FIREWOOD OUTREACH COORDINATING INITIATIVE WEBINAR SERIES, JANUARY EDITION:

ENCOURAGING BEHAVIOR CHANGE VIA SOCIAL MEDIA

Presented by Leigh Greenwood, Don't Move Firewood Program Manager, The Nature Conservancy

Don’t Move Firewood campaign

- Run by The Nature Conservancy with funding primarily from USDA APHIS
- Managed by Leigh Greenwood
- We have bug costumes
Don’t Move Firewood

- **Conservation objectives**
  - Lower the rate of spread of invasive forest pests
  - Maintain tree health in urban, suburban, and natural environments
  - Decrease the chance that invasives lead to tree species functional extinction

- **Behavior objectives**
  - Decrease long distance movement of firewood
  - Increase purchasing of safe firewood alternatives
  - Increase purchasing of local firewood
  - Increase gathering of firewood on site when permitted

The public actually trusts us

<table>
<thead>
<tr>
<th>Group</th>
<th>Very Believ.</th>
<th>S.W. Believ.</th>
<th>Not Too/Nor At All Believ.</th>
<th>DK/No Opin./NHO</th>
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</thead>
<tbody>
<tr>
<td>Park rangers</td>
<td>57%</td>
<td>35%</td>
<td>8%</td>
<td>1%</td>
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<tr>
<td>The U.S. Forest Service</td>
<td>53%</td>
<td>38%</td>
<td>8%</td>
<td>6%</td>
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<tr>
<td>A local homeowner who lost trees to insects or diseases</td>
<td>47%</td>
<td>39%</td>
<td>8%</td>
<td>6%</td>
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<td>Conservation organizations</td>
<td>45%</td>
<td>39%</td>
<td>9%</td>
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<td>Scientists</td>
<td>45%</td>
<td>43%</td>
<td>6%</td>
<td>8%</td>
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<td>Your local city or town forester</td>
<td>41%</td>
<td>37%</td>
<td>8%</td>
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<tr>
<td>Gardeners</td>
<td>41%</td>
<td>44%</td>
<td>10%</td>
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<tr>
<td>The Nature Conservancy</td>
<td>39%</td>
<td>30%</td>
<td>7%</td>
<td>24%</td>
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<tr>
<td>Outdoor recreation associations</td>
<td>31%</td>
<td>39%</td>
<td>15%</td>
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<td>Timber companies</td>
<td>27%</td>
<td>37%</td>
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<td>Local business owners</td>
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<td>36%</td>
<td>32%</td>
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<td>Your congressional representative</td>
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<td>26%</td>
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<td>13%</td>
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<tr>
<td>Outdoor equipment suppliers</td>
<td>14%</td>
<td>35%</td>
<td>36%</td>
<td>15%</td>
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</tbody>
</table>

(TNC public opinion research on forest topics)
Polling informs who to target

Younger Firewood Users Move Firewood More Often

(TNC public opinion research on forest topics)

Predictive Variables in Firewood Compliance

(Wisconsin, Diss-Torrance, in preparation)
Predictive Variables in Firewood Compliance

1. Opinion that prices at or near campground are too high.
2. Whether you have a lot of wood at home: bulk firewood use.
3. What type of camping you do: tent, travel trailer, motor home/RV, cabin
4. Opinion that quality of firewood is low at or near the campground.
5. How strongly you think your friends want you to not move firewood.
6. How important you think it is to not move firewood.

(Wisconsin, Diss-Torrance, in preparation)

Ever-increasing use of social media

[Graph showing the percentage of American adults using social networking sites by age]


(http://www.pewinternet.org)
Tell your friends...

- FACEBOOK: 5,470 LIKES AND TYPICAL WEEKLY REACH 1000+

Tell your friends...

- TWITTER: 1,960 FOLLOWERS AND GOOD TWEET REACH 2,250+
Tell your friends…

- WEBSITE AS HOME BASE: 16,000 SESSIONS IN NOVEMBER 2015

Campers can become very aware

Firewood and Forest Pest Concept Awareness Levels Comparison

(Wisconsin, Diss-Torrance, in preparation)
Higher Awareness, Higher Compliance = Less Distance of Firewood Moved

![Graph showing average distance moved over time]

(Wisconsin, Diss-Torrance, in preparation)

Behavior Change Campaigns

These campaigns are listed so you can see what other organizations, messages, and techniques may be useful to you.

- Keep America Beautiful [www.kab.org](http://www.kab.org)
- Don't Move Firewood [www.dontmovefirewood.org](http://www.dontmovefirewood.org)
- Play Clean Go [www.playcleango.org](http://www.playcleango.org)
- Leave No Trace [www.lnt.org](http://www.lnt.org)
- Hungry Pests [www.hungrypests.com](http://www.hungrypests.com)
- Protect Your Waters [www.protectyourwaters.net](http://www.protectyourwaters.net)
  - Clean Drain Dry [https://twitter.com/cleandraindry](https://twitter.com/cleandraindry)
  - Stop Aquatic Hitchhikers [www.facebook.com/StopAquaticHitchhikers](http://www.facebook.com/StopAquaticHitchhikers)
Behavior Change Messaging Basics

- Clear and “do-able” call-to-action (CTA)
- Short phrases or nice graphics- or both
- Below are two examples to illustrate CTA in the text plus effective image to complement the CTA in relevant conservation social media accounts

Thank you!

Contact Leigh at LGreenwood@tnc.org