# Don't Move Firewood and the FOCI

What we do, and what we can do for you

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### Why we run Don't Move Firewood

- We all agree that forest pests can and do move on firewood
- Current regulations are not comprehensive nor consistent
- New pest outbreaks
   come to light every year





#### Firewood use is common

- 50% of 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





#### Really? People do this?

- "My dad is moving cross country from Virginia to Nevada where I live. He thought it would be nice to bring me some wood for my fireplace from my hometown. He made it all the way to Arizona and now they won't let him continue... What do I do?"
  - Excerpt of email received on Don't Move
     Firewood's online comment box, 9/22/11



- "In the course of (a Red Imported Fire Ant Blitz), they
  came across a individual carrying a load of firewood from
  Virginia... She performed a "Google" search and came
  across your/our website... and has learned a lot about
  the importance of not moving firewood across the
  country."
  - Email from AZ SPHD, Jerry Levitt
- "Thank you so much ... I have learned so much about this and have told everyone I have come into contact with since of the seriousness of the offense."
  - Reply from follow up email, 9/23/11



## Encouragingly, voters express great willingness to modify their behavior.

Buying plants and trees only from nurseries that are certified as free from pests that kill trees

Cleaning your boots carefully after hiking in a forest

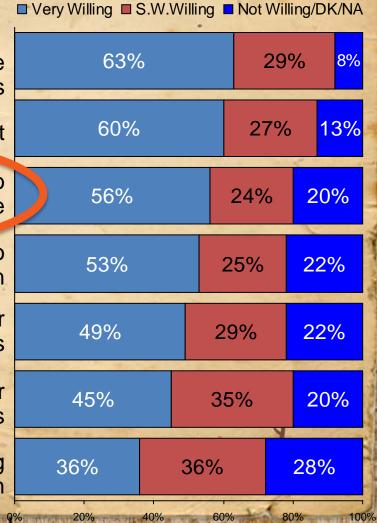
Buying or cutting firewood only near where you plan to use it, and not transporting it from place to place

\*Not taking plants or cuttings from another location to bring back to your home or garden

\*Cleaning your bicycle carefully after riding on trails or unpaved roads

\*Cleaning your truck, jeep, SUV or ATV carefully after driving or riding on trails or unpaved roads

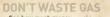
\*Not taking plants or cuttings from a friend to bring back to your home or garden



#### Elements of the campaign

- Internet presence
  - Central website
  - Blog
  - Gallery of Pests
  - Facebook account
  - Twitter
  - YouTube Channel





See how much money you save by buying firewood close to your campsite.

#### LATEST VIDEOS



Killer Bugs Serving Time For The Trees

PREV | MORE VIDEOS | NEXT »

#### LATEST TWEETS

September 28, 2011 @ 8:25 PM "Guns, Bugs, Ammo, Camo: Three Out of Four Ain't Bad." #huntingseason Http://t.co/OA73jAcq

September 28, 2011 @ 7:44 PM RT @Treestrategist;It's the little things citizens do. That's what will make the difference.My little thing is planting trees.Wangari Maathai

Read More »



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Site map Policies and Privace

- Internet presence
  - Central website
  - Blog
  - Gallery of Pests
  - Facebook account
  - Twitter
  - YouTube Channel

3808 "friends" and counting!



- Internet presence
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  - You Tube Channel

1027 followers!



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#### By the Numbers

- State agency partnerships now include more than half the states (from 2009 to 2011)
- Over 23 states will be included in 2012 alone
- Website has gotten over 150,000 visits since launch
- Over 344,000 minutes have been spent on the website and YouTube site
- Our videos have been watched 42,059 times... and counting
- Total impact: over 10 million and counting



- Multiple nationwide press releases
- Distribution of multiple videos

Collaborating with dozens of agencies

and organizations



#### We give things away

- Stickers, magnets, vinyl clings, fake tattoos for you to hand out
- Unlimited DVDs of our great videos
- Design services
   for any state or
   federal agency, or
   nonprofit group



## Firewood Outreach Coordinating Initiative (FOCI)

- Open to all practitioners of firewood related outreach
- Breakout session tomorrow!
- Quarterly phone calls to allow for discussion and presentations
- Upcoming Materials Library being built to facilitate sharing and improving of outreach



#### Thank you to our supporters

- USDA APHIS
- USFS Southeastern Area
- USFS Southwest Research Station
- Moore Foundation
- Grantham Foundation for the Environment
- Nion Robert Thieriot Foundation
- The Nature Conservancy
- and all our many, many collaborating groups!



#### For more information

- Dontmovefirewood.org
- Facebook.com/dontmovefirewood
- Twitter.com/dntmovefirewood
  Note: the first O is purposefully missing from the twitter address
- YouTube.com/dontmovefirewood

- Email Leigh at Lgreenwood@tnc.org

