

Don't Move Firewood *Lymantria dispar* Name Change Implementation Plan

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Section 1: Overarching Messaging, Collaboration, and Timeline.

- **Overarching Messaging:** The common name change of *Lymantria dispar* to “spongy moth” is a welcome and needed improvement for a species of high relevance to the firewood pathway.
 - This common name is within the jurisdiction of the Entomological Society of America’s (ESA) common name listing as well as the Entomological Society of Canada common name listing.
 - It is an ethical responsibility of outreach campaigns like Don't Move Firewood (DMF) to implement this change in a timely and organized fashion, to advance understanding and acceptance of the new name.
 - Continued use of the prior name is inappropriate, as it associates an insect with a hurtful slur used against a group of people. To reduce harm moving forward, the DMF campaign will minimize reference to the old name in transitional materials and solely use the new name whenever feasible. DMF will phase out all remaining transitional use of the old name in public facing materials by March 2023.
- **Collaboration between Partners**
 - Communications professionals with ESA, PlayCleanGo (NAISMA), HungryPests (USDA APHIS), and others will be consulted in the primary development and implementation of this plan.
 - The implementation plan will be posted on the [DMF Resource Library](#) and [associated Blog](#) for ease of reference. It may additionally be available on other professional sites (such as the ESA site).
- **Overall Timeline and Phases:**
 - **Preparation.** Prior to the ESA announcement and launch of the new name (“launch date”):
 - A [blog explaining the process and intent](#) was posted on the DMF site.
 - A brief historical note was posted on the DMF *Lymantria dispar* [pest profile](#).
 - **Phase 1.** Upon the ESA announcement on launch date, DMF will:
 - Replace all instances of the old common name for *Lymantria dispar* that are within our immediate digital control. See Phase 1 checklist and timeline (Section 2).
 - Cease using the old name in any future digital products.
 - When directly relevant to educational purposes, the words “spongy moth” in any digital media will be linked to the brief historical note in DMF’s *Lymantria dispar* pest profile.
 - **Phase 2.** Immediately following the completion of Phase 1, DMF will:
 - Review all outreach materials in static format (such as PDFs of posters or handouts), and create a prioritized list for edits to relevant resources. See Phase 2 checklist and timeline (Section 2).
 - Limited exceptions will be made for key print outreach materials receiving an asterisk and “formerly known as” notation, since in print format, a link to DMF’s online *Lymantria dispar* pest profile is not feasible.
 - **Completion.** One year from launch date, the limited exception for print materials will expire. All newly developed materials will solely use the new name. The only remaining uses of the old name across the Don't Move Firewood campaign will be the brief historical note on the *Lymantria dispar* pest profile page and any citations of existing publications containing the old name in the title.

Many thanks to the Entomological Society of America and the employees at the State of Wisconsin for sharing their documentation in support of developing this implementation plan.

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Section 2.1 : Phase 1 with Checklist

Phase 1. Description: Upon the ESA announcement of the launch of the new common name for *Lymantria dispar* (“launch date”) the Don’t Move Firewood will change all instances of the old name that are within our immediate control. We will cease using the old name in all written and verbal formats moving forward. When deemed necessary for educational purposes in digital format, we will link the new name to DMF’s *Lymantria dispar* pest profile, where a brief explanation will be located. See also Section 3, Special note on “Formerly known as.”

Phase 1. Checklist:

1. Verbal and Written: DMF staff will use the new name in all presentations and professional communications. The old name will be used sparingly during direct explanations of the name change process, as needed.
2. Main Website:
 - a) Update explanatory blog to reflect ESA launch of new name.
 - b) Replace name on all blogs, static pages, headers, other public facing text locations. For top 10 most visited pages, link new name to pest profile listed below. For all other pages, do not link nor mention old name.
 - c) Replace name in URLs, embedded tags, image tags, text on images, other non-forward facing or non-searchable online locations. Remove and replace “GM” and other abbreviations as they are found.
 - d) Update *Lymantria dispar* pest profile to reflect the name change. Retain presence of historical information on the old name for long term reference.
3. Social media: Alert all contractors and staff to use new name in all social posts. Review scheduled materials to double check. Instruct contractors to delete old social media posts during Phase 2.
4. Paid Advertising: Alert all contractors and staff to use new name in all advertising. Review scheduled materials to double check.

Phase 1. Timeline:

- All items 1 through 6 should be completed in the first 5-10 business days from launch date.

Section 2.2: Phase 2 with Checklist

Phase 2. Description: All outreach materials in static format (such as PDFs of posters or handouts) will be evaluated and queued for revision or deletion. Limited exceptions will be made for key print outreach materials receiving an asterisk and “formerly known as” notation (see Section 3, Special note on “Formerly known as”), since in print format, a link to DMF’s online pest profile is not feasible. Past social media and non-editable multimedia using the old name will be deleted.

Phase 2. Checklist:

1. New resources: Use the new name immediately. Review and implement “formerly known as” exemption and timeline. See Section 3.
2. Existing Resources (All): Determine scope of relevant resources and create a prioritized list- include all publicly accessible files and webpages not covered in Phase 1, including; PDFs, Word files, graphical formats, sound files (radio ads, podcast files), and video (direct video files, YouTube uploads).
3. Existing Resources (High Use): Use prioritized list and webpage visitation data to create a queue of editing needs in order of priority.
4. Existing Resources (High Use): Revise and reprint high use materials as needed. Recycle prior printings. For high use materials using the “formerly known as” wording, print an estimated one year supply only.
5. Existing Resources (Low Use): Remove and do not replace low use, low priority, resources. Redirect links to removed resource’s as needed to prevent broken links.
6. Past social media: Delete posts using the old name to the extent feasible.

Phase 2. Timeline:

- Ten days to one month from launch date: Complete scope and evaluation and construction of priority order of High Use resources. Revise top five High Use resources.
- One month from launch date: Complete identification and deletion of Low-Use Resources.
- One to three months from launch date: Complete revision of High Use resources beyond top five. This will likely be an estimated 10-25 additional resources requiring revision and re-posting.
- One to five months from launch date: Delete past social media postings, as time allows. This is the lowest priority, yet necessary phase of the implementation plan. It will occur after the conclusion of the “Low Priority Resources” step and should be completed by five months from launch date.
- One year from launch date: The limited exception for print materials will expire. All materials will solely use the new name. Recycle printed materials using the limited exception if any remain in stock. The only remaining uses of the old name across the Don’t Move Firewood campaign will be a brief historical note on the *Lymantria dispar* pest profile page and within citations of existing publications containing the old name in the title.

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Section 3. Special Note on “Formerly known as”

The Don’t Move Firewood campaign will seek to minimize the perpetuation of harm caused by the old common name of *Lymantria dispar* as soon as possible. The “formerly known as” problem is tricky- to fully explain the new name necessitates use of the old name, which is not desirable. To educate the public while minimizing harm, “formerly known as” will be used only on print materials with adequate space for explanation (for instance, when revised, this full page layout would allow for explanation indicated with an asterisk, away from the header itself: [2020 DMF Magazine Advertisement](#)). Web-based materials will have a link, not a “formerly used as” asterisk. Print materials will only have this asterisk and explanation for one year from launch date, and then they will be revised and re-posted.

The explanation may vary by available space, sample wording is below. These sample explanations will not be used in the title, header, or main content areas. They will be used in “fine print” format towards the bottom or side of the printed document layout.

- ***spongy moth**, *Lymantria dispar*, (formerly known as gypsy moth).
- ***the new common name for *Lymantria dispar*, spongy moth**, replaced the prior name of this insect, gypsy moth, in 2022. This change was necessary because the word “gypsy” is an ethnic slur.

Section 4. Other Lymantrid names when referenced by Don’t Move Firewood

The ESA is changing the name of *Lymantria dispar*, which includes the three subspecies of *L. dispar* (*L. dispar asiatica*, *L. dispar dispar*, *L. dispar japonica*). All will be referred to as spongy moth upon launch date according to the guidelines detailed above, and the differences between subspecies (e.g., *L. dispar asiatica* female moths are capable of flight, have a wider host range, and are not established as a breeding population vs. *L. dispar dispar* females not capable of flight, established in the eastern United States) will be discussed in narrative format.

The ESA did not change the name of other closely related Lymantrids nor the regulatory complex of moths currently referred to as the Asian Gypsy Moth complex (AGM complex). The AGM complex will be referred to as the Flighted Spongy Moth complex (FSM complex) until such time that a new name is selected and accepted by the international regulatory community. The four related Lymantrids listed below will be referred to by their Latin names whenever feasible, as their common names are not codified. When a common name is required, the DMF campaign will use the names as listed below in the Alternative common name column.

Latin name	Alternative common name	Prior common name(s) found
<i>Lymantria mathura</i>	Rosy spongy moth	Rosy gypsy moth, Rosy moth
<i>Lymantria umbrosa</i>	Shadow spongy moth	Hokkaido gypsy moth
<i>Lymantria albescens</i>	White-covered spongy moth	Okinawa gypsy moth
<i>Lymantria postalba</i>	White-winged spongy moth	White-winged gypsy moth

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