

**DON'T MOVE  
FIREWOOD.org**

## Meet **Don't Move Firewood**

What we do, big ticket topics,  
and how to get involved!

The Nature  
Conservancy 

Firewood Outreach  
Coordinating Initiative  
Webinar, October 2022

Leigh Greenwood &  
Laurel Downs  
The Nature  
Conservancy



## Firewood is a broad pathway for invasive forest insects and diseases

- Forest pests **can and do move on firewood**
- Regulations are not comprehensive nor consistent
- New pest outbreaks come to light every year



# Guiding Principles

- **GOAL:** Protect trees
- **TACTIC:** Slow the spread of invasive forest pests via *firewood pathway*
- **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



We make firewood outreach tools consistent and accessible to everyone

## Website Content

- Resource Library
- Firewood Map
- Forest pest and pathogen species profiles
- News (blog)
- Spanish language microsite
- Resources for other outreach professionals

DON'T MOVE  
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HOW TO HELP ▾

RESOURCE LIBRARY

FIREWOOD MAP

INVASIVE SPECIES

BLOG

Search ...



Protect the Trees You Love  
From Tree-killing Bugs

They provide oxygen. Let's make sure  
they remain for future generations.

HOW TO HELP ▾

RESOURCE LIBRARY

FIREWOOD MAP

INVASIVE SPECIES

FIREWOOD MAP



# Firewood Month

**OCTOBER IS FIREWOOD MONTH**

**FIREWOOD ISN'T DEAD**

When **1,045** pieces of firewood were studied in Michigan, scientists found live wood boring beetles in **23%** — and another **41%** had evidence of previous infestation.

**77%** of Americans live less than 10 miles from a wooded area.

**JUST GET OUT & WALK.**

Taking a walk creates a **12.4%** drop in stress hormones, a **1.4%** drop in blood pressure, and a **5.8%** drop in heart rate.

**92%** of Americans have at least 1 tree on their property.

**65%** of people use firewood:  
49% for home heating, 49% for recreation, and many for both.

**TRANSPORTING FIREWOOD CAN SPREAD PESTS.**

Trees in **25** STATES AND **10** CANADIAN PROVINCES ARE AT RISK of attack by invasive species if people move infested or diseased firewood.

**YOU CAN HELP BUY LOCAL FIREWOOD**

**BUY IT WHERE YOU BURN IT. LEARN MORE AT [DONTMOVEFIREWOOD.org](http://DONTMOVEFIREWOOD.org)**

For a complete list of sources, please visit [dontmovefirewood.org/octoberisfirewoodmonth](http://dontmovefirewood.org/octoberisfirewoodmonth).

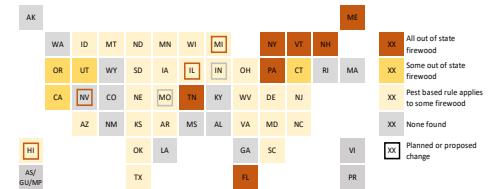
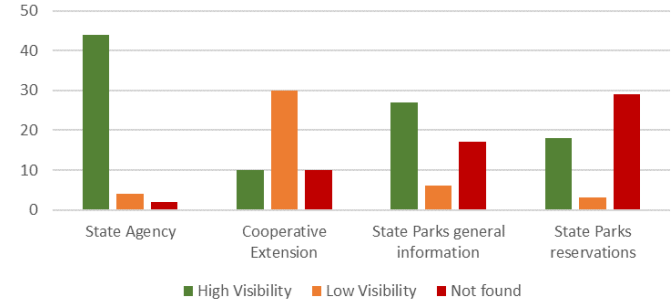
- **Week 1:** Broad audience. General issues of firewood and forest pests.
- **Week 2:** Target fall recreationalists. Overlap with Fire Prevention Week.
- **Week 3:** General information, and/or focus on forest industries during National Forest Products Week.
- **Week 4:** Target people who use firewood for home or cabin heating. Overlap with Halloween- make it fun!

# Firewood Comparison Report

- A snapshot of firewood-relevant regulations, certifications, and recommendations across the USA

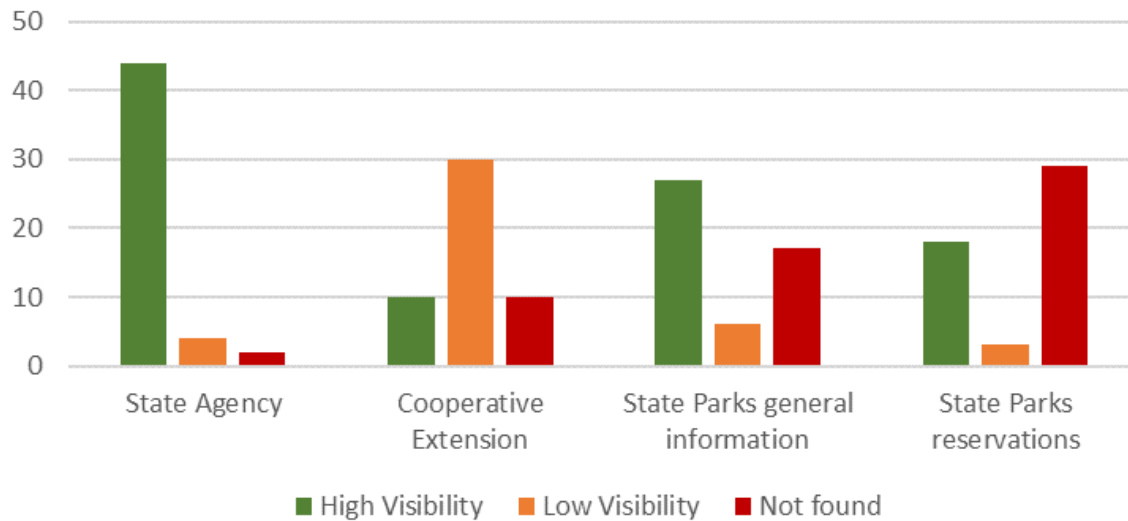
Big take-away: all around need for more consistency!!

Comparisons of State-based Online Firewood Recommendation Visibility



# Firewood Comparison Report: Outreach

**Comparisons of State-based Online Firewood Recommendation Visibility**



**Firewood Outreach Visibility with Regulations**

✓ = firewood info. present with low visibility;  
 (x) = firewood info. not found

Agency (s)	Cooperative Extension Site(s)	State Parks Page(s)	State Campsite Reservation
	(x)	(x)	(★)
	(★)	(x)	(x)
	(✓)	(✓)	(x)
	(★)	(★)	(x)
	(✓)	(★)	(x)
	(✓)	(✓)	(x)
	(x)	(★)	(★)
	(x)	(★)	(★)
Yes	FL (★)	(✓)	(x)
Yes	GA (★)	(✓)	(✓)
Yes	HI (✓)	(x)	(x)
Yes	ID (★)	(x)	(x)
Yes	IL (★)	(★)	(x)
Yes	IN (★)	(★)	(★)
Yes	IA (★)	(✓)	(x)
Yes	KS (★)	(x)	(x)
Yes	KY (★)	(✓)	(★)
Yes	LA (✓)	(x)	(x)
Yes	ME (★)	(x)	(★)

# Partner Collaboration

- Content collaboration for related outreach initiatives NAISMA's PlayCleanGo
- Custom Graphics designed in collaboration with state, tribal, and regional partners
- Firewood Scout advising
- NEW! Partner organization with federal Firewood Banks program





Many thanks to  
USDA APHIS for the  
continued financial  
support of this  
important work.

## Questions?

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