

# **Don't Move Firewood and the Firewood Outreach Coordinating Initiative**

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



# History of Don't Move Firewood

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



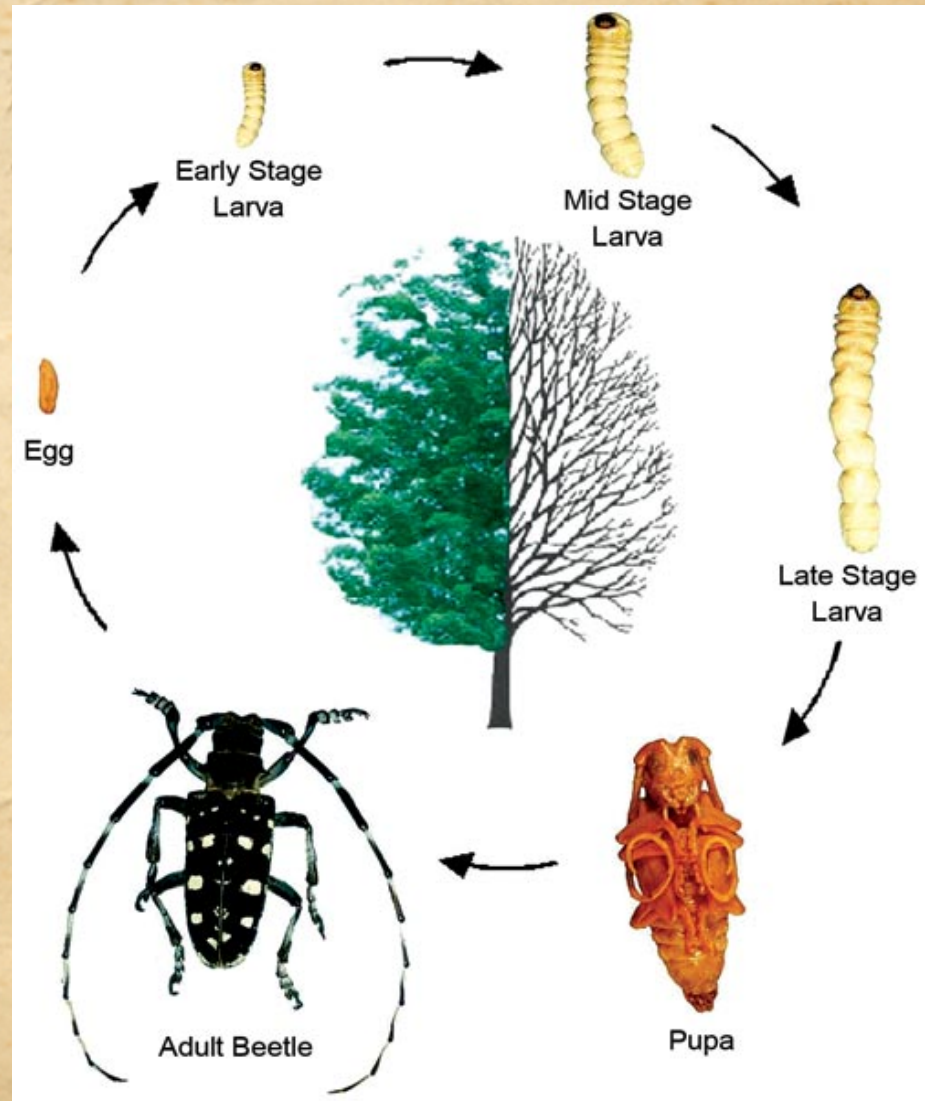
# Guiding Principles

- 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 prohibitively challenging
- And reinventing each wheel is costly



# 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 buying, cutting, and moving firewood

Small dealers cutting and selling locally

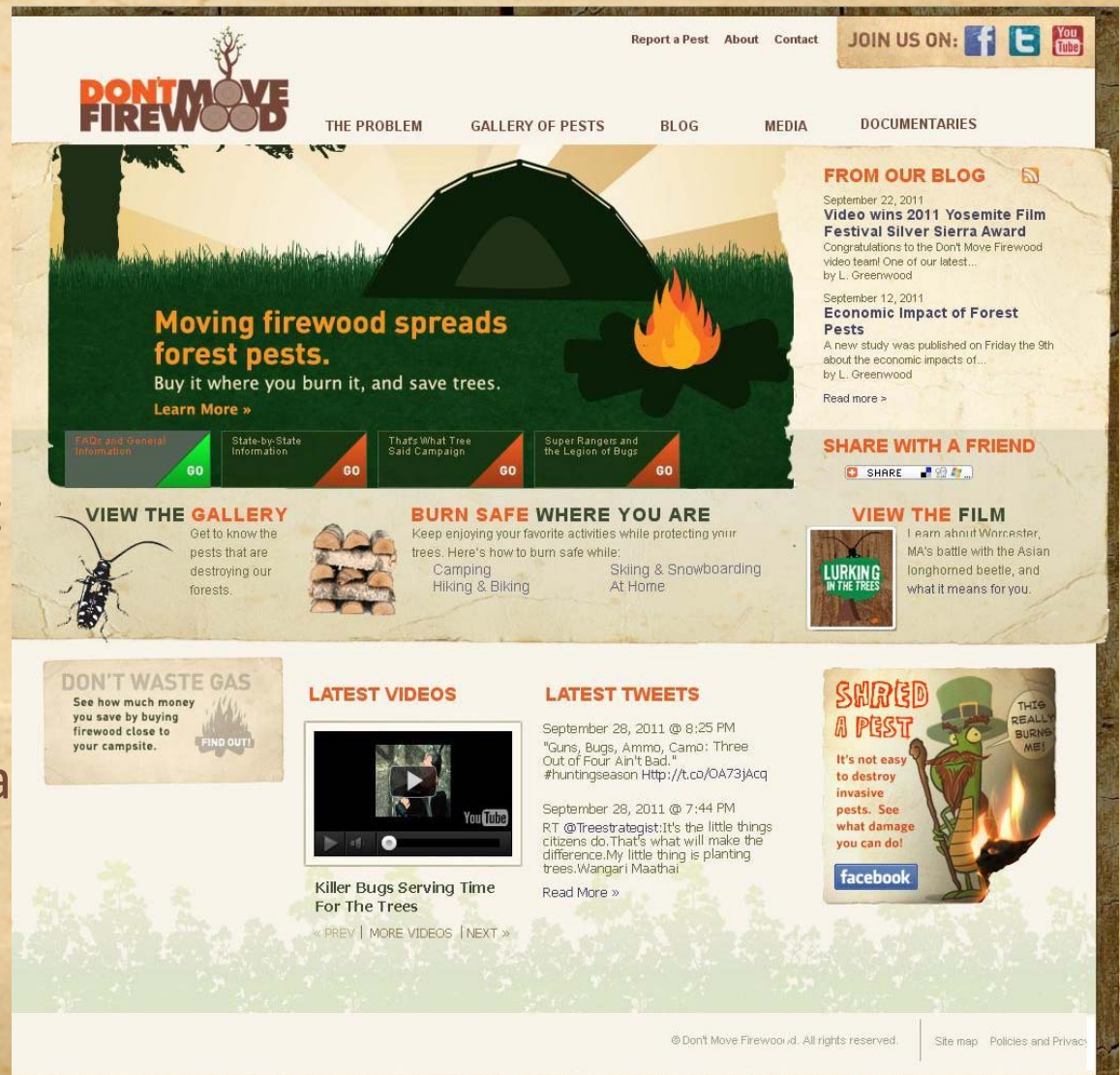
Big dealers operating across state borders

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



4890 “friends” and counting!

facebook

Search

Home Profile Account

Don't Move Firewood

Wall Info Bug Match Western Mass YouTube Photos >> +

Share: Status Photo Link Video

Options

Don't Move Firewood Iowa's getting pro-active about the Emerald Ash Borer <http://ow.ly/3A8tK>

**Iowa takes an ax to ash trees**

Iowa has started the long, costly process of ridding the state of ash trees threatened by a seemingly unstoppable pest. The objectives are to get ahead of ash borers and to diversify forested areas.

Post Insights not yet available, please check back later.

Friday at 12:09pm via HootSuite · Like · Comment · Share

2 people like this.

Write a comment...

Don't Move Firewood What do you do if firewood costs too much? Find the answer on our blog! <http://ow.ly/3yInU>

**Wood price question from a visitor | Don't Move Firewood**

Have you explored the issue of the cost of buying wood in recreational settings? Constantly rising prices in every facet of recreational camping are making the one activity we could afford as a family nearly out of reach...and now this? I agree with your purpose. Make firewood available at affordabl

Post Insights not yet available, please check back later.

January 5 at 8:58am via HootSuite · Like · Comment · Share

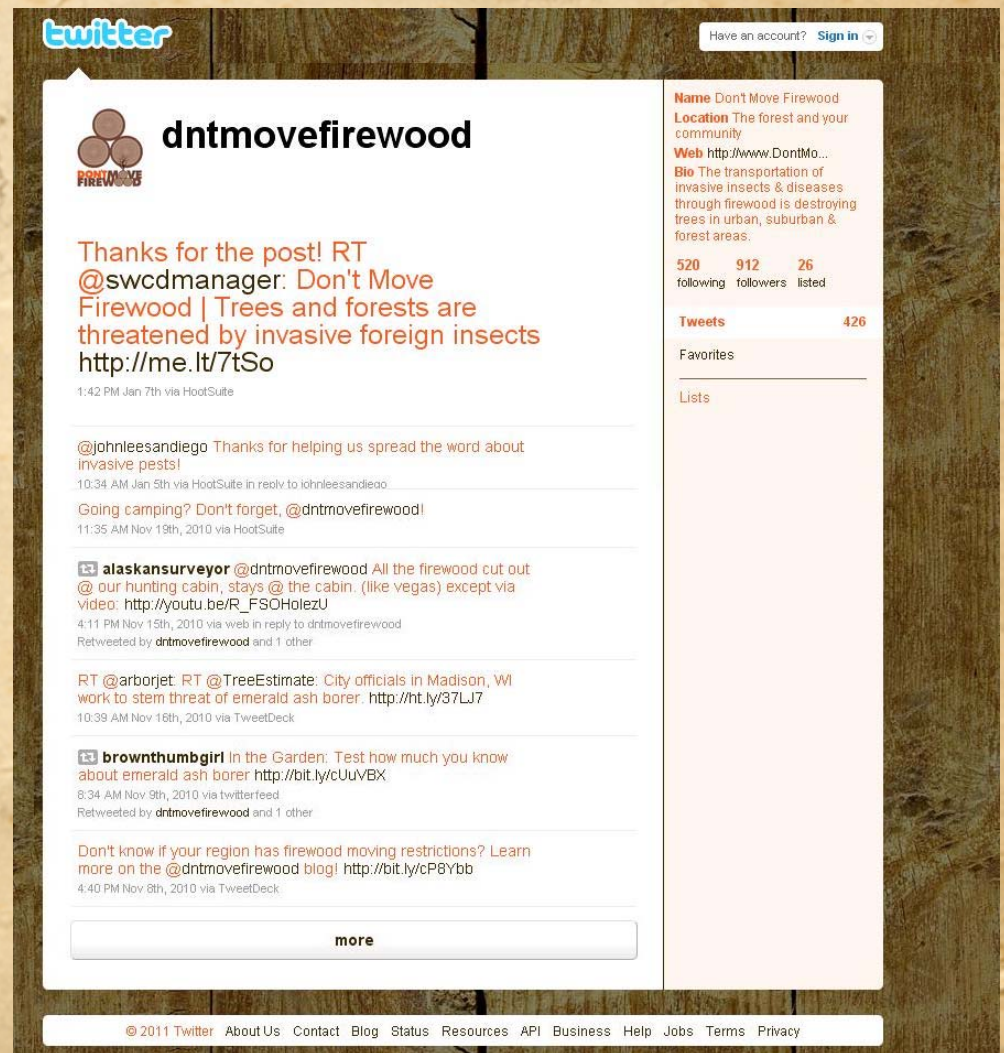
# How we are achieving this

## – Internet presence

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



1425 followers!



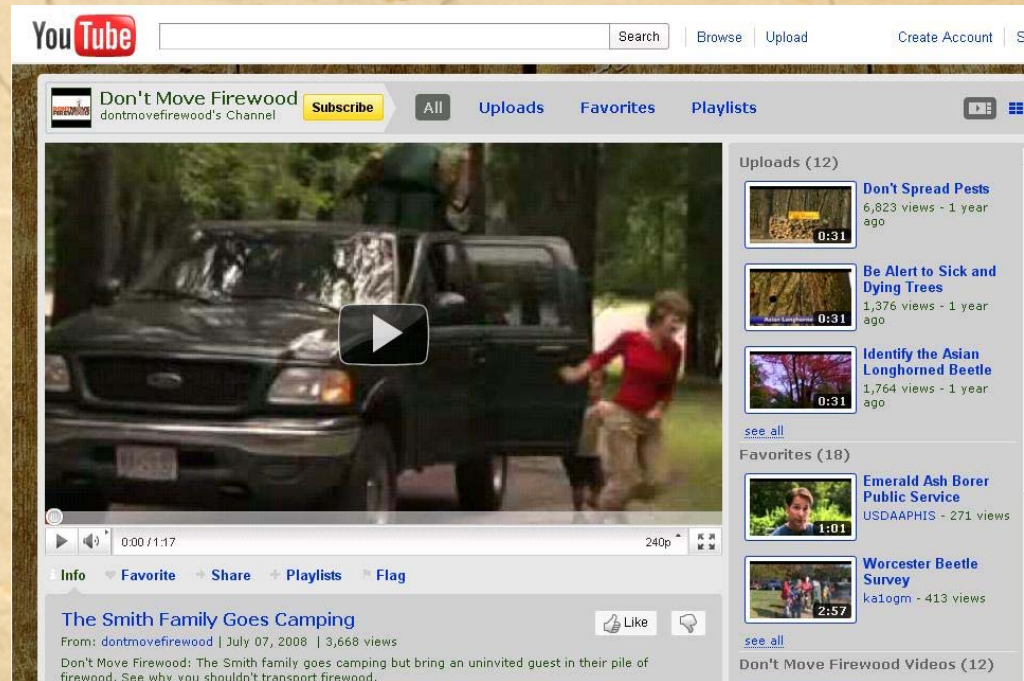
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- Central website
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- **YouTube Channel**
- No Mueva La Leña



25 videos, over 85,000 views



# No Mueva la Leña

- NoMuevaLaLena.org
- Para todo la gente que prefiere Español, de los Estados Unidos, Mexico, y Canada



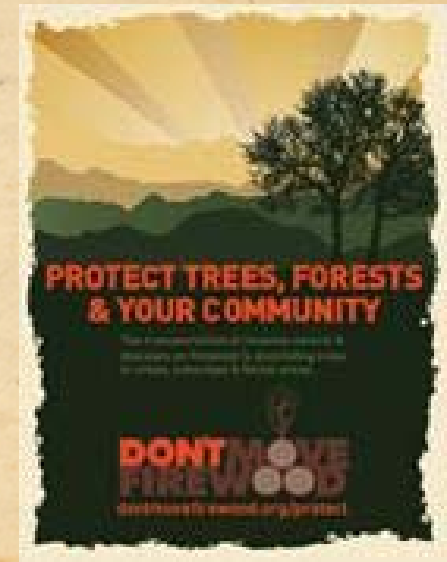
# By the Numbers

- USA state and federal agency partnerships now include **more than 3/4 of the USA** (from 2009 to 2013)
- Website has gotten over **350,000 visits** since launch
- **Tens of millions** of logo impressions each year
- ***But this doesn't really sum it up***



# We give things away

- **Stickers, fake tattoos, and more** for you to hand out
  - 132,000 items to 242 recipients
- **Downloadable posters** you can print en masse
- **DVDs** of our great videos
- **Free design services** for state, local, and federal campaigns
  - 103,550 in CA just this year



# Custom Designs for dozens of State and Regional Partnerships



2012-2013 partners included AL, AR, CA, CT, DE, GA, IN, KY, LA, MT, NC, OR, SC, TX, WV

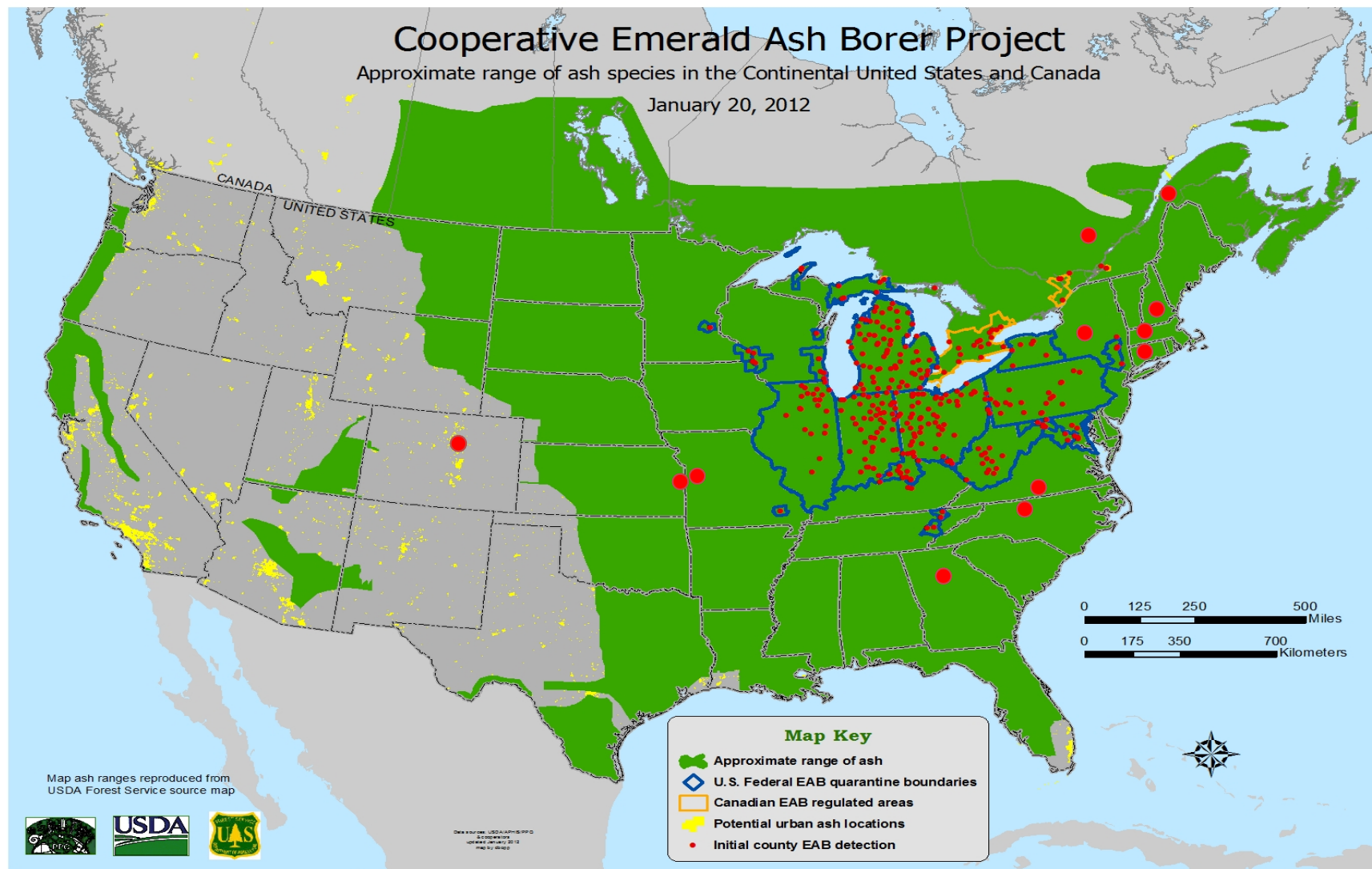


# What's New for 2013

- **Firewood Outreach Coordinating Initiative (FOCI)**
  - Recommended by NFTF 2010
  - Firewood Professionals Newsletter started **April 2013**
    - Grown from 280 to 357 recipients
- **Google Grant**
  - Started in June 2013
  - Around \$1200 received so far
  - 80,000+ impressions



# There is so much at stake



# Thank you to our supporters

- The Nature Conservancy
- USDA APHIS
- Grantham Foundation for the Environment
- Thieriot Foundation
- Climate Ride
- Zoar Outdoors
- US Forest Service
- 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)

