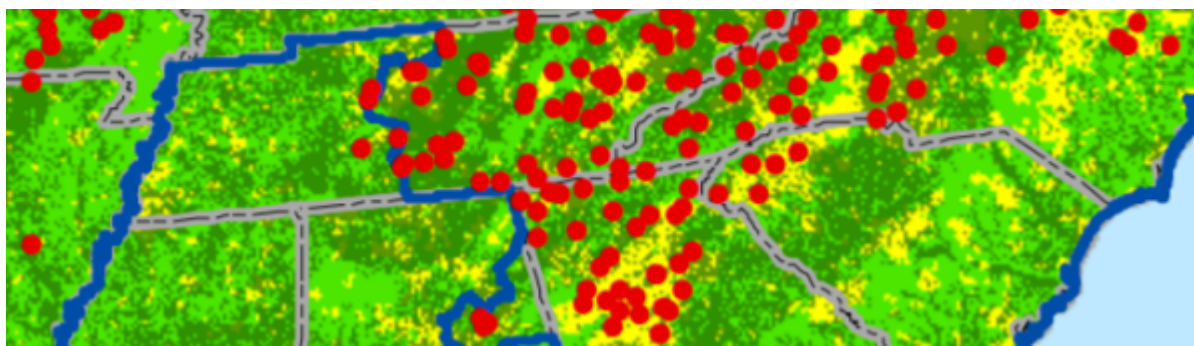


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# FOCI Newsletter

Firewood Outreach Coordinating Initiative

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**DON'T MOVE  
FIREWOOD.org**



## Outdoor Activity Messaging in an Altered Outreach Landscape

There are many different levels of restrictions on outdoor activities throughout the USA and Canada right now due to the coronavirus pandemic. The leadership of three major outreach campaigns (HungryPests, PlayCleanGo, and Don't Move Firewood) met up in April to discuss how best to adapt their summer outdoor recreation-based messages- and here's a few highlights you might want to keep in mind.

- If you are showing people in a photo or cartoon, either use a small group that **reasonably implies they are the members of a single household** (for instance, two similar age adults, or an adult with a kid) or just a single person.
- **Encourage local activities and/or backyard-based fun**, instead of language or images that imply going on far off adventures.
- **Push for self-education**- it is always a great time to learn something new from the comforts of home! Learning to identify and report invasive species is a valuable outreach message all year round.
- And last but not least, triple check your messages to ensure you **don't suggest doing something against local regulations**. For instance, don't talk about cleaning fishing gear after going fishing- if all the fishing access sites are closed in your area. Instead, focus that same energy on something similar but permissible- like suggesting now is a good time to deep clean gear that has been sitting the garage all winter.

**National Invasive Species Awareness Week – Part Two!**

This year's National Invasive Species Awareness Week effort is split into two components- and the second part is coming up in just two weeks- May 16-23, 2020! Part Two features Local Events and Awareness as the focal areas. Check out the upcoming opportunities at these two links.

[General NISAW.org 2020 site >>](#)  
[Quick reference for NISAW webinars >>](#)

## PlayCleanGo Week is coming in June

The 2020 PlayCleanGo awareness week will feature freshly updated images, messages, and fun ideas! This event will be held June 6-13, 2020. Write it down and get ready for a great #PlayCleanGo week!

[Learn more at PlayCleanGo.org >>](#)

## Advance your Knowledge for Tree Health

Webinars, webinars, webinars! Sure, they are not the same as in-person trainings and seminars, but they'll need to do for now. Here's a few key webinar series and archives to sort through:

- [EAB University "We were online learning before online learning was cool"](#)
- [North America Invasive Species Management Association \(NAISMA\) webinars](#)
- [Urban Wood Network Webinars](#)

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Photo of the month: Choosing how best to represent the information you wish to convey is incredibly important. The USDA APHIS emerald ash borer map that shows ash tree range in the USA gives a really different perspective than the maps that convey only geo-political informaton. [Find the range map on the USDA APHIS Emerald Ash Borer pages.](#)

## Infestations and Regulations

### Map Quiz: 2020 new emerald ash borer county records

So far this year, new county records for emerald ash borer have been mostly found (five out of six counties, as of this email) in which of the following general regions of the USA?

- Northern New England
- Southern Appalachia
- Along the banks of the Mississippi
- Midwestern states

FORWARD THIS TO A  
COLLEAGUE »

## In the News

[Southern Europe Could Lose \\$22 Billion Fighting Deadly Olive Tree Disease](#)  
May 3 2020

['Murder Hornets' in the U.S.: The Rush to Stop the Asian Giant](#)

[Find your answer on this map >>](#)

## Don't Move Firewood Campaign

### We still can't ship your stuff

Regrettably, the Don't Move Firewood bulk outreach materials that you may have ordered earlier this year are still neatly packed and... not going anywhere. Due to safety protocols, we are still not allowed to access the storage areas and ship them out. Sorry! We'll ship them out as soon as possible. Be safe, and thanks for your patience.

**Hornet**  
May 2 2020

**Temperature Extremes May  
Undermine Biocontrol of Emerald  
Ash Borer**  
April 8 2020

### Share firewood news tips

Input from our readers is vital to the success of this newsletter — and to the mission it serves. Have you heard (or done) something that you think we and other readers should hear about? Please tell us about it!

[Submit Your Story](#)

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Don't Move Firewood  
4245 North Fairfax Drive, Suite 100  
Arlington, Virginia 22203-1606

