

If you're a camper heading out for a trip — or just getting firewood for your wood stove — do the forests a favor. Don't move firewood long distances — it can potentially transport invasive species. Instead, buy it where you'll burn it, buy heat-treated firewood or gather on site where permitted.

BUY IT WHERE YOU BURN IT.

How to Help:

- ▶ Leave firewood at home — buy local firewood at or near your destination, or collect firewood on site when permitted.
- ▶ Buy or collect only what you'll need, and use it all up by the end of your stay.
- ▶ If you have already moved firewood use it immediately. Do not take it home with you, and do not leave excess firewood on site.



**DONTMOVE
FIREWOOD.org**

Improving Outreach Through Technology: The Nature Conservancy Approach

UC ANR Statewide Conference

Leigh Greenwood,
Forest Health Program Director,
North America Region

April 2018

UC
CE

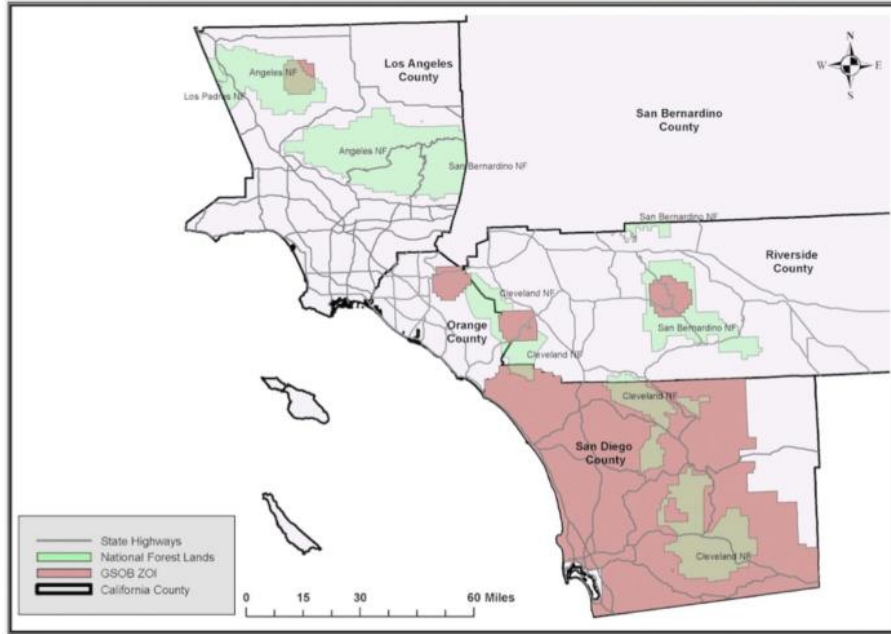
University of California
Agriculture and Natural Resources

The Nature
Conservancy



nature.org

Scope of the Problem



Guiding Principles

- **GOAL:** Protect trees
- **TACTIC:** Slow the spread of invasive forest pests via *firewood vector*
- **TARGET:** Firewood users *and* Stakeholder group educators
- **MESSAGES:** **Don't move firewood;** buy it where you burn it, gather on site, or buy certified heat treated



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Targets of Firewood Information



Let's plan a camping trip

IDEA PHASE ▶ RESEARCH ▶ BOOK IT ▶ DETAILED INFO ▶ MAKE DECISION ▶ GO!



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Prior
Awareness



@dntmovefirewood

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Google Adwords, Targeted Facebook Ads, Agency Messaging



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Recreation.gov, ReserveAmerica, Agency Messaging



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Email Confirmation, DMF Map



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Facebook, Firewood Scout



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Facebook, Firewood Scout

Billboards, Signage,
Park Rangers, Peers



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Newly
Aware!

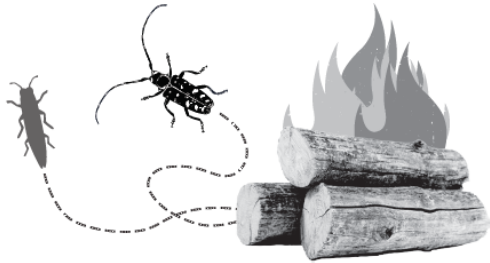


@dntmovefirewood

To a hammer, everything looks like a nail

BUY IT WHERE YOU BURN IT.

Tree-killing invasive species like the Asian longhorned beetle and emerald ash borer can't move far on their own, but they can jump hundreds of miles when people move firewood.



IN NEW YORK CALL TOLL FREE:
(877) STOP-ALB (877-786-7252)



Agriculture
and Markets

DON'T MOVE
FIREWOOD.org



Message brought to you by the NY State Dept. of Agriculture and Markets and USDA-APHIS



FIND SAFER SOURCES OF FIREWOOD.



FIREWOODSCOUT.ORG



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Improving Outreach Through Technology:

The Nature Conservancy Approach:

- Research how to penetrate into the modern outreach environment
- Hammers are for nails, Facebook is for positive peer norming, and websites are for long term education
- Be flexible as new tech arises
- We are in it for the long haul

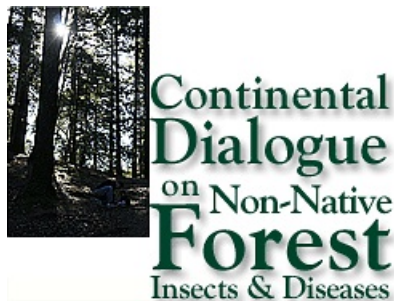
Don't Move Firewood is one piece of the puzzle

Please consider attending the annual meeting of the Continental Dialogue on Non-native Forest Insects and Diseases!

Location: **Irvine, California** at the Hotel Irvine, near the University of California Irvine

Dates and Times: *Nov 5th: Travel day*, **Nov 6th and 7th 2018 Main Meeting**

Basics: The Dialogue meeting will be held in coordination with the Partners in Community Forestry Conference, hosted by the Arbor Day Foundation. Information about the Dialogue meeting will be posted at www.continentalforestdialogue.org.



Questions?

Thank you to all our forest health partners throughout North America, and special thanks to USDA APHIS for continued funding of the Don't Move Firewood campaign.

Reach me at
LGreenwood@tnc.org

