

# **Pacific Northwest** **Don't Move Firewood** **Outreach Campaign**



WASHINGTON STATE  
RECREATION AND CONSERVATION OFFICE

Washington Invasive  
Species Council

**Wendy Brown, Council Coordinator**

# USDA Farm Bill 2010

- Tri-state (OR, WA, ID) firewood outreach project
- Purpose – inform the public about the threat of moving firewood
- \$450,000



# Collaborators

- Idaho, Oregon, and Washington Invasive Species Councils
- U.S. Forest Service
- U.S. Bureau of Land Management
- U.S. Bureau of Reclamation
- U.S. Customs and Border Protection
- state natural resource agencies
- The Nature Conservancy
- WA Forest Protection Association
- private, county, and local campgrounds

# Outreach Campaign Strategy

- Direct communication:
  - Roadside materials
  - Campground materials
  - Advertisements
  - Web-based messages, video
- Indirect communication:
  - Newspaper articles, local news stories
- Evaluation

# Messaging



**MEET THE NEW HITCHHIKING DANGER.**  
**[dontmovefirewood.org](http://dontmovefirewood.org)**



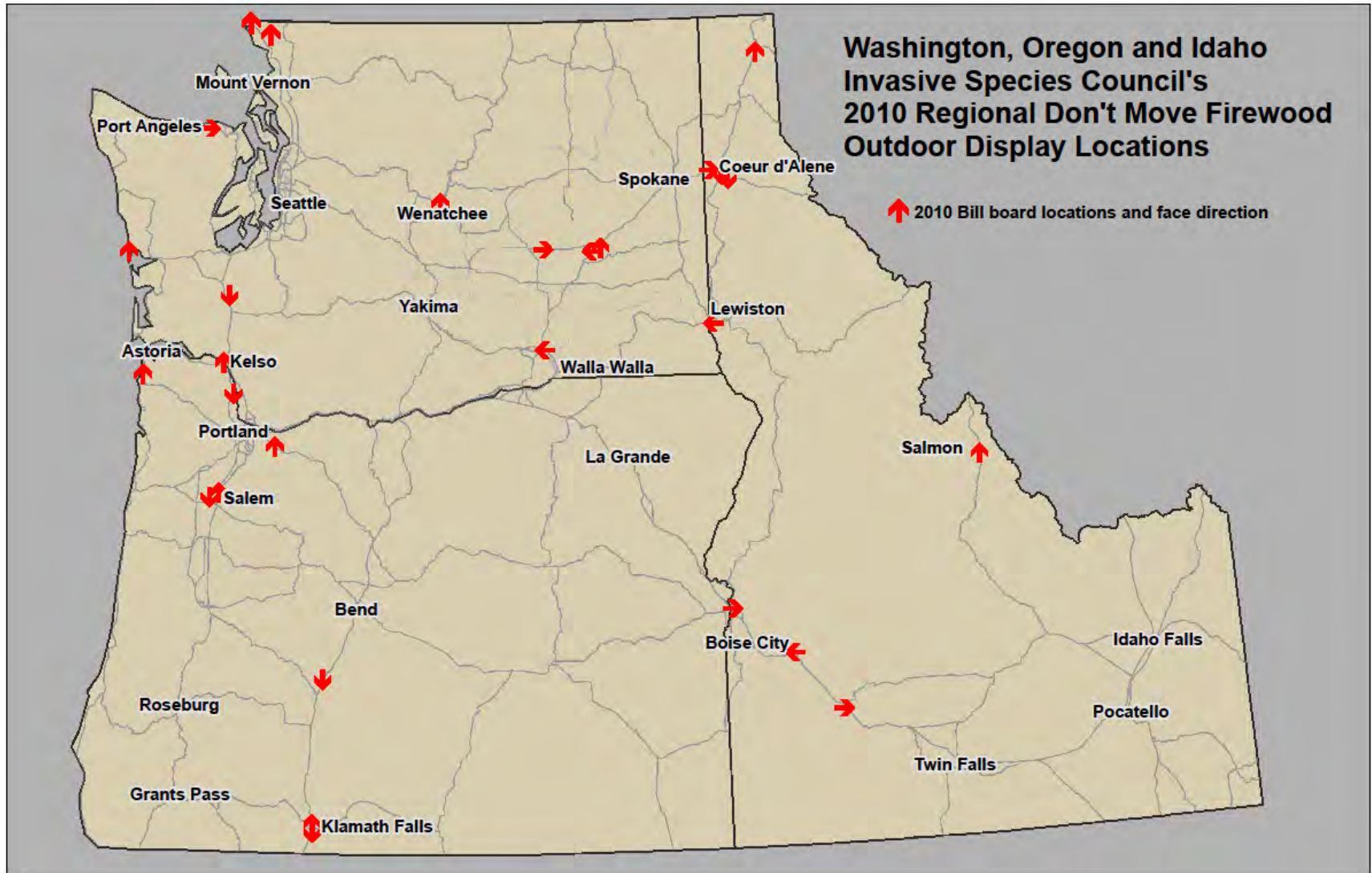
And the winner is . . .

**BUY IT WHERE  
YOU BURN IT.**

**dontmovefirewood.org**



# Regional Billboard Locations





# Interstate Rest Areas – Backlit Displays

## Enjoy Our Highways and Byways in Central and Eastern Washington

### Coulee Corridor Scenic Byway

sky open space  
water

**Yakima River Canyon Scenic Byway**

## BUY IT WHERE YOU BURN IT.

**HELP STOP THE SPREAD OF INVASIVE PESTS & DISEASES.**

Our forests are threatened by invasive insects and diseases that can kill large numbers of trees, harming all forms of life. Unchecked, they threaten the health of our forests, our economy, and our way of life. We need your help to keep our forests healthy and our forests safe.

**HOW YOU CAN HELP:**

- Use firewood from local sources.
- Don't transport firewood across state lines.
- Burn all firewood before leaving your property.

**don't move firewood.org**

**Reporting Hotline: 1-877-6-NOISY**  
invasivespecies.wa.gov

## Timberlake CAMPGROUND and RV PARK

If you love the outdoors, you'll love Timberlake Campground & its Park.

Surrounded by forests, waterfalls, parks and camping in the Columbia River Gorge, this lovely campground is located just 50 miles east of Portland, Oregon and Vancouver, Washington. The forested 22-acre park also features a beautiful view of the Columbia River and a great view of the mountains.

## Shilo Inns Suites Hotels

"Affordable Excellence"

### Washington Destinations

Ocean Shores • Tacoma • Moses Lake • Spokane • Everett • Vancouver • Bellingham

Spokane • Everett • Bellingham • Tacoma • Ocean Shores • Moses Lake



# Marketing Materials

## Campground hosts

You can help protect the Pacific Northwest from invasive species by doing these 5 things:

- Buy it Where You'll Burn it.
- Ask if the wood you are buying is from local trees.
- Always leave firewood at home, even if you think it *looks* fine.
- Share the message – Don't Move Firewood.
- Learn. Visit [www.dontmovefirewood.org](http://www.dontmovefirewood.org).





# Posters

- More information about what and why
- What do we want people to do?
- Contact information

## HELP STOP THE SPREAD OF INVASIVE PESTS & DISEASES.

Our forests are threatened by nonnative insects and diseases that can kill large numbers of trees. Emerald ash borer, Asian longhorned beetle, Oak borer, and Sudden Oak Death can be transported long distances in firewood. Once transported into new areas, these insects and diseases can become established and kill local trees.

### HOW YOU CAN HELP:

- Leave firewood at home - do not transport it to campgrounds or parks.
- Use firewood from local sources.
- Burn all firewood before leaving your campsite if leaving the local area.

# BUY IT WHERE YOU BURN IT.



[dontmovefirewood.org](http://dontmovefirewood.org)

Reporting Hotline: 1-866-INVADER  
[oregoninvasiveshotline.org](http://oregoninvasiveshotline.org)







## PROTECT THE PACIFIC NORTHWEST FROM INVASIVE SPECIES

**DON'T MOVE  
FIREWOOD.org**


Cut and Sell Firewood Locally

Live and dead trees can have damaging pest infestations. As a firewood cutter, you can help protect trees and your business by minimizing the distance that firewood gets moved.

- Invasive insects and diseases threaten the health of Pacific Northwest forests.
- Moving firewood long distances can spread these insects and diseases.
- You can make a difference by cutting and selling your firewood locally.

### How you can help:

- Sell your wood in the same county or region where it was cut.
- Tell customers to buy their wood from local suppliers whenever they travel.
- Promote the benefits of buying local wood.

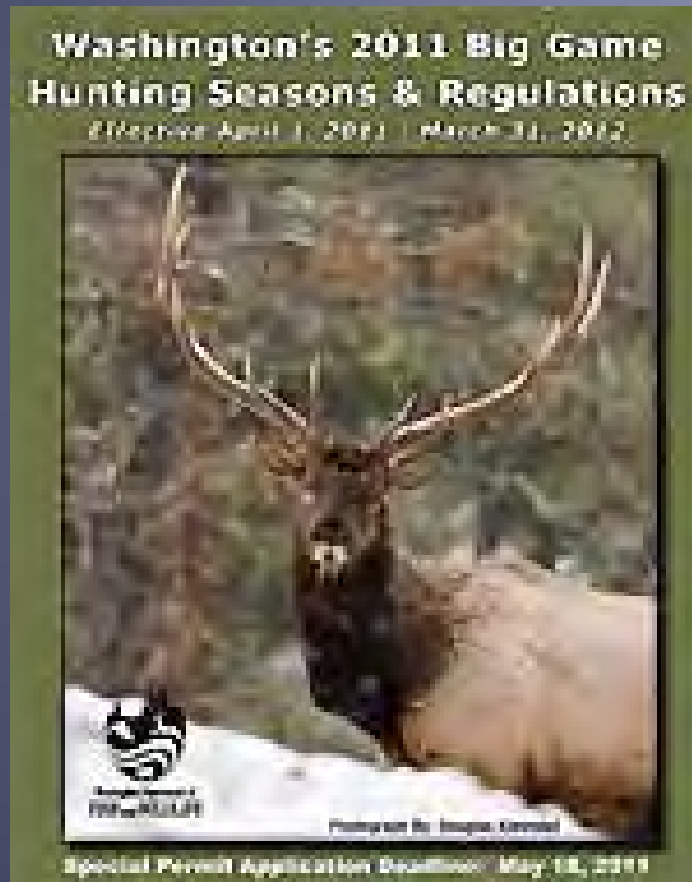


Promote the health of Pacific Northwest forests by encouraging people to buy and burn local firewood.

**To learn more, visit [dontmovefirewood.org](http://dontmovefirewood.org).**



# Advertisements



# Campground Reservation Web Sites

## Campground Details - Beachside State Recreation Site, OR - ReserveAmerica - [OR]

Find Camping Spot   Campgrounds By Map   Camping Spotlight   The Gear Store   Hunting & Fishing Licenses

Welcome - already a member? [Sign In](#) Not a member yet? [Sign Up](#)

[Find other campgrounds](#)  
[View Regional Map](#)  
[Get Directions](#)

**Don't move firewood:** Please protect the Pacific Northwest from invasive species by obtaining or purchasing your firewood at or near your camping destination. Firewood can carry insects and diseases that threaten the health of our western forests. You can make a difference by buying and burning your firewood locally.

**Beachside State Recreation Site, OR**  
Open through Sat Apr 30 2011 [Season Dates](#)  
Reservation window: Fri Apr 15 2011 [Later Dates](#)

**Facility Details**   **Facility Map**   **Site List**   **Date Range Availability**

**Location**  
State Park features 42 tent sites, 34 electric sites, a hiker-biker area, day use area, ADA accessible restrooms.  
is direct access to 9 miles of broad, sandy beach. maximum per yurt or campsite.  
national vehicle wastewater dump stations are located 17 th, at Southbeach State Park or 17 miles south at Carlume State Park.  
: 1pm. Check in 4pm.

**Description**  
[Season Dates](#)  
[Booking Window](#)  
[Local Attractions](#)  
[Fees and Cancellation](#)  
[General Rules](#)

[Book Now](#)

Facility Details - Recreation.gov, Cold Springs Cabin (OR) - Recreation.gov

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Recreation.gov  
Home   Recreation Search   Camping   Day Use   Tours   Permits   Search by Map   My Reservations & Account

Welcome - already a member? [Sign In](#) Not a member yet? [Sign Up](#) [Help](#)

[Find Other Facilities](#)  
[View Regional Map](#)

**Find Cabins**

**Looking for**  
All sites

**Loop**  
Any loop

Cabin #

☐ Site with...

**Dates (optional)**  
☒ Specific ☐ Range

Arrival date:

Length of stay:

[Search Cabins](#)

**Don't move firewood:** Please protect the Pacific Northwest from invasive species by obtaining or purchasing your firewood at or near your camping destination. Firewood can carry insects and diseases that threaten the health of our western forests. You can make a difference by buying and burning your firewood locally. dontmovefirewood.org

**COLD SPRINGS CABIN (OR), OCHOCO NF - FS, OR**

[Like](#)   [Sign Up to see what your friends like.](#)

Status: Closed through Wed May 25 2011 [Season Dates](#)

**1 site(s) found**  
[All \(1\)](#)   [Cabin Nonelectric \(1\)](#)

Cabin Details	Cabin Map	Cabin List	Date Range Availability
<b>Description</b> Cold Springs Guard Station, constructed in 1934, is a historic site tucked in an area of the Ochoco National Forest that is frequented by bands of wild free-roaming horses. This comfortable, multi-room cabin is equipped with two bathrooms, one featuring a tub and the other a shower, and both with flush toilets. The kitchen has a propane cook stove and a solar-powered refrigerator, and is stocked with basic utensils and cleaning supplies. There are three bedrooms, complete with 6 twin beds, and a living room furnished with a futon. The lights, heat, and hot water are all propane operated. The cabin also has		<b>Description</b> <a href="#">Season Dates</a> <a href="#">Booking Window</a> <a href="#">Fees and Cancellation</a>	

# 30-Second EAB Video Voice-Over

The video may be accessed at  
<http://www.youtube.com/watch?v=01anA226ROY>

# Evaluation

[SURVEY PREVIEW MODE] Invasive Species Firewood Survey 5/2/11 4:03 PM

# OSU

## Oregon State UNIVERSITY

Invasive Species Firewood Survey

### 2. Camping Practices Questions

In this first section of the survey we would like to ask you some general questions about camping and your camping practices. Please select the response that most closely represents your view.

2. Have you gone camping in Oregon, Washington, or Idaho since July 1st, 2010?

Yes

No

3. Approximately how many nights do you go camping in a typical year?

1 or fewer

2-4

5-7

8-10

10-15

15-20

20 or more

4. What is the primary type of camp shelter that you use?

Tent

[http://www.surveymonkey.com/s.aspx?PREVIEW\\_MODE=DO\\_NOT\\_USE\\_TH...COLLECTION&sm=Nq0RncFaZ58t0jHdZ16Nc3qTd87gMTY8cKusdorj4wg%3d](http://www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_TH...COLLECTION&sm=Nq0RncFaZ58t0jHdZ16Nc3qTd87gMTY8cKusdorj4wg%3d) Page 1 of 5

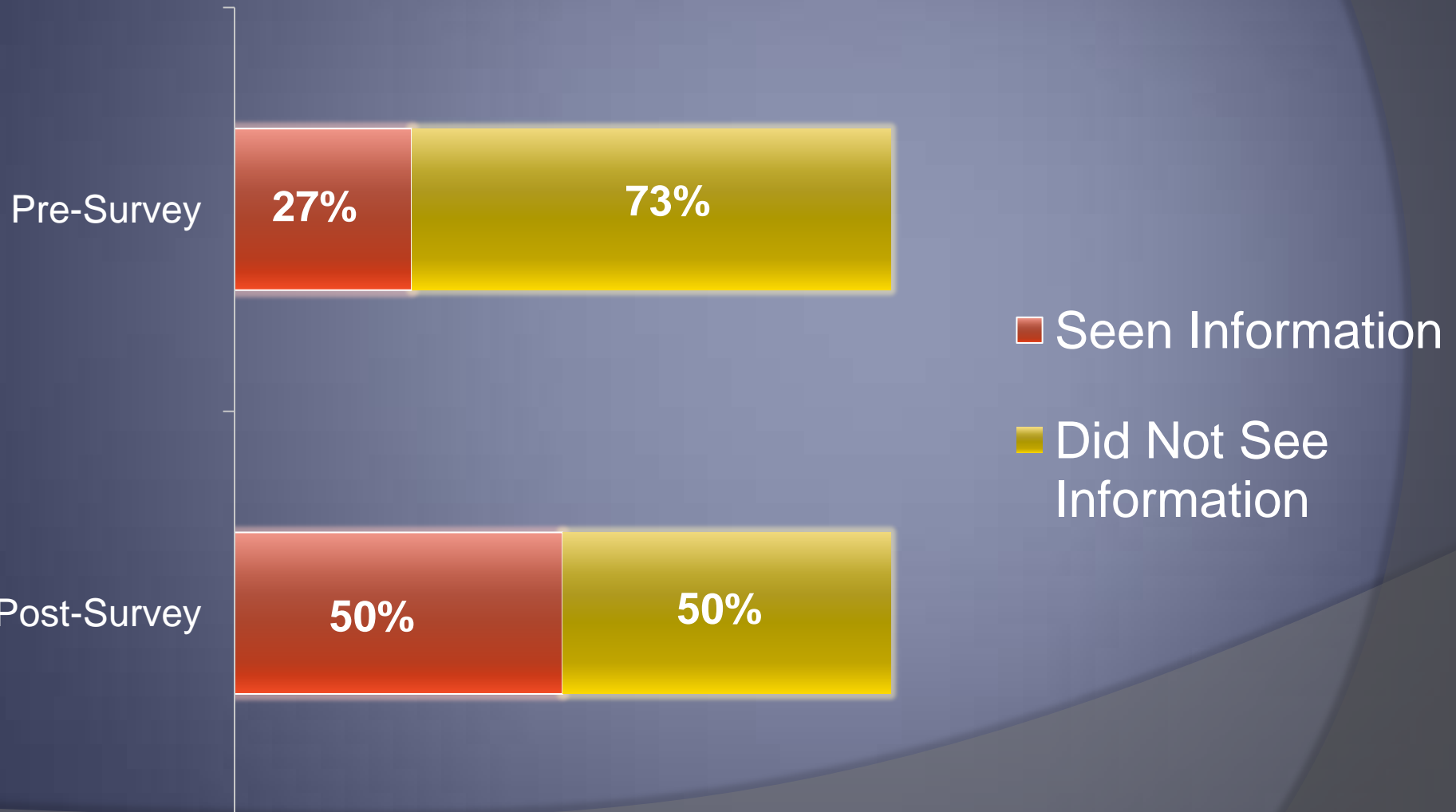
Online Camper Surveys



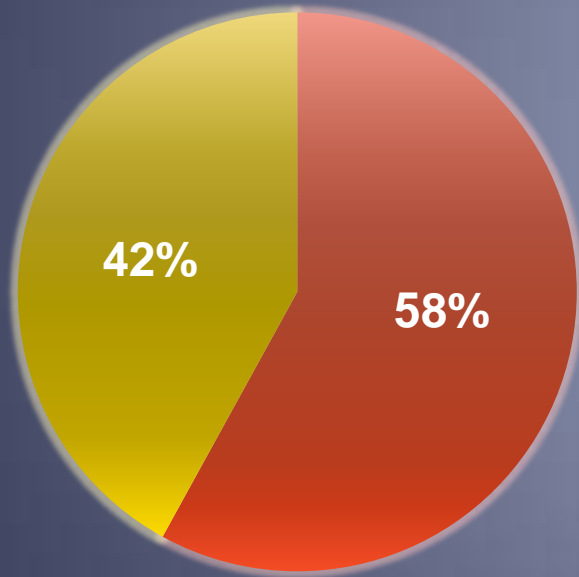
Campground Interviews



# Was the 2010 tri-state firewood campaign effective in exposing campers to information about the threat of invasive species moving through firewood?



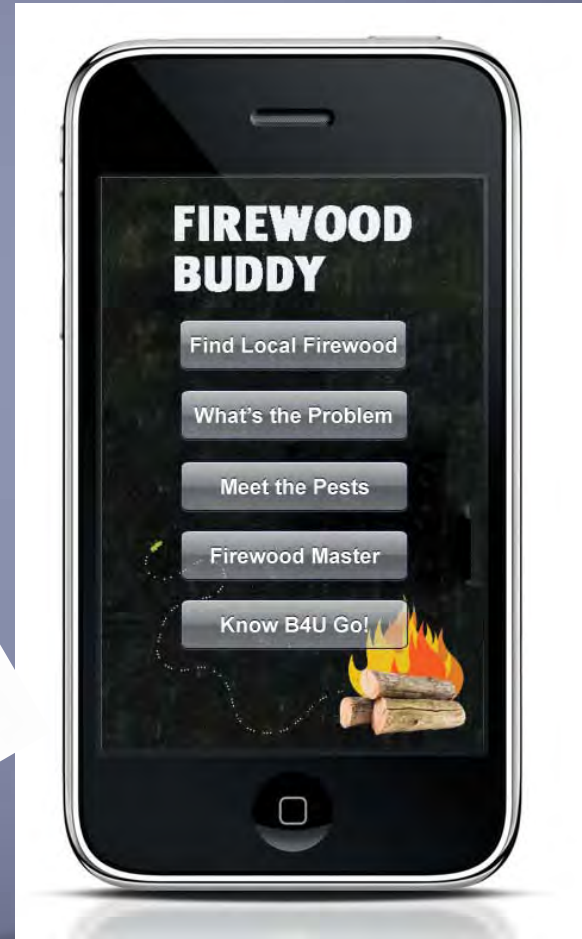
Of those campers who had seen information about invasive species in firewood...



- Changed Camping Practices
- Did Not Change Camping Practices



# Smartphone Application



# Lessons Learned

- Effectiveness is enhanced with:
  - Council structure allows for regional collaboration
  - Dedicated funding for *mutually agreed upon specific project outcomes*
  - People/entities with outreach skill sets (e.g., marketing company)
  - Focus on the messages and outcomes versus promoting individual agencies
- Campaign is a successful example of leveraging funds to make progress through partnerships
- Campaign can 'live on' in other places without reinventing materials.