innovation?
- b. Was the project self-initiated?
- c. Was the project a catalyst for other activity?
- d. Does the nominee exhibit leadership?
- e. Is the project a model of success that can be replicated elsewhere?
- f. Is the nominee an inspiration to others?
- g. Does the service/project go beyond normal job expectations?
- h. What did the project cost?

These award criteria are used to rate each individual nomination. The nominator should address each of the criteria on the nomination form AND in a project narrative.

Nomination Timeline

Information about the nomination process is available on the symbols.gov website all year round. For the 2005 awards, nominations must be submitted by close of business January 21, 2005. However, you can send your nominations at any time prior to that date.

Nomination packages must include:

- A completed nomination form.
- Any additional information in support of the award criteria.
- A summary (750 words or less) of the service *and the impact of the project* that is being nominated, including information on beginning and ending dates.
- Silver and Gold nominations must have letters of support representing the area for which the project is nominated (i.e. from more than one state for a Silver Award).
- Any supporting documentation such as photos, news articles, project materials, and letters of support.

The nomination packages must stand on their own merit. Please make sure they are complete to give the best opportunity to your nominee.