

# **Don't Move Firewood**

## **No Mueva la Leña**

**Leigh Greenwood,  
Don't Move Firewood campaign manager  
Forest Health Protection Program  
The Nature Conservancy**



# History of the Campaign

- **Conceived of in 2007 by Dialogue**
- **Launched in summer 2008**
- **Funding has varied through time**
- **Consistently managed by TNC**



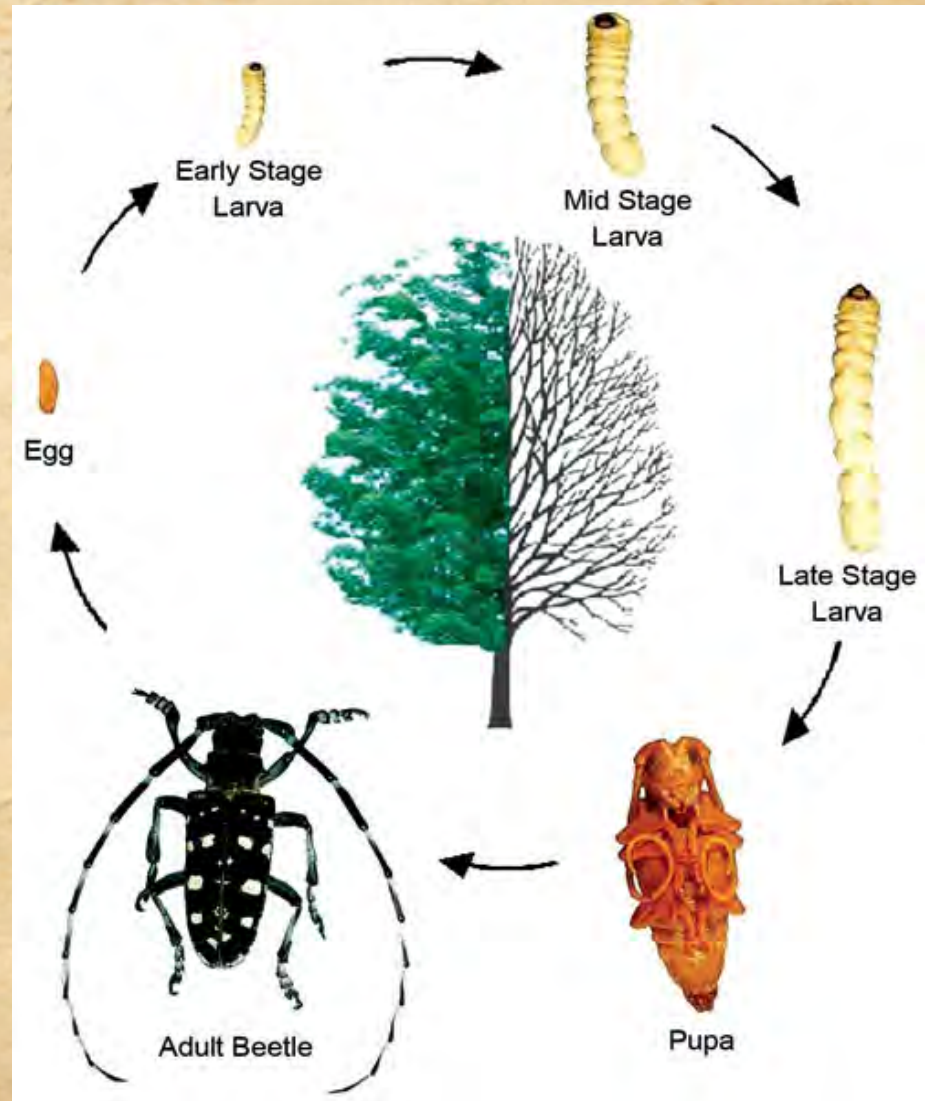
# Guiding Principles

- Science shows that forest pests **can and do move on firewood**
- Polling data shows that people are **willing to change behaviors**
- Reach public via **online media and in person**
- **Keep it positive**
- **We must work together**

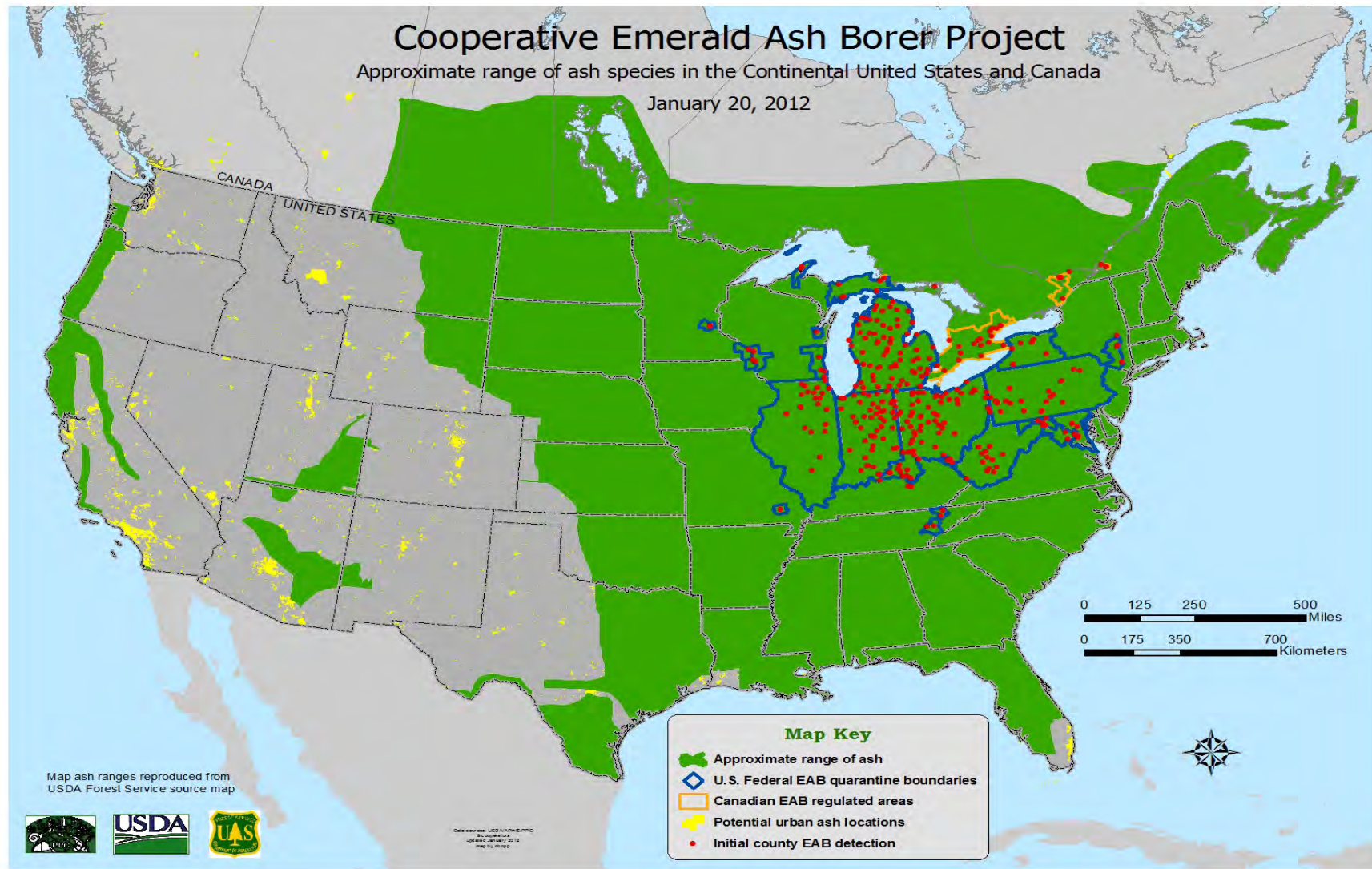


# Each forest pest has its own story

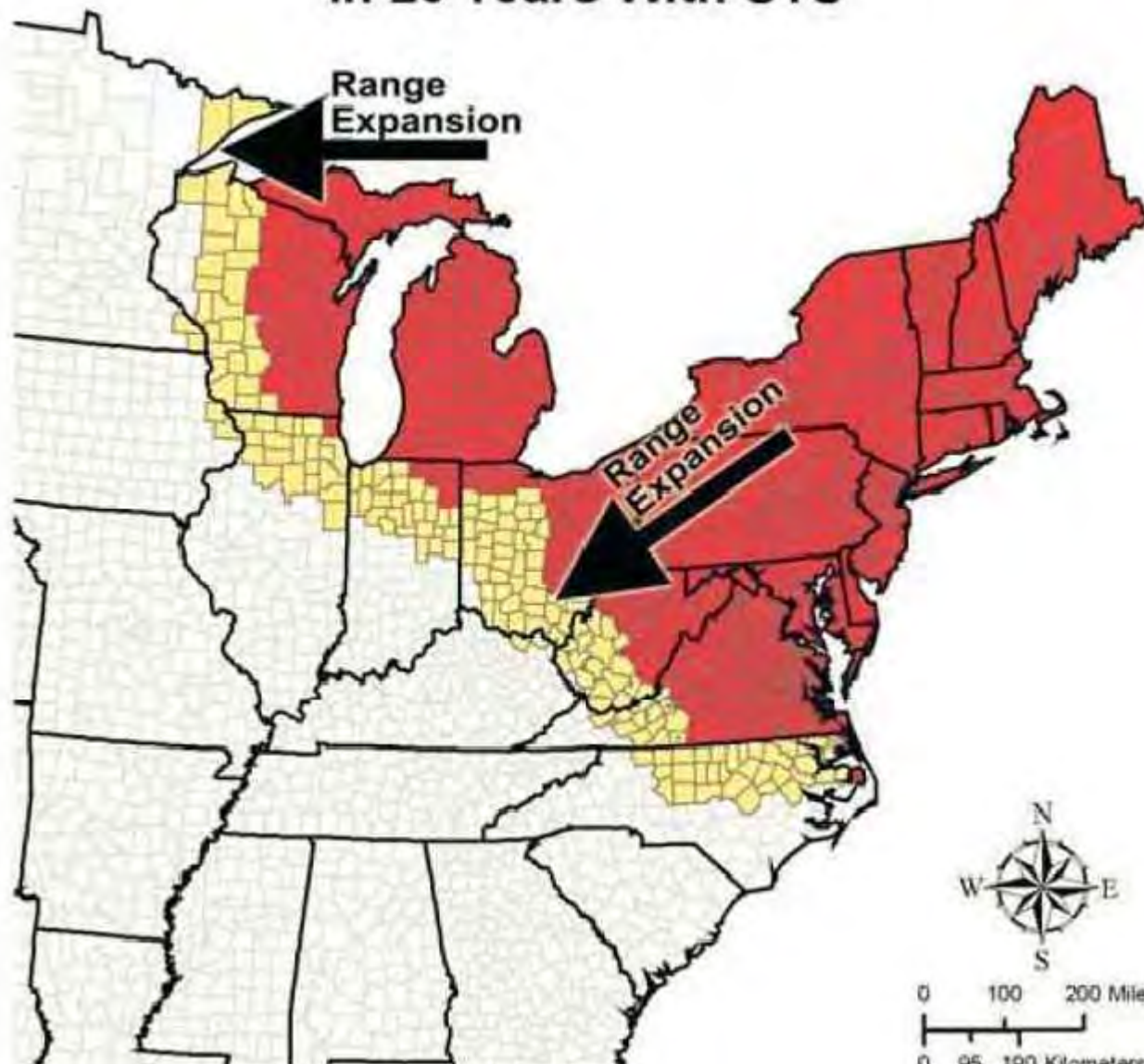
- But telling each story can be confusing
- Addressing each new pest individually is logistically impossible
- And reinventing each wheel is costly



# There is so much at stake



## Projected Gypsy Moth Spread In 20 Years With STS



# Firewood use is common

- 50% of USA poll respondents use firewood annually
  - 36% use it in or around their home
  - 37% use it outdoors for camping or traveling
  - Significant overlap in usage creates a 50% total



# Many levels of firewood

Individuals cutting, moving and using it

Small dealers cutting and selling locally

Big dealers operating across state borders

Big dealers operating across international borders



# Elements of the campaign

- Internet presence
  - Central website
  - Blog
  - Gallery of Pests
  - Facebook account
  - Twitter
  - YouTube Channel
  - No Mueva La Leña



# How we are achieving this

## – Internet presence

- Central website
- Blog
- Gallery of Pests
- **Facebook account**
- Twitter
- YouTube Channel
- No Mueva La Leña



4531 “friends” and counting!



# How we are achieving this

## – Internet presence

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- Gallery of Pests
- Facebook account
- **Twitter**
- YouTube Channel
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1219 followers!



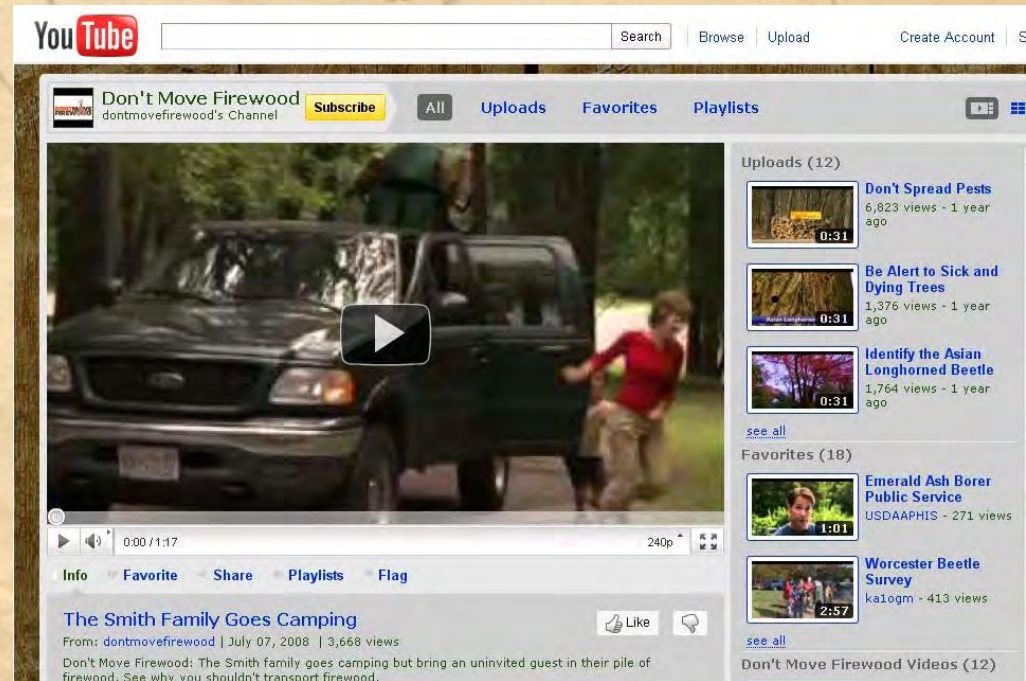
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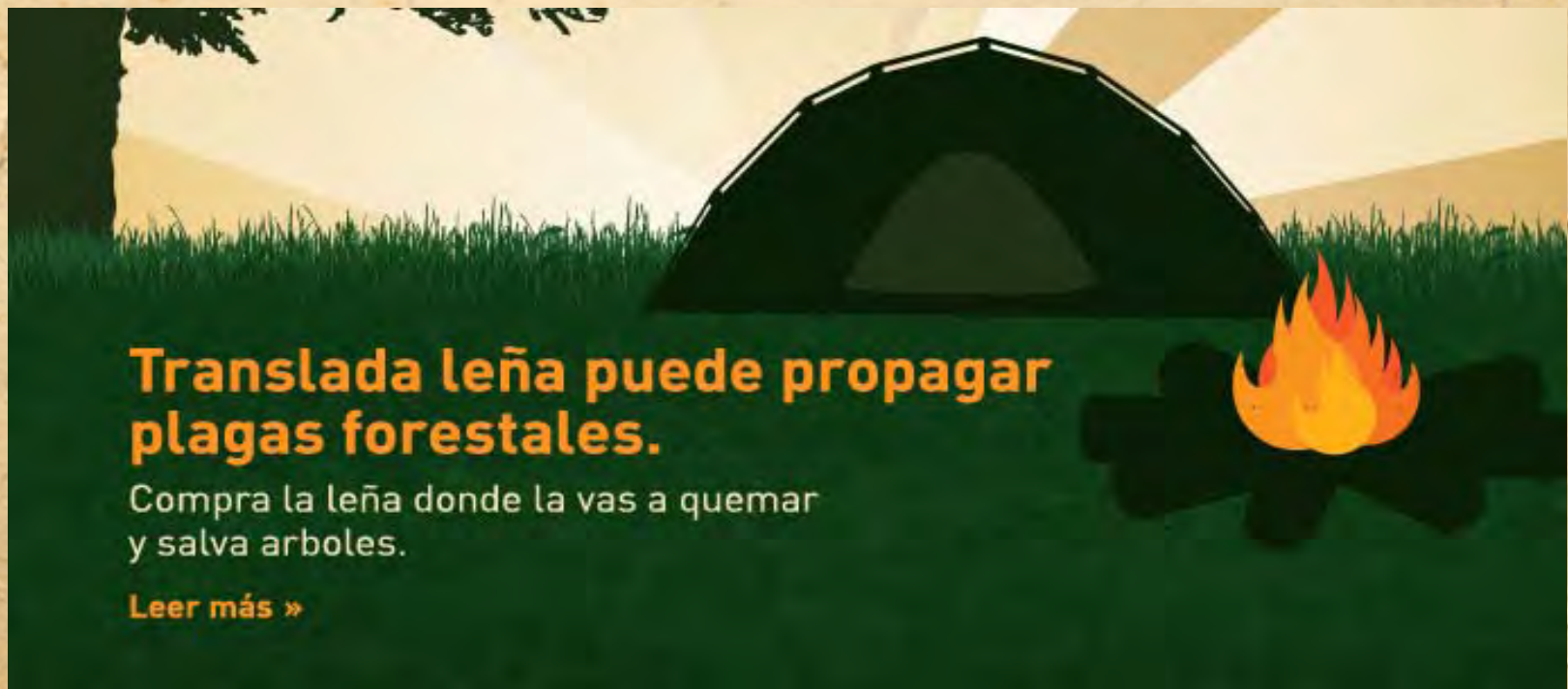


25 videos, over 65,500 views



# No Mueva la Leña

- NoMuevaLaLena.org *(nota que no usa ñ para URL)*
- Para todo la gente que prefiere Español, de los Estados Unidos, Mexico, y Canada



# By the Numbers

- USA state and federal agency partnerships now include **more than 3/4 of the USA** (from 2009 to 2012)
- **Over 23 states** will be included in 2012 alone
- Website has gotten over **195,000 unique visits** since launch
- **Tens of millions** of logo impressions each year
- ***But this doesn't really sum it up***



# We give things away

- Stickers, magnets, vinyl clings, fake tattoos for you to hand out
- Downloadable posters you can print en masse
- DVDs of our great videos
- **Free design services** for state, local, and federal campaigns



# Firewood Outreach Coordinating Initiative (FOCI)

- Recommended by NFTF 2010
- Newly invigorated with group newsletter to allow for efficient, predictable, communications
- **Materials Library** available online; facilitates sharing and improving of outreach



# Thank you to our supporters

- USDA APHIS
- US Forest Service
- Grantham Foundation for the Environment
- Theiriot Foundation
- The Nature Conservancy
- and all our many, many collaborating groups!



# For more information

- [Dontmovefirewood.org](http://Dontmovefirewood.org)
- [Nomuevalalena.org](http://Nomuevalalena.org)
- [Facebook.com/dontmovefirewood](https://Facebook.com/dontmovefirewood)
- [Twitter.com/dntmovefirewood](https://Twitter.com/dntmovefirewood)  
*Note: the first O is purposefully missing from the twitter address*
- [YouTube.com/dontmovefirewood](https://YouTube.com/dontmovefirewood)
- Email Leigh at [Lgreenwood@tnc.org](mailto:Lgreenwood@tnc.org)

