

The Nature Conservancy & Continental Dialogue on Non-Native Forest Insects and Diseases

Leigh Greenwood

Coalitions Manager, Forest Health Program

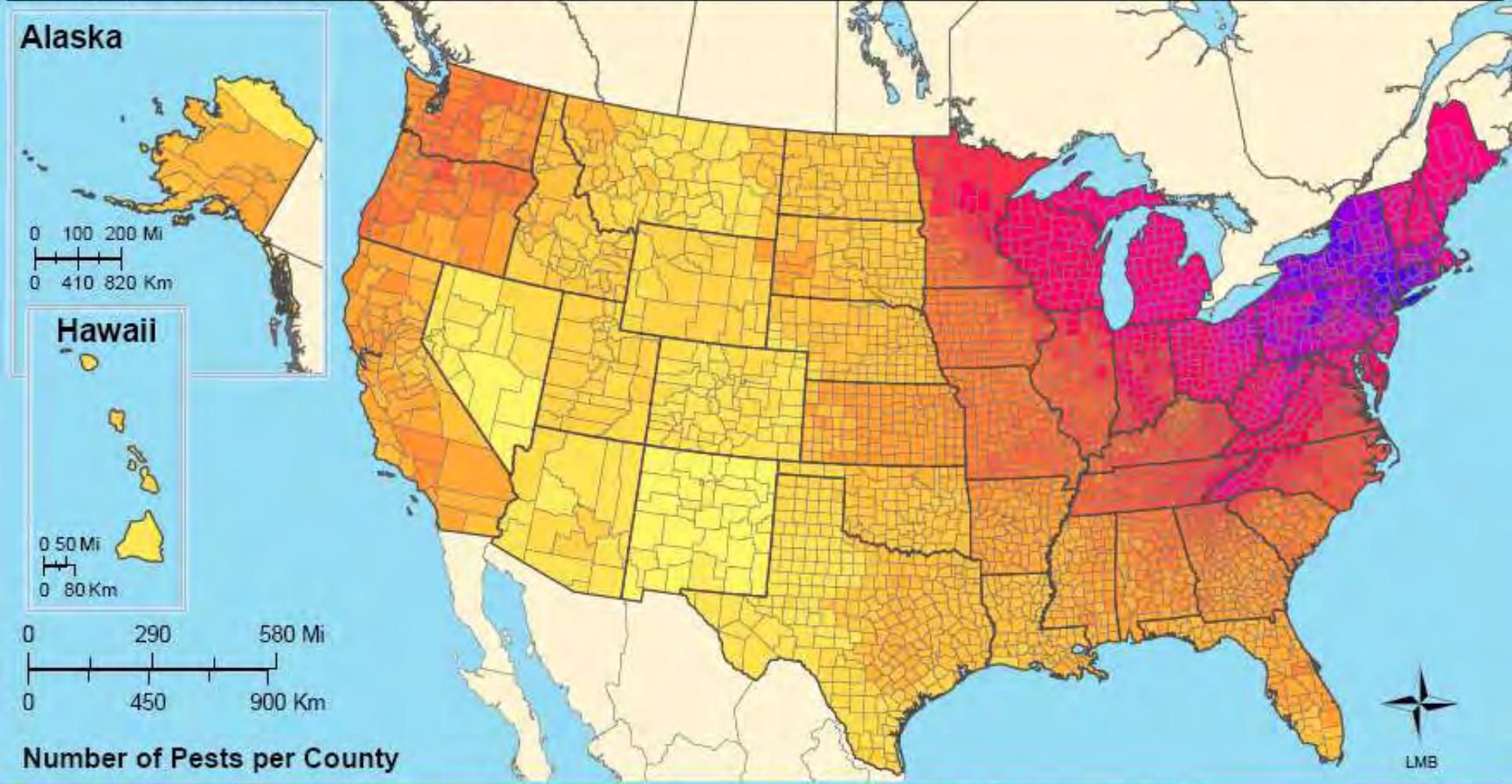


Continental
Dialogue
on Non-Native
Forest
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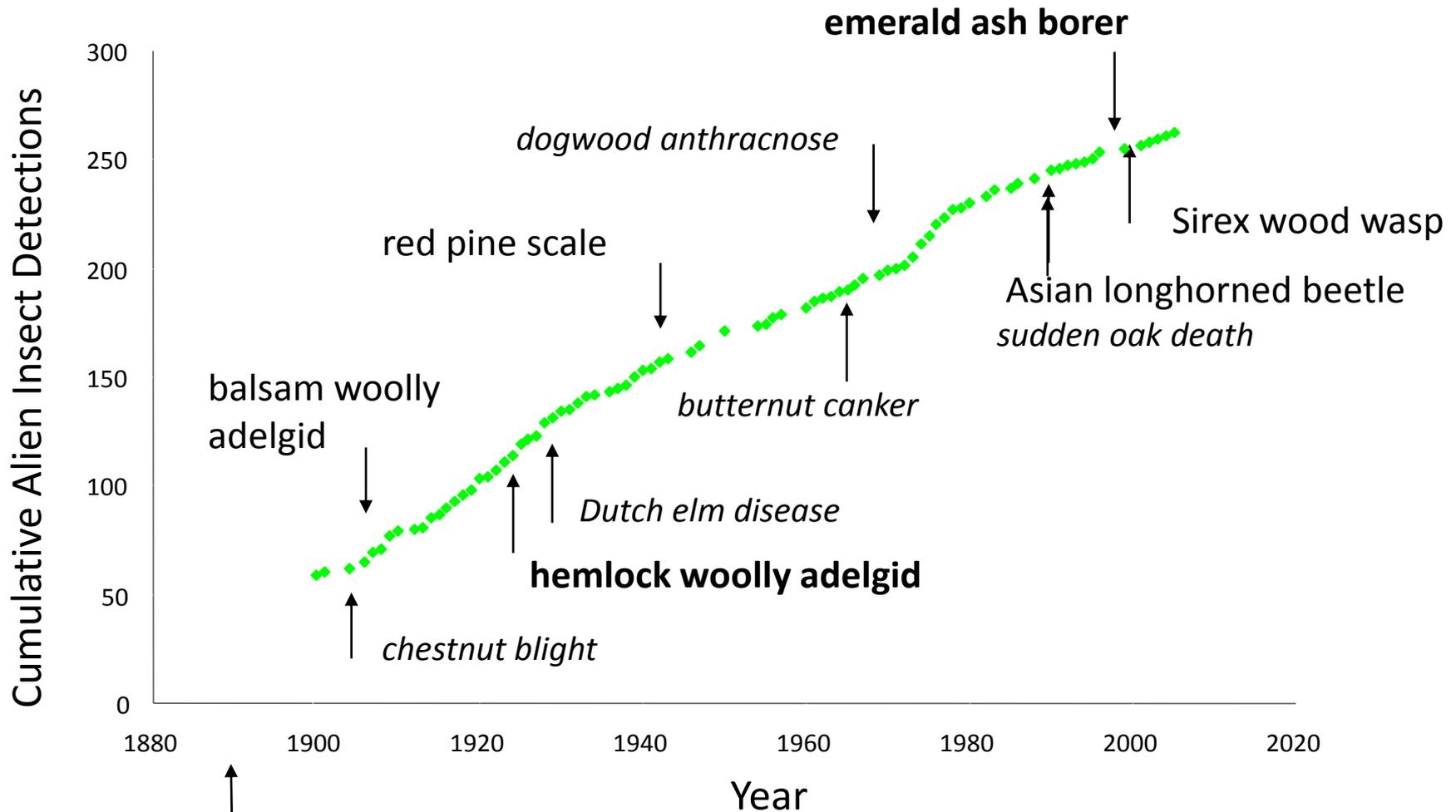
The Nature
Conservancy 
Protecting nature. Preserving life.™



THE GRANTHAM FOUNDATION
FOR THE PROTECTION OF THE ENVIRONMENT



Some Notable Insect & Disease Introductions



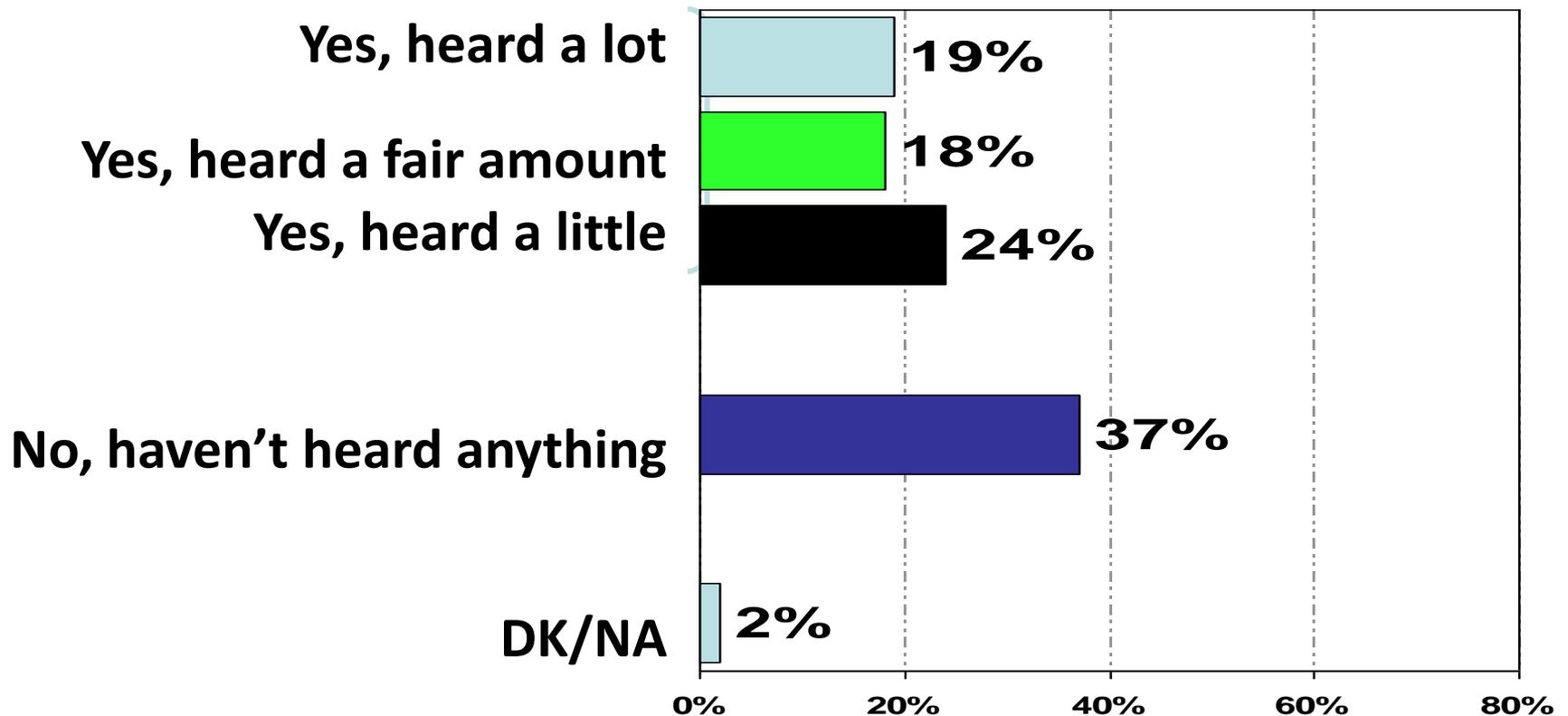
Pre 1900: gypsy moth, beech scale, larch casebearer, *white pine blister rust*

Origins of the Continental Dialogue

- 2005– TNC surveyed >50 potential partners.
- Key findings– need for greater collaboration, for organization among stakeholders, and for stronger efforts on
 - Prevention
 - Early Detection and Rapid Response
 - Public Outreach and Communications
- Public opinion survey

There is a severe lack of knowledge about forest pests

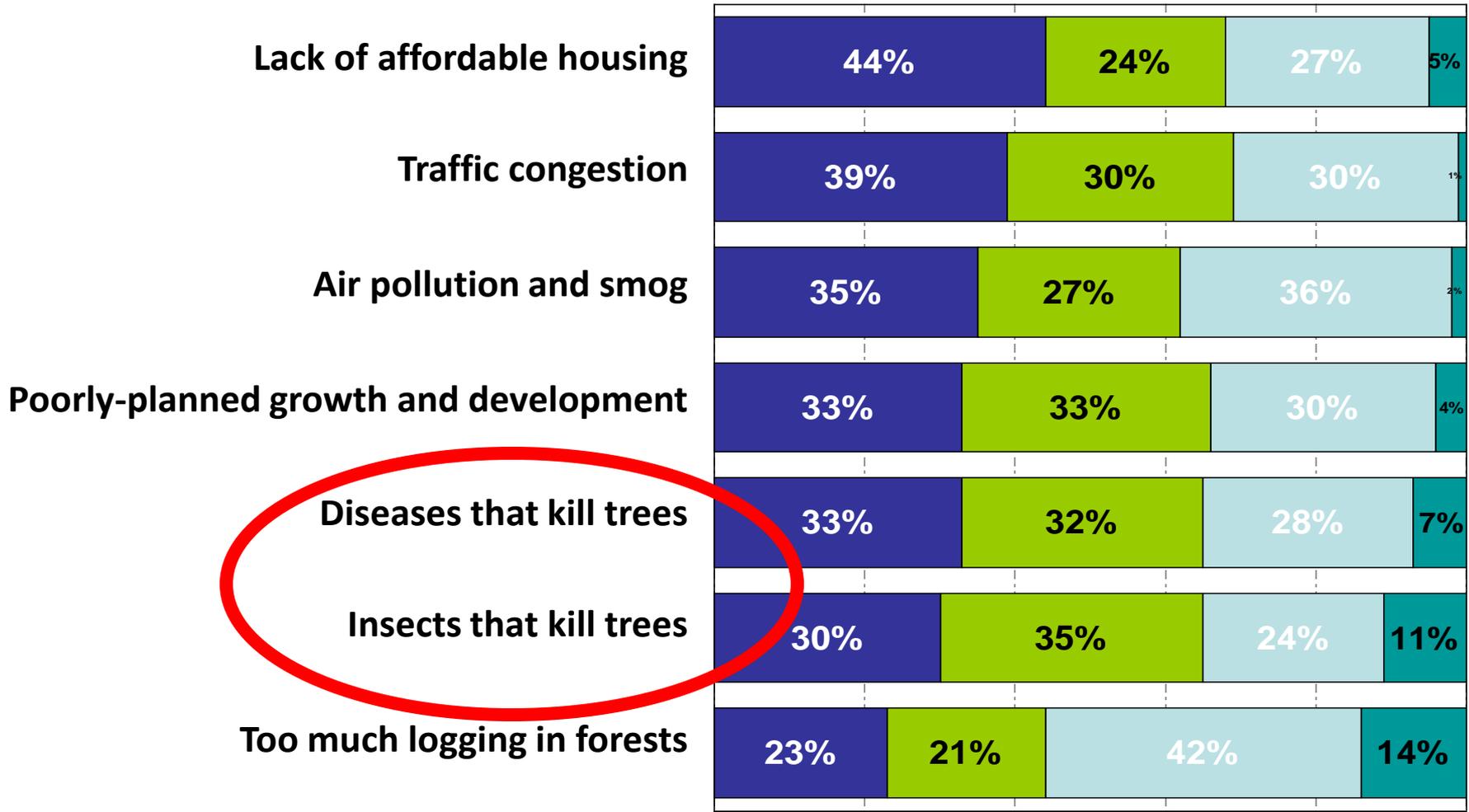
National data, 2007



6. IN DIFFERENT PLACES ACROSS THE COUNTRY, THERE HAVE BEEN PROBLEMS WITH NON-NATIVE INSECTS AND DISEASES INFESTING OR KILLING LARGE NUMBERS OF TREES. HAVE YOU HEARD ANYTHING ABOUT THIS ISSUE?

Even among environmental issues, concern about tree pests lags.

■ Ext./Very Ser. ■ S.W. Ser. ■ Not Ser. ■ DK/NA



2. I'M GOING TO READ YOU A LIST OF ISSUES, AND I'D LIKE YOU TO TELL ME HOW SERIOUS A PROBLEM YOU THINK EACH ONE IS IN YOUR AREA. PLEASE TELL ME WHETHER YOU THINK IT IS AN EXTREMELY SERIOUS PROBLEM, A VERY SERIOUS PROBLEM, A SOMEWHAT SERIOUS PROBLEM, OR NOT A SERIOUS PROBLEM OR IF YOU DON'T KNOW.

Public Outreach and Communications

- Public is devoted to trees
- Severe, nationwide threat
- Provide information about that threat
 - User-friendly, diverse, formats
 - Specific actions the public can take

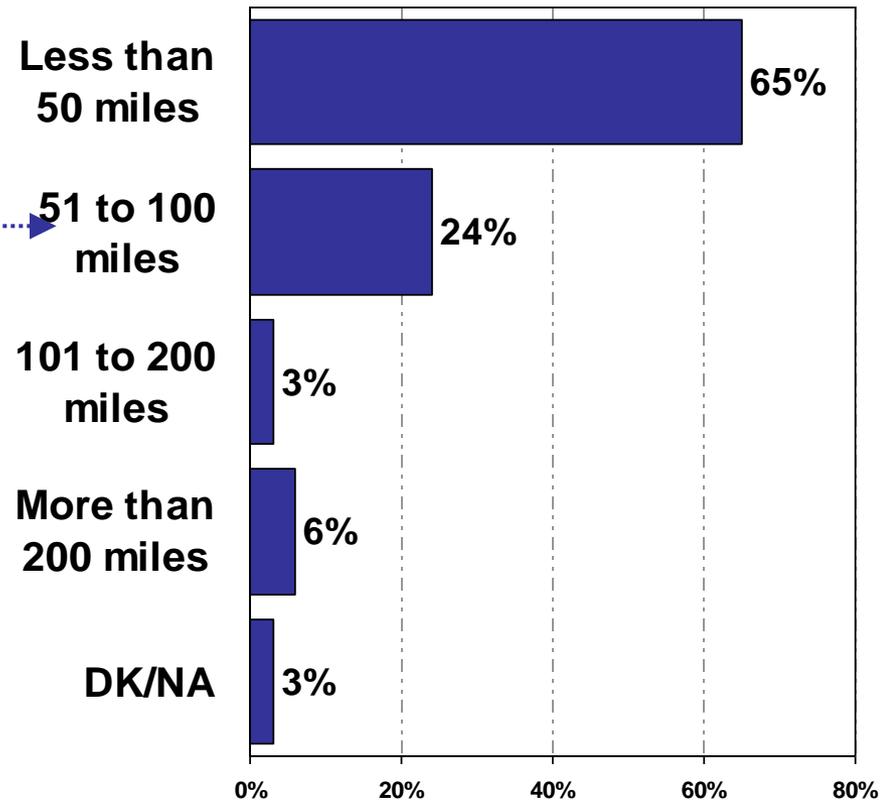
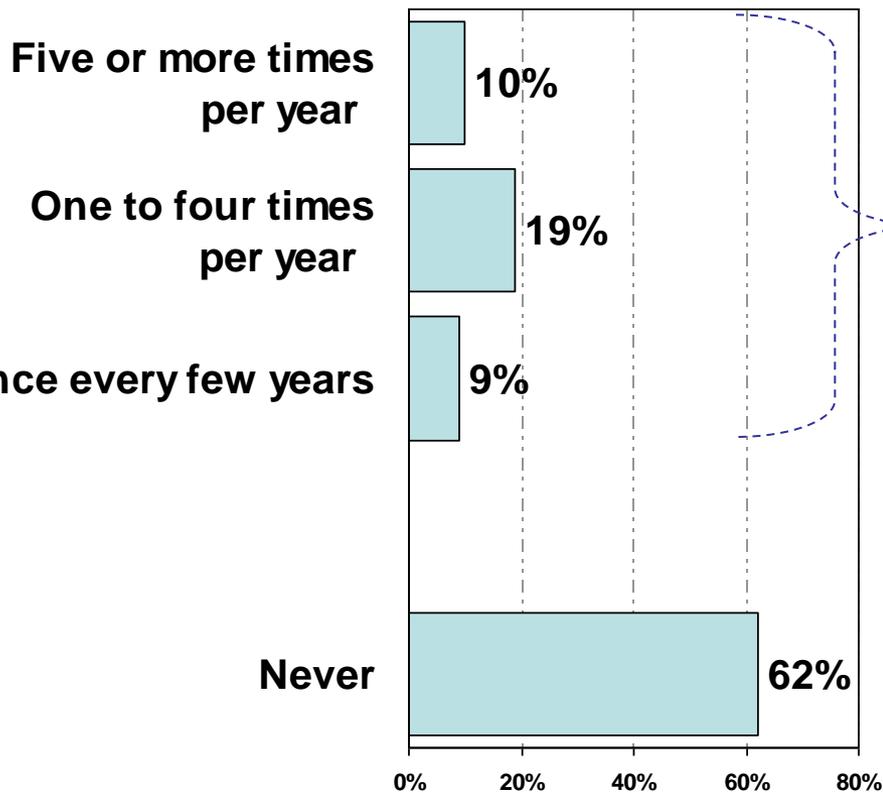
Leading the effort with



Nearly 40% of firewood users move firewood at least occasionally.

Frequency of Moving

Distance Moved



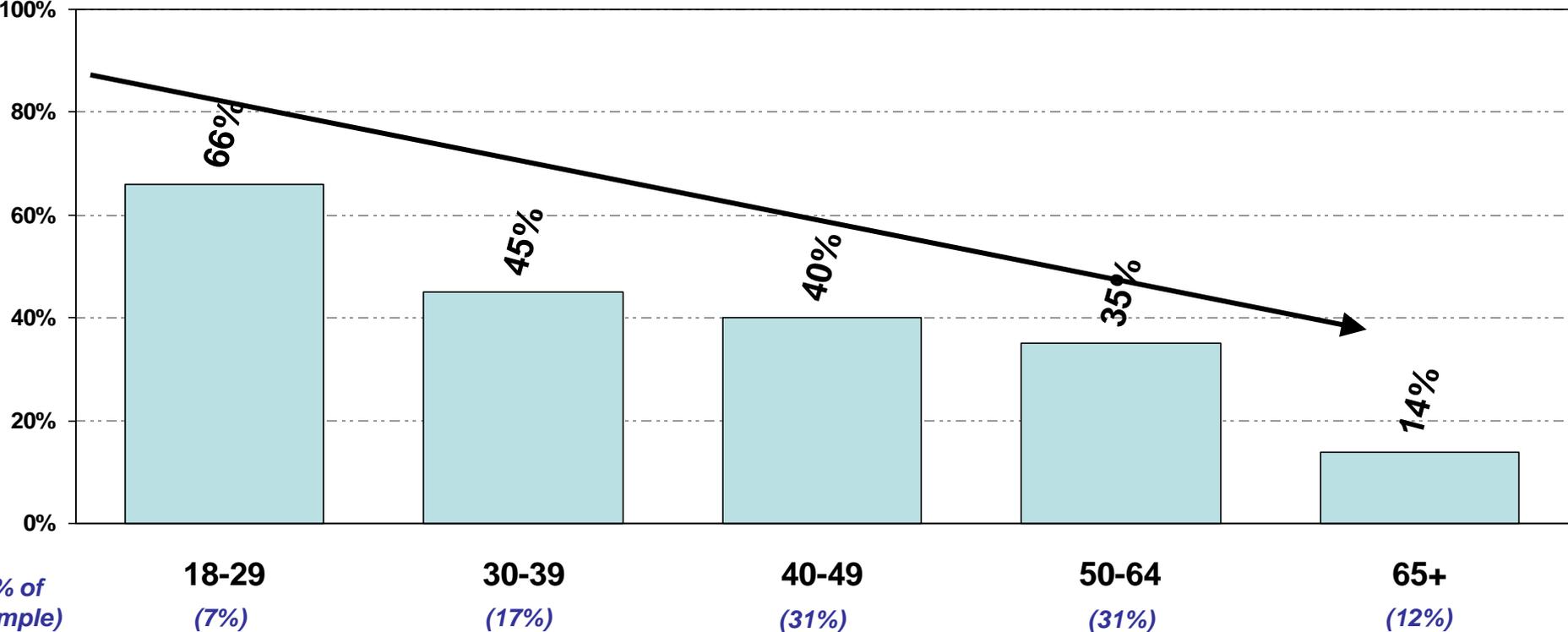
9. How often do you bring firewood from one location to use in another location – like bringing it from home to a campsite or vacation house, or from a vacation area back to your home:

10. When you use firewood brought from another location, how far have you typically transported it:

Younger Firewood Users Move More Firewood

Age

■ Percent moving firewood



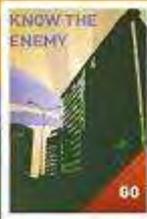
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JOIN US ON:    

PROTECT TREES KNOW THE ENEMY BURN SAFE REPORT A PEST VIDEOS BLOG ABOUT

Trees are being destroyed through the transportation of invasive insects & diseases in firewood. See what you can do to help>



LATEST VIDEOS



BEHIND THE BUG: EMERALD ASH BORER

PREV | MORE VIDEOS | NEXT >

Latest News

FROM OUR BLOG

Asian longhorned beetle awareness month

August is Asian longhorned beetle awareness month!

Posted on 4 August 2009, 3:36 pm by L. Greenwood

We are on the road!

There are now two Don't Move Firewood billboards i...

Posted on 1 July 2009, 1:02 pm by L. Greenwood

California miss the mark

The gold-stained oak borer is a small beetle that...

Posted on 22 July 2009, 1:04 pm by L. Greenwood

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3 THINGS YOU CAN DO TODAY

To Protect Trees, Forest & Your Community:



1. Don't move firewood; buy it where you'll burn it.
2. Ask your firewood dealer to carry local firewood only.
3. Tell a friend about this website & the Don't Move Firewood™ message.

TAKE ACTION >

SHARE WITH A FRIEND
Help spread the word and save trees in your community

SHARE   

DON'T WASTE GAS
See how much money you save by buying firewood close to your campsite.



Links to social networking sites

Fun videos and PSAs

Easy to share via email

Fully moderated blog





- Total of 12 videos
- Ranging from PSAs to pop culture
- Entire site highlighted recently in Advertising Age's Good Works column
- We have our own YouTube channel

SHARE WITH A FRIEND

SHARE

beetle awareness month

nts: 0

! beetle awareness month!
ern region of the USA, from Maine
ersey and Pennsylvania, there are
y't groups, as well as a few
ng together to raise awareness o
le.

nts: 1

Move Firewood billboards in New
ally excited. These billboards are
between the USDA-APHIS, The
he crew at Don't Move Firewood.

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Posted on 29 July 2009, 1:02 pm by L. Greenwood

Californians miss the mark

The gold-spotted oak borer is a small beetle that...

Posted on 22 July 2009, 1:04 pm by L. Greenwood

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News and events, updated once or twice a week

RSS feed available for readers that wish to "subscribe" to our blog



Amusing, customized animations of pests

Pest ridding options include... shredding, drowning, burning, and verbally insulting them



Upon completion, user can show their friends their funny video of a pest

DontMoveFirewood.org impact

- Page views – 170,000+
- Video views - 25,000+
- Over 2,000 active social media followers/friends.
- Combined reach of all promotional efforts- estimated **6 million** people

The Future

- Realistic economic information about the costs and benefits of pest interdiction efforts (NCEAS)
- Ongoing integrated **Don't Move Firewood** campaign
- *Lurking in the Trees*: A documentary about ALB in Worcester with striking imagery









For More Information

www.dontmovefirewood.org

www.continentalforestdialogue.org

For DVDs of PSAs, Videos, and our documentary

LGreenwood@tnc.org

For more information on the Continental Dialogue, including our October 27-28th

meeting in San Francisco: **mlewis@resolv.org**

Thank you

Leigh Greenwood, LGreenwood@tnc.org
Coalitions Manager, Forest Health Program

Your handy ***Don't Move Firewood gift bag*** is
courtesy of:



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