

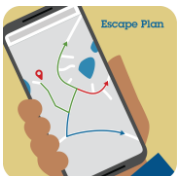
Key Findings from the American Red Cross Wildfire Preparedness Program Evaluation

Between September 2024 and September 2025, the Red Cross conducted 778 wildfire preparedness visits across eight states. During these visits, Red Cross volunteers and community partners work directly with residents to identify wildfire hazards around their properties, provide personalized risk-reduction recommendations, assist with preparedness planning, and distribute educational materials and resources. The program targets households located in areas of elevated wildfire risk using wildfire risk mapping tools and local community expertise. In early 2026, NORC at the University of Chicago fielded a survey to all households that received a Red Cross visit and a comparison group survey to households in very high or relatively high wildfire risk census tracts. The goal was to examine program implementation, the extent to which the program reached communities at risk, outcomes associated with the wildfire preparedness visits, and participant satisfaction with the experience.

Wildfire preparedness visits helped households adopt recommended preparedness behaviors, reduce the risk of wildfire damage around their homes, and feel more prepared to respond during an emergency.



Wildfire visit participants were **twice as likely** as similar households that did not receive a visit to **have a Go Bag**. (68% vs. 32%)



Wildfire visit participants were **more likely** than similar households that did not receive a visit to **have a planned evacuation route**. (88% vs. 58%)



Wildfire visit participants were more likely to **take 3 or more actions around their homes to mitigate wildfire damage** than similar households that did not receive a visit. (87% vs. 71%)



Wildfire visit participants were substantially more likely to **feel prepared to respond to a wildfire**. (99% vs. 58%)

Source: [U.S. Fire Administration Wildfire and Outdoor Fire Safety Pictographs](#)

The program successfully reached wildfire-prone communities and households with elevated vulnerability.

75%

of wildfire visit participants are **60 or older**

70%

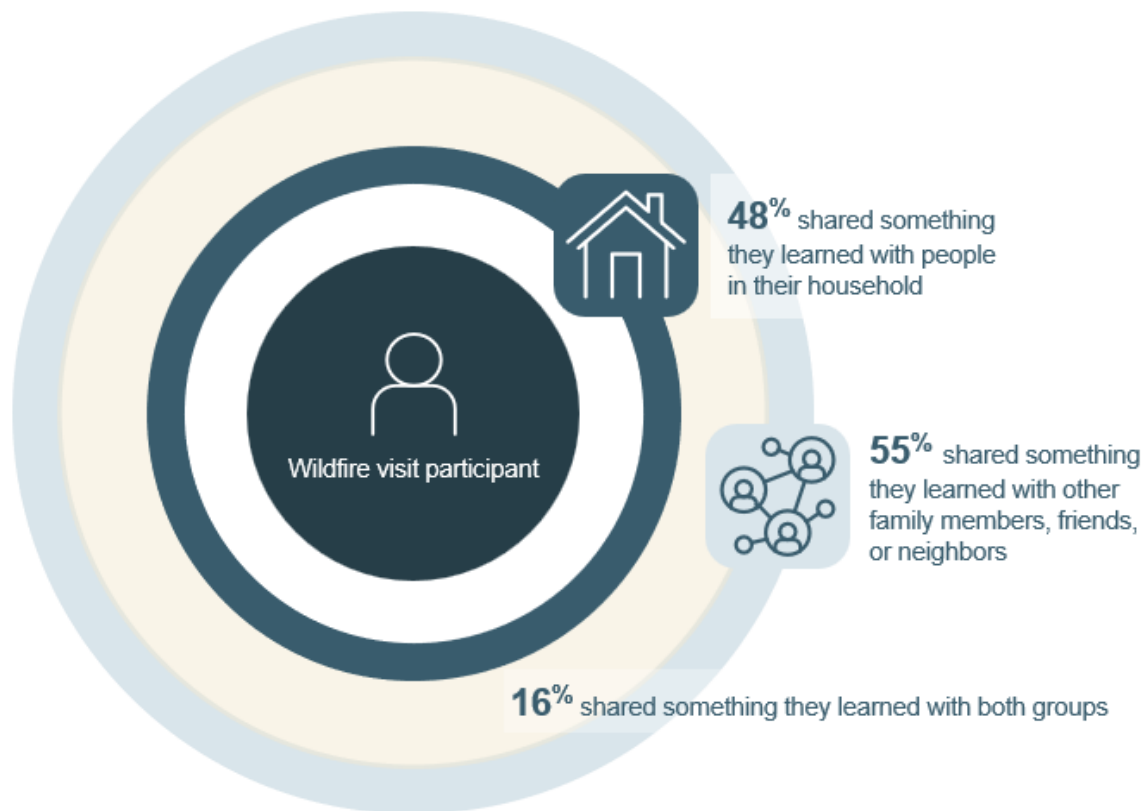
of wildfire visit participants **live in relatively moderate, relatively high, or very high wildfire risk areas**

36%

of wildfire visit participants have **never experienced a wildfire**

The impact of wildfire preparedness visits extended beyond the households that received them.

In total, **88%** of wildfire preparedness visit participants shared something they learned, helping spread wildfire preparedness throughout their communities.



Participants viewed the visits as useful, actionable, and worth recommending.

100%

found the **property walk-through**, where volunteers gave recommendations on how to make their homes more fire-resistant, **to be useful**

94%

agreed that the actions recommended during the visit will **make their homes safer from wildfires**

91%

would probably or definitely **recommend the visit** to a family member or friend

The Red Cross wildfire preparedness visits are helping households take meaningful steps to prepare for future wildfire events.

By increasing preparedness behaviors, encouraging wildfire mitigation actions, building confidence in emergency response, and extending preparedness messages throughout communities, the program is helping strengthen resilience in wildfire-prone areas.



Source: American Red Cross Northern California Coastal Region