Firewood Buddy Smartphone App

A Collaborative Project to Raise Awareness About the Movement of Invasive Species Via Firewood

Lisa A. DeBruyckere, Oregon Invasive Species Council Continental Dialogue Meeting November 13, 2012

Farm Bill 2010



- Tri-state (OR, WA, ID) firewood pilot project
- Purpose inform the public about the dangers of moving firewood









Collaborators

- Idaho, Oregon, and Washington Invasive Species Councils
- US Forest Service
- Bureau of Land Management
- Bureau of Reclamation
- US Army Corps of Engineers
- State natural resource agencies Oregon Department of Agriculture, Oregon State Parks
- The Nature Conservancy
- Private, county, and local campgrounds
- Oregon Sea Grant
- Portland State University

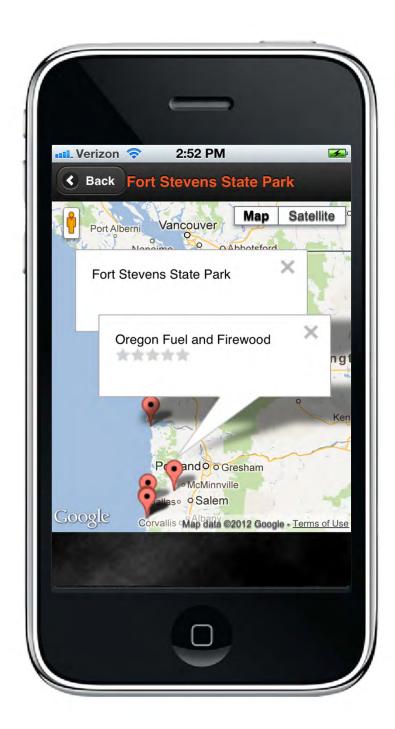
Campaign Elements

- Billboards
- Campground posters
- Pre- and post-campaign awareness surveys
- Recreation.gov
- Rest area displays
- Oregon legislation



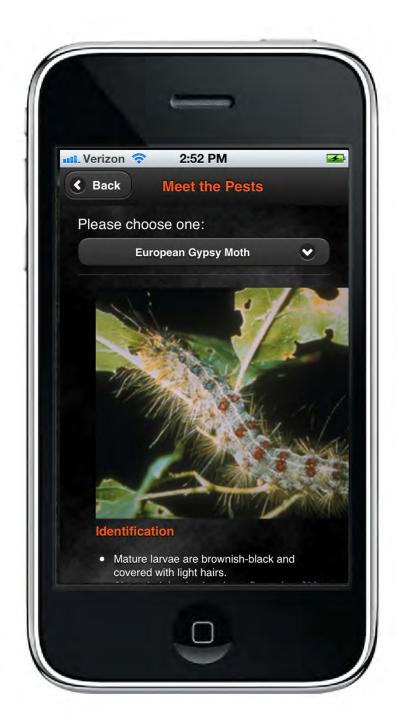


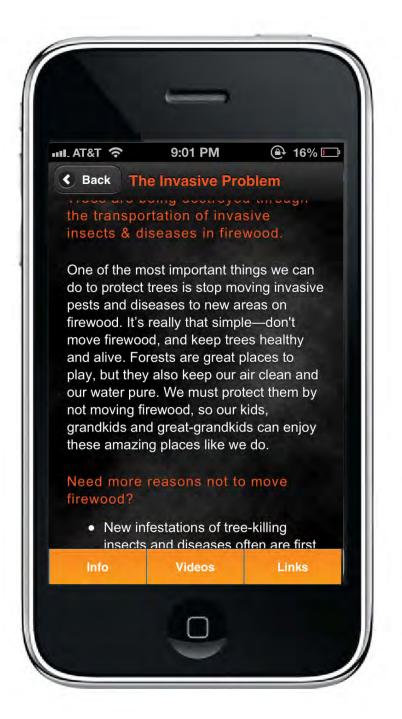


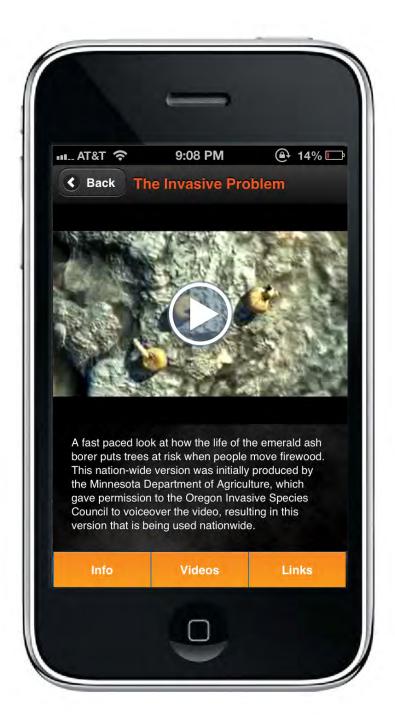


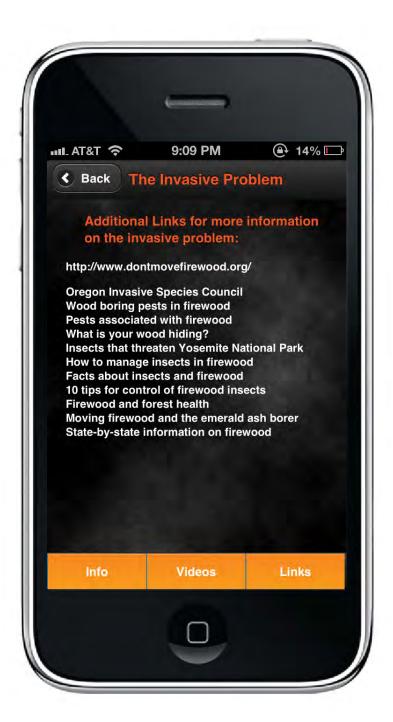


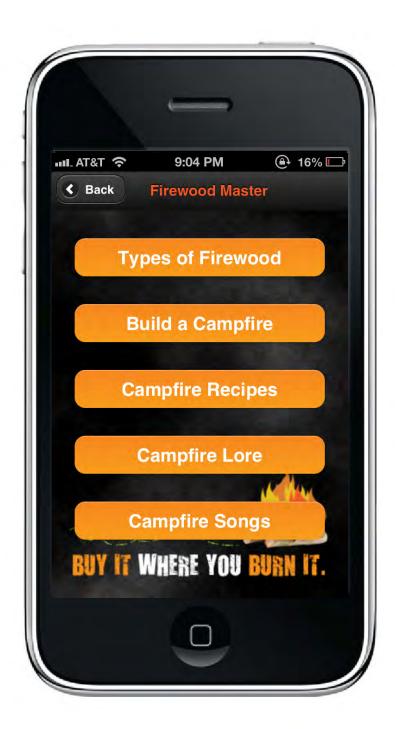


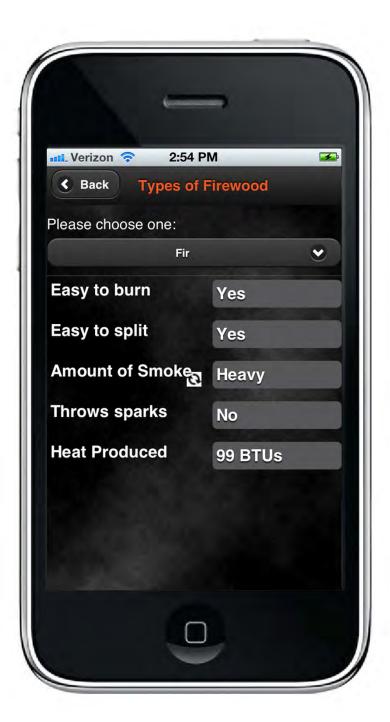




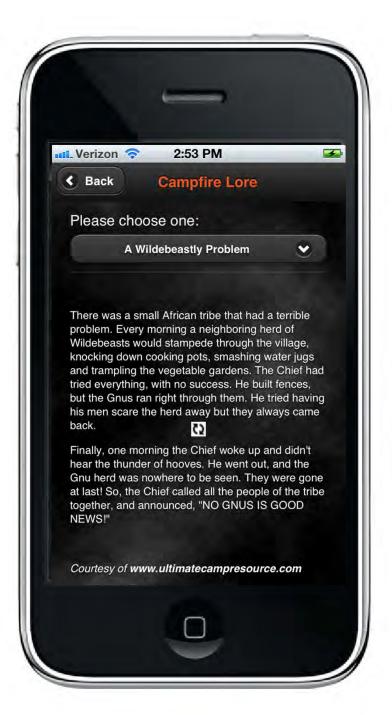


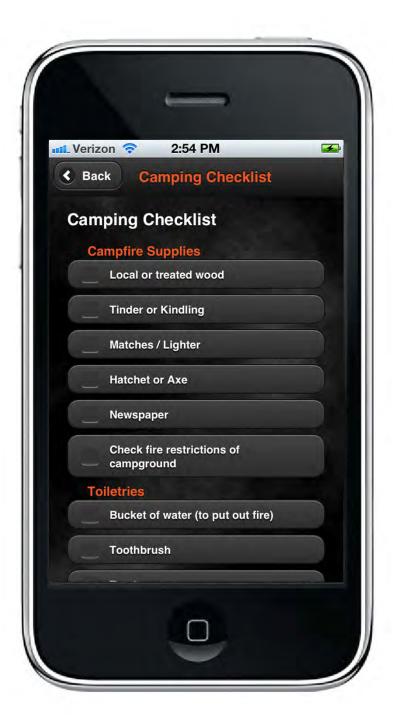












Next Steps

- Add firewood vendors for PNW states
- Add info for other states
- Produce app upgrades (e.g., state and local regulations, quarantines) with dontmovefirewood.org
- Continue to encourage reporting of suspected invasives (Oregon invasive species hotline)