

Don't Move Firewood – Outreach for Professionals and the Public

Presentation prepared for

**Firewood Outreach Coordinating Initiative
Webinar Series**

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Don't Move Firewood campaign manager,
Forest Health Program Director,
The Nature Conservancy



A Very Brief History of

Don't Move Firewood

- Conceived of in 2006-2007
- Launched in summer 2008
- Funding has varied through time
 - Began as USFS + private funding
 - Currently primarily USDA-APHIS via Farm Bill
- Consistently managed by TNC

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



Conceptual Model of Firewood Outreach

Let's plan a camping trip

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



@dntmovefirewood

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Prior
Awareness



@dntmovefirewood

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Google Adwords, Targeted Facebook Ads, Agency Messaging

Recreation.gov, ReserveAmerica, Agency Messaging

Email Confirmation, DMF Map

Facebook, Firewood Scout

Billboards, Signage,
Park Rangers, Peers



Conceptual Model of Firewood Outreach

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Newly
Aware!

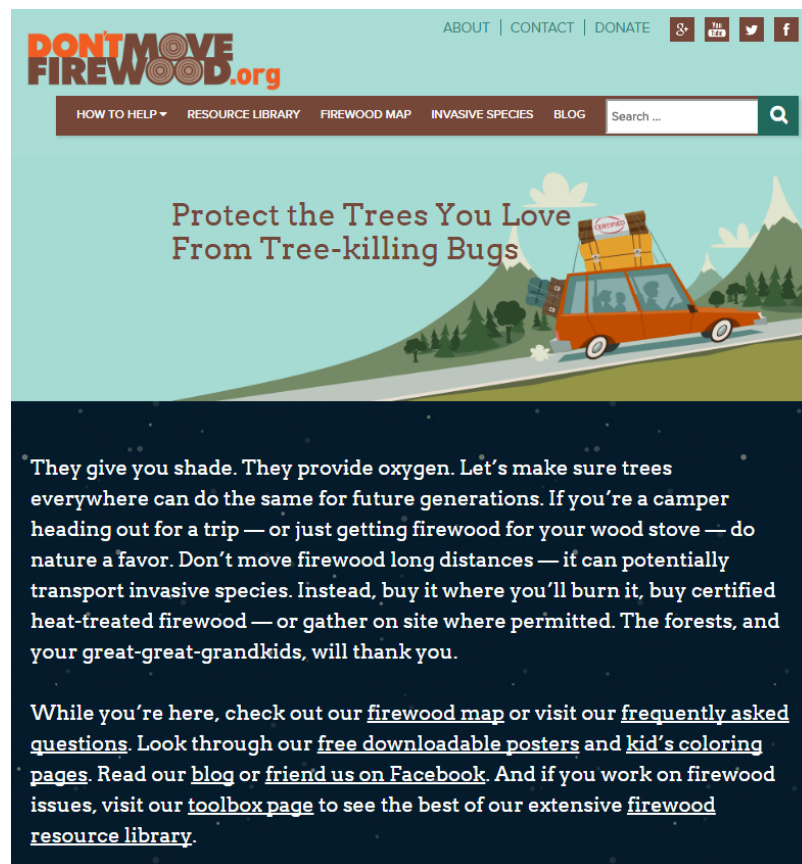


@dntmovefirewood

We make firewood outreach tools consistent and accessible to everyone

- Website Content

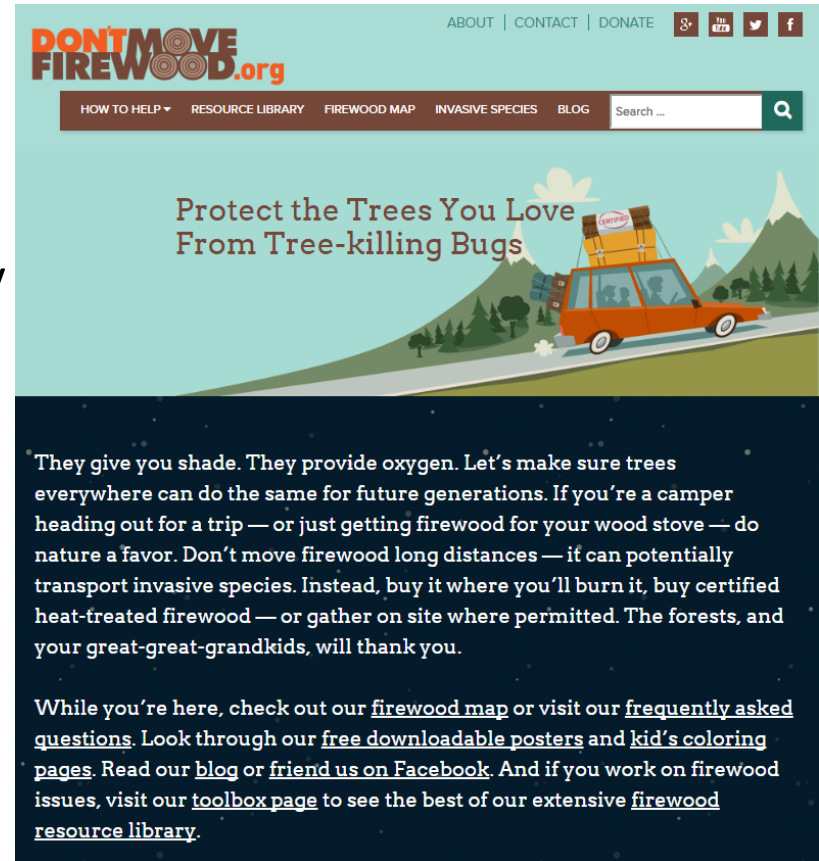
- Firewood Map
- Guest blogs of success stories
- Firewood Resource Library
- “Dear Don’t Move Firewood”
- Forest pest and pathogen species profiles



We make firewood outreach tools consistent and accessible to everyone

- **Website Utility**

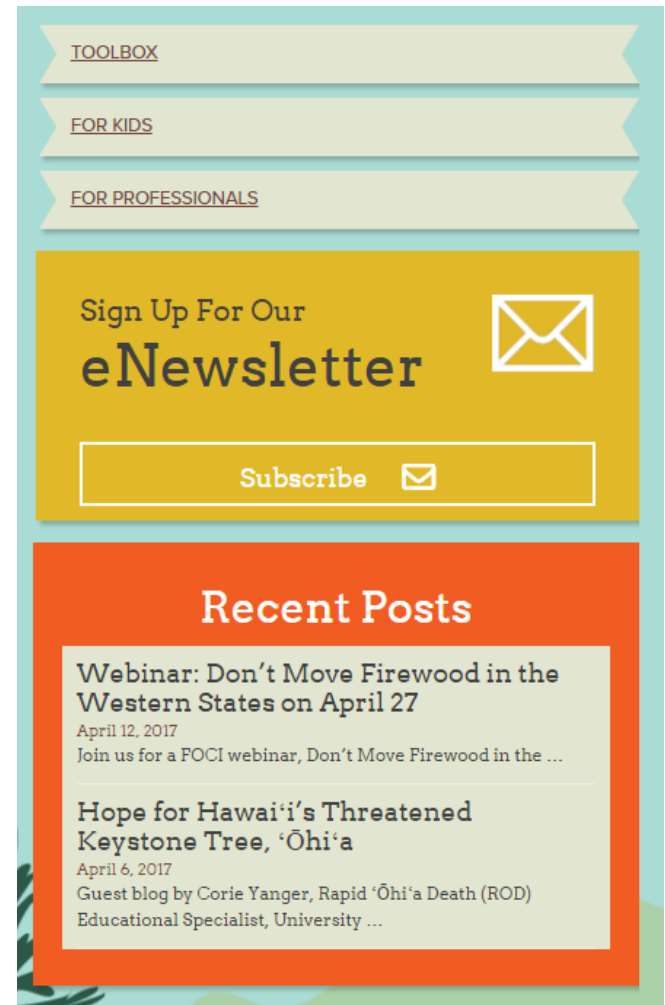
- Easy to find, read, and refer the public
- Mobile, tablet, and desktop friendly
- Advertised on Google Adwords
- Top features also available in Spanish at No Mueva la Leña
 - NoMuevalaLena.org
 - Dontmovefirewood.org/es



We make firewood outreach tools consistent and accessible to everyone

- Professional Knowledge

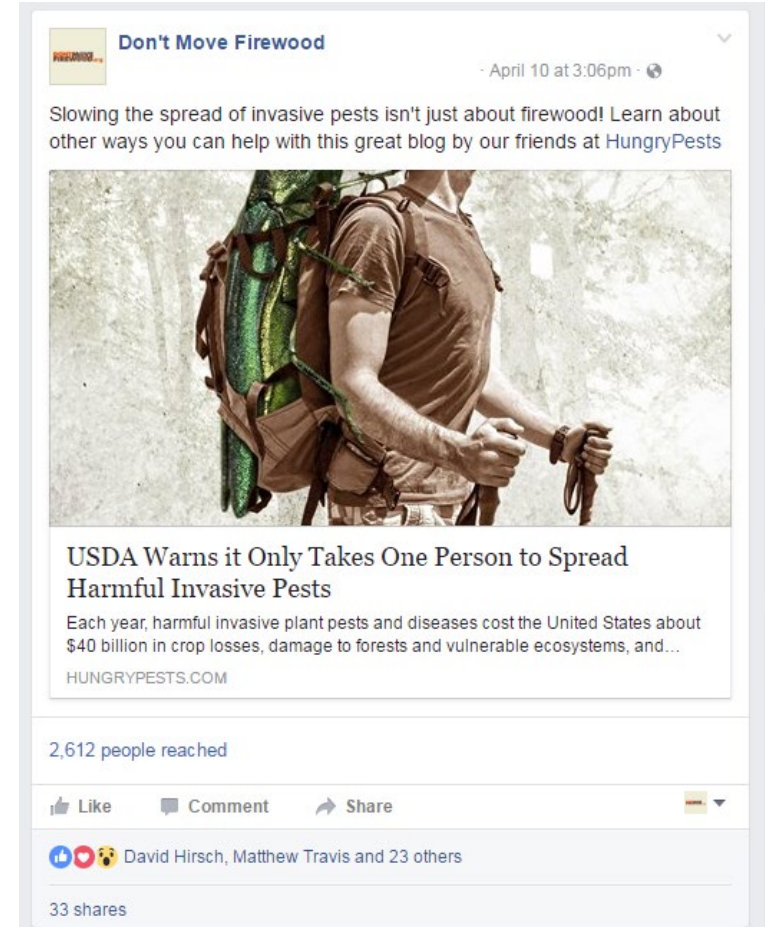
- Website
 - Guest blogs of success stories
 - “For Professionals” resource page
 - Invasive Species profiles
- Firewood Outreach Coordinating Initiative
 - Firewood Professional Outreach News newsletter- sign up now!
 - Goal of 4 webinars annually



We make firewood outreach tools consistent and accessible to everyone

- **Social Media**

- **Main Facebook account since 2008**
 - Public inquiries are frequent
 - Great “fodder” for your state or fed account
 - 8,680+ followers
 - Reaches 500 – 3000 people w most posts
- **Paid Facebook Advertising**
 - Augments the regular account and increases viewership and likes
- **Twitter account (*mostly dormant*)**
 - Experimented with dramatically less Twitter activity 2017+ due to industry trends, post on rare occasion.



We make firewood outreach tools consistent and accessible to everyone

- **Outreach Anchoring**

- Events, Weeks, and Months: dontmovefirewood.org/firewood-outreach-year/
- Signature event: October is Firewood Awareness Month
- Resource pages for major events like... NATIONAL MOTH WEEK!
- *Wheel reinventors need not apply*

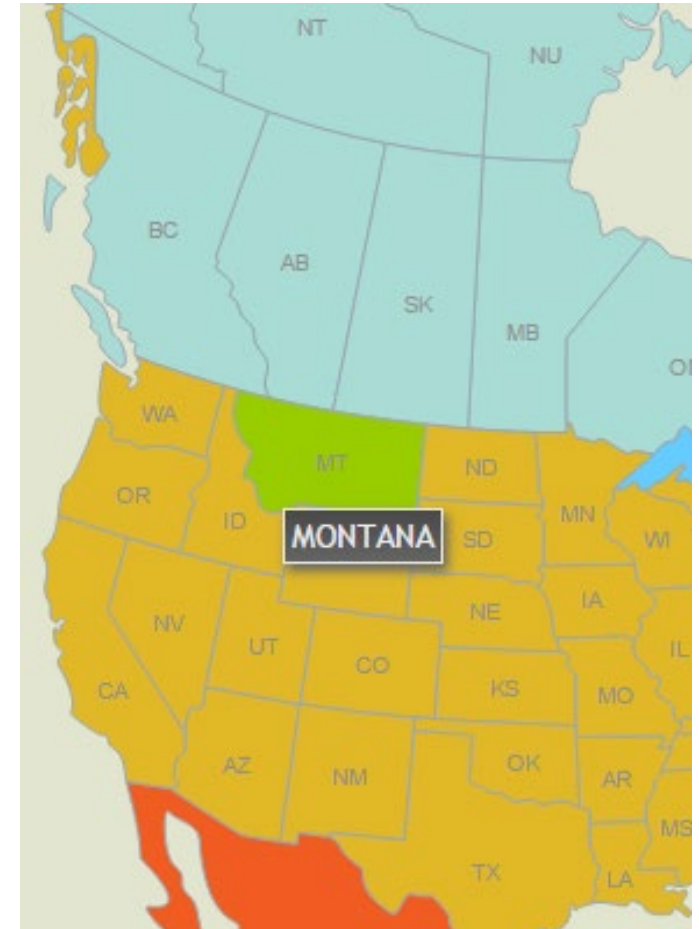


JULY
22-30
2017



We make firewood outreach tools consistent and accessible to everyone

- **Firewood Map as a shared utility**
 - Unique communal tool
 - Updated annually or upon need
 - Outstanding professional resource, but designed as a public tool



We make firewood outreach tools consistent and accessible to everyone

- Custom Outreach Digital Materials

- Most common requests:
 - Posters
 - Brochures
 - Billboards
 - Postcards
 - Logos for small items
- We customize the materials
 - Add your logos
 - Develop appropriate wording
 - Change backdrops as needed
 - *This is a free service*





A few past projects for agencies and states

USA Today National Parks ad, California Firewood Task Force poster, Montana watercraft inspection station info board

Costume Share Program



Ongoing work with partners

More consistent messaging on:

- **ReserveAmerica.com and Recreation.gov**
- USFS/National Forests, National Parks, US Army Corps sites, BLM, both online and on the ground
- State Parks and Private Campground Associations

Ongoing work with partners

Refunds Refunds must be requested no later than 14 days after your scheduled departure date.

Bankcard Purchases Refunds for bankcard payments will be issued as a credit to your bankcard.

Check or Cash Purchases Refunds for payments made by cash, check, or money order will be issued as a check refund. This only applies to payments directly at a field site. These types of payments are not accepted for advance internet and call center reservations.

A refund will be processed within 30 days of receipt and approval of refund requests made during or after departure can only be processed when approved by the facility management staff based upon local policy.

Emergency Closures In the event of an emergency, every attempt will be made to notify impacted customers. All fees paid will be fully refunded in a reasonable time period.

Discounts

Customers using the Interagency Senior or Access Pass (or the Golden Age or Access Pass) are required to present the Pass and one form of identification to confirm the discount. If you do not provide proper documentation, you must pay the full recreation use fee prior to using the facility.

Some federal agencies have imposed quarantines on transporting firewood. Please check with your camping destination about firewood restrictions. Visit <http://dontmovefirewood.org> for more information.

Changes to the Policies and Procedures We reserve the right when necessary to modify reservation policies.

Current reservation policies are available on the Internet at www.recreation.gov and at participating NPS field locations.

NOTES

Due to high demand, reservations are required prior to arrival at the park, otherwise plan on alternate camping options in the Moab area. All campsites at Devils Garden are by reservation only between March 1st and October 31st. Walk-in sites are not available between March 1st and October 31st.

[Click here](#) for more information.

DIRECTIONS

From I-70, take Exit 182. Travel south for 26 miles to the park entrance. Take the park road 18 miles to Devils Garden.

From Moab, take Highway 191 north for 4.5 miles to the park entrance. Take the park road 18 miles to Devils Garden.

OTHER ALERTS

Site: Jan 1 2004 - Dec 31 2016 : No more than 10 people may occupy a single campsite at any time. If you have more than 10 people in your party and you want to congregate on one site, you must reserve a group site.

Ongoing work with partners

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- State Parks and Private Campground Associations

Advising on past and proposed actions:

- Messaging best practices throughout North America
- Conversations on model or templated state regulations
- National Plant Board Firewood Working Group

The slogans the PUBLIC thinks are most effective are:

**BUY IT WHERE
YOU BURN IT.**

**DON'T MOVE
FIREWOOD.org**



Buy It Where You Burn It

71%

OR

Don't Move Firewood

25%

Both/Neither/
Don't know

3%

0% 20% 40% 60% 80%

Buy Local, Burn Local

68%

OR

Don't Move Firewood

24%

Both/Neither/
Don't know

7%

0% 20% 40% 60% 80%

Post Archives

▼ 2018 (23)

- [December](#) (4)
- [November](#) (2)
- [October](#) (1)
- [August](#) (3)
- [July](#) (2)
- [June](#) (2)
- [May](#) (2)
- [April](#) (3)
- [March](#) (1)
- [February](#) (1)
- [January](#) (2)

WEBINAR: NATIONAL PLANT BOARD FIREWOOD WORKING GROUP OVERVIEW, ON FEBRUARY 6

Join us for a FOCI webinar, **National Plant Board Firewood Working Group Overview**, on **Wednesday February 6th 2019 at 2pm Eastern (11am Pacific, Noon Mountain, 1pm Central)**. This webinar will be an overview of the firewood working group of the National Plant Board and will discuss three specific focus areas; State Regulations, Firewood Production Best Management Practices, and Outreach and Education. The overview will be led by Ann Gibbs, National Plant Board President with the Maine Department of Agriculture, Conservation & Forestry, along with Piera Siegert, Vice President of the Eastern Plant Board with the New Hampshire Department of Agriculture, Markets & Food. The format of the webinar will be approximately 30 minutes of presentations, and 30 minutes of open discussion.

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[Webinar: Don't Move Firewood Campaign- Present and Planned
on January 29](#)

Ongoing work with partners

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- Messaging best practices throughout North America
- Utah and Montana state regulation discussions
- National Plant Board Firewood Working Group

Firewood Scout Working Group:

- Continued support (technical and advisory)
- Expansion past 10 states in coming year



Buy it where you burn it!

Locate firewood

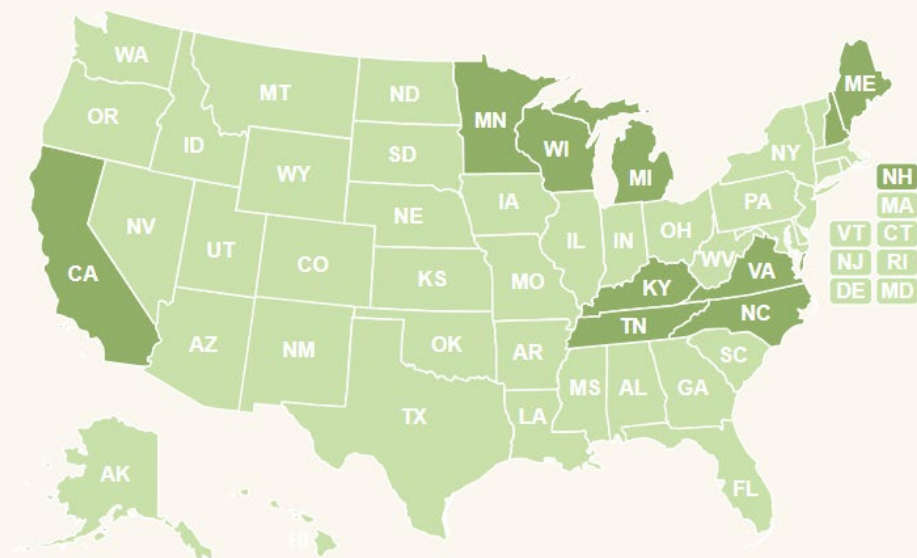
Narrow your search by distance

e.g., Empire, MI or 49684

10 mi

Moving firewood long distances can accidentally bring dangerous pests and diseases to your favorite campgrounds. Please help protect forests and trees. You can make a difference. Buy it where you burn it!

Highlighted states contain firewood vendor listings via Firewood Scout. Non-highlighted states do not list vendors at this time. It is important no matter where you are to buy or gather local firewood.



See list of [Participating States](#)

Businesses have been included in the Firewood Scout directory for informational purposes only. A listing on this site is not an approval, recommendation, or referral for any business, service, or product, and does not imply that vendors meet any federal, state, or local firewood regulatory requirements. The Sustainable Resources Alliance is an equal opportunity provider and employer.

Ongoing work with partners

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Planning and Scoping Survey in 2019

Questions?



Reach me at LGreenwood@tnc.org