

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?

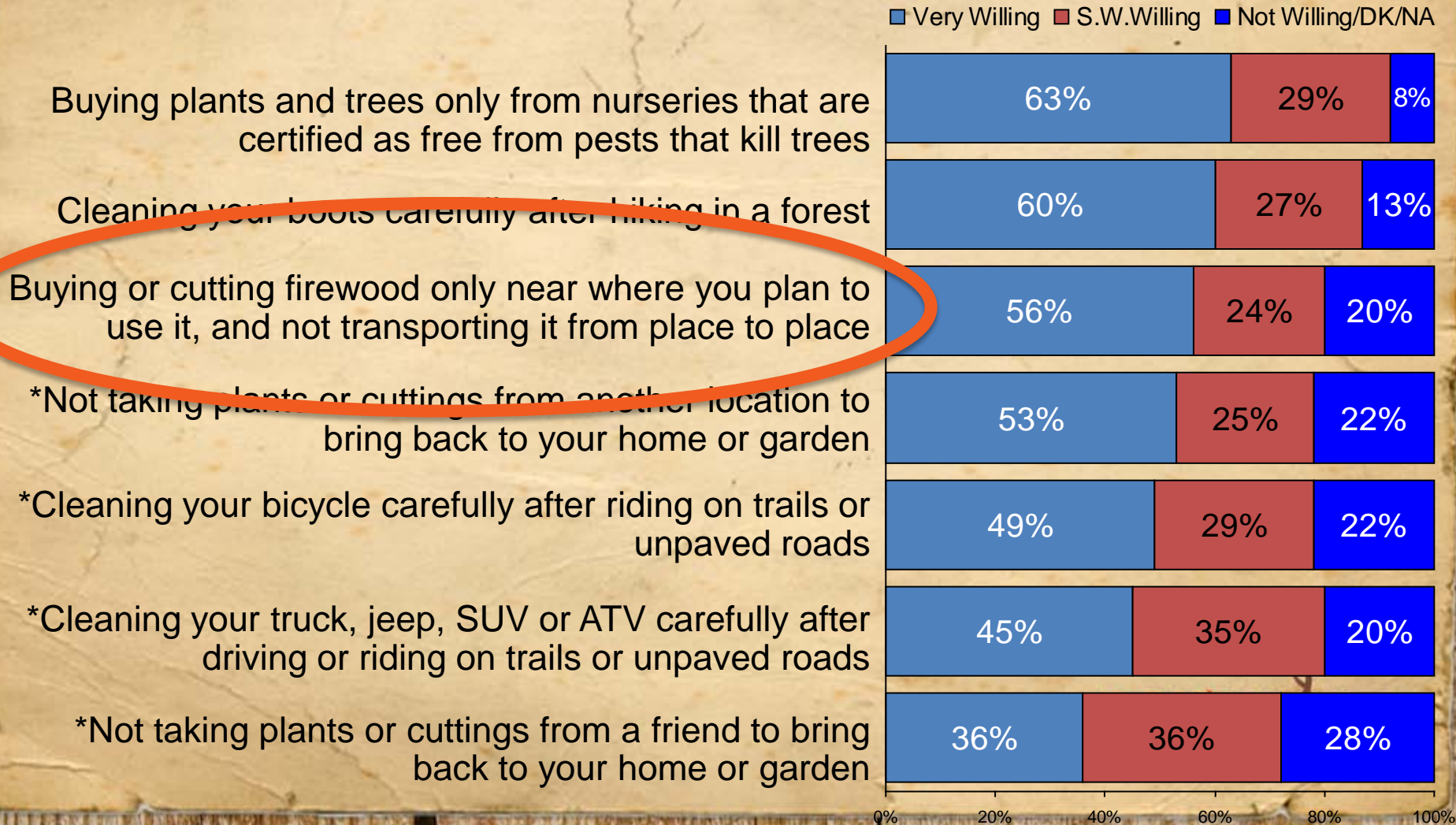
- “My dad is **moving cross country from Virginia** to Nevada where I live. He thought it would be nice to bring me some wood for my fireplace from my hometown. **He made it all the way to Arizona** and now they won't let him continue... What do I do?”
 - Excerpt of email received on Don't Move Firewood's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



Elements of the campaign

– Internet presence

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



How we are achieving this

– Internet presence

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



3808 “friends” and counting!



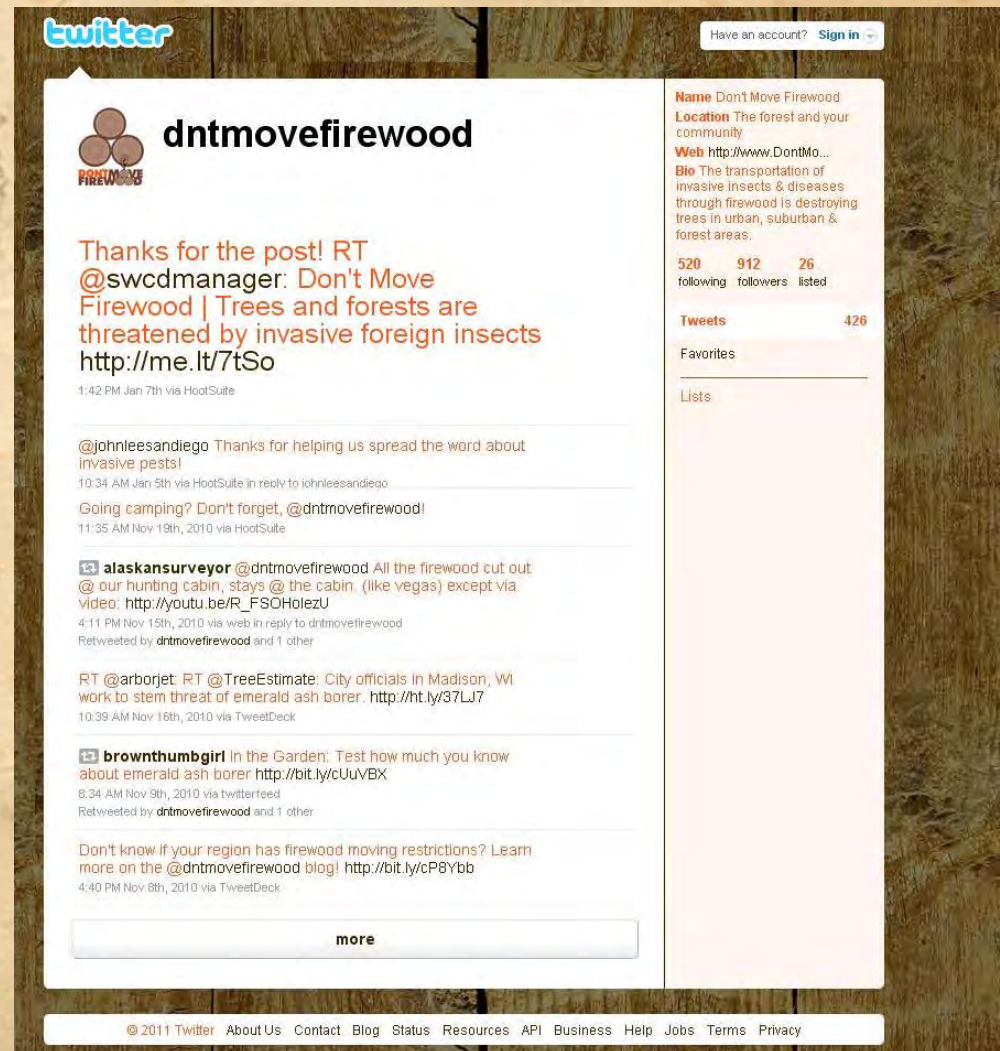
How we are achieving this

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- **Twitter**
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1027 followers!



How we are achieving this

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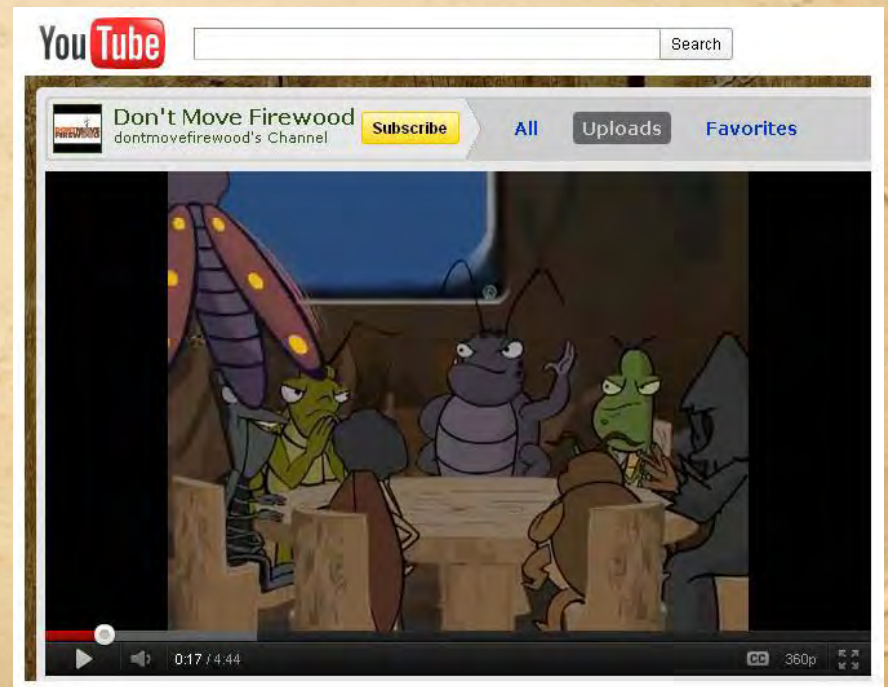
By the Numbers

- 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**



How we are achieving this

- 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

