



Healthy Trees, Healthy Cities

Continental Dialogue on Non-Native Forest Insects and Diseases

November 5, 2013

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The Nature Conservancy







The Nature Conservancy

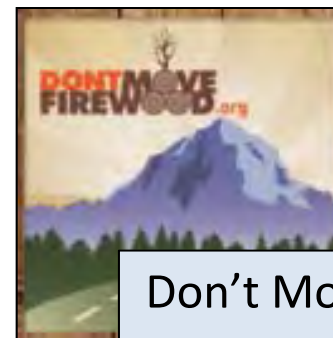
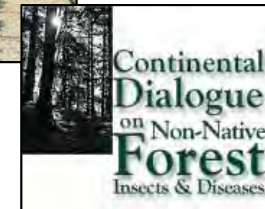
- 50 states, 30 countries worldwide
- 60 years of on-the-ground experience.
- 119 million acres of land protected
- 5,000 miles of rivers protected
- 100 marine conservation projects globally
- 1 million members and over 16,000 volunteers



Forest Health Protection Program

Objectives

1. Prevent New Introductions
2. Enable Early Detection
3. Reduce the Spread
4. Increase Engagement by Key Constituencies



Don't Move Firewood
Outreach Campaign





National Annual Impact

Local governments: **\$2 Billion**

Homeowners: **\$1 Billion**

Reduced property values: **\$1.5 Billion**

TOTAL: \$4.5 Billion



Continental
Dialogue
on Non-Native
Forest
Insects & Diseases

CONTINENTAL DIALOGUE NATIONAL PARTNERSHIP



American Forest Foundation



SIÓN NACIONAL FORESTAL



RESOLVE



American Firewood Producers and Distributors Association



pennsylvania
DEPARTMENT OF CONSERVATION
AND NATURAL RESOURCES



THE UNIVERSITY OF GEORGIA
CENTER FOR INVASIVE SPECIES
AND ECOSYSTEM HEALTH
WARNELL SCHOOL OF FORESTRY AND NATURAL RESOURCES COLLEGE OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES

HEALTHY TREES, HEALTHY CITIES INITIATIVE *VISION*

To protect the health of our nation's trees and forests
and the well-being of communities
by creating a **culture of stewardship** that engages
people in the planting, care, and stewardship of urban
trees and forests



HEALTHY TREES, HEALTHY CITIES INITIATIVE

PILOT CITIES



HEALTHY TREES, HEALTHY CITIES INITIATIVE

OBJECTIVES

1. Ensure long term health of urban forests
2. Provide partner organizations with the resources necessary to strengthen volunteer stewardship engagement
3. Empower and train youth to pursue careers in conservation fields
4. Connect people to nature where they live, work, and play

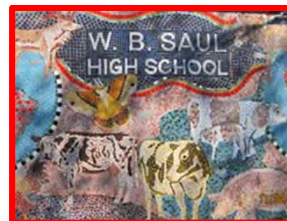
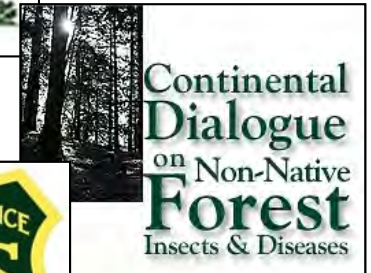


HEALTHY TREES, HEALTHY CITIES INITIATIVE *OBJECTIVES*

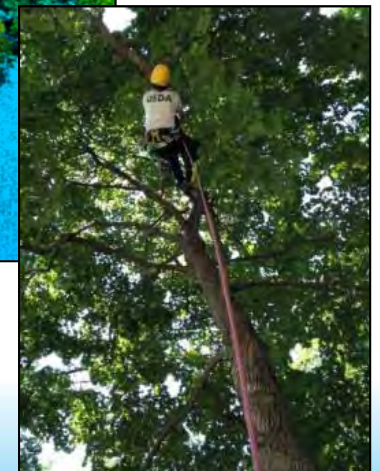
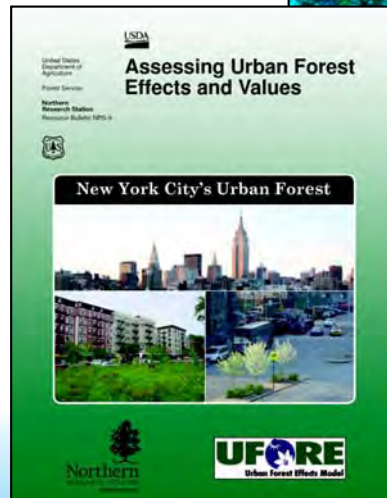
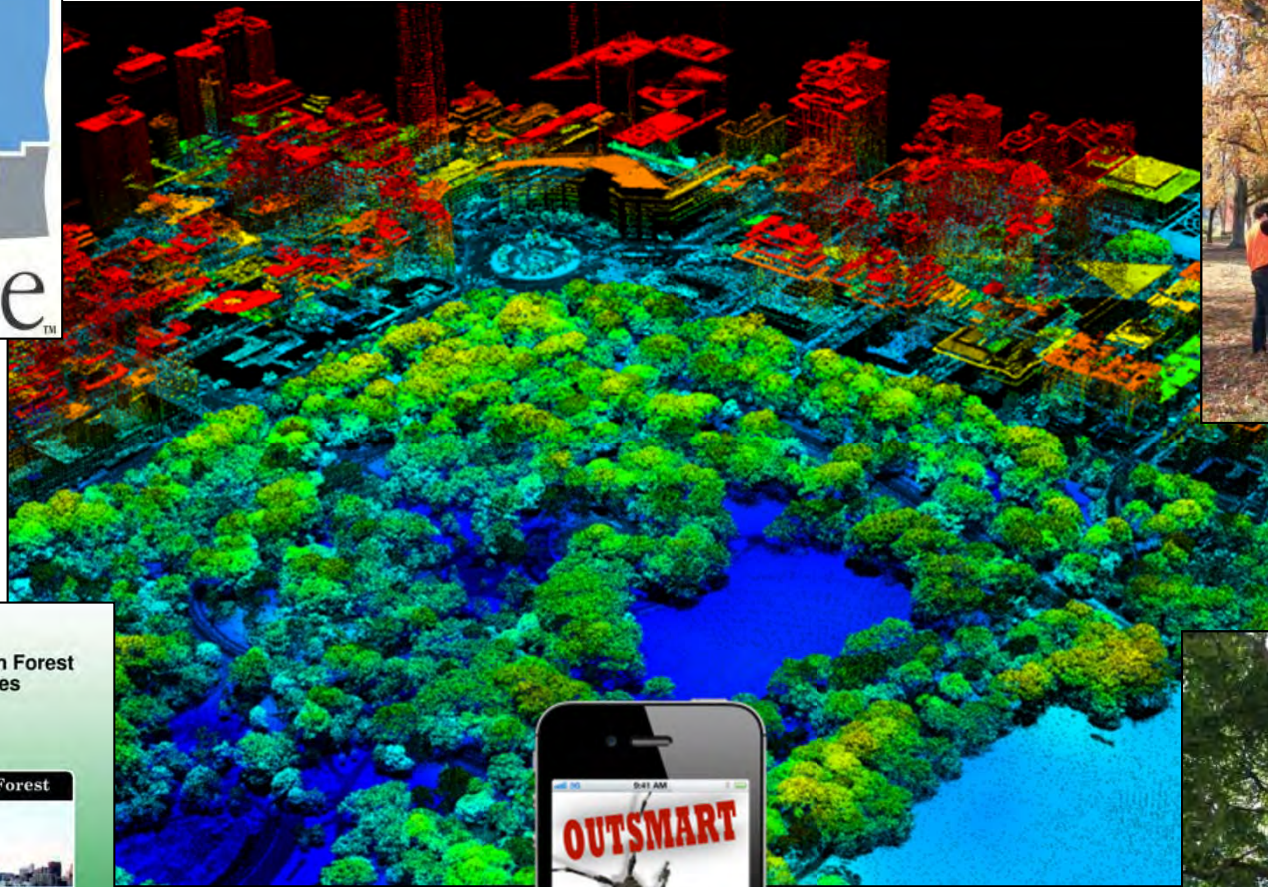
1. National and Local Partnerships
2. Urban Forest Health Monitoring and Tree Risk Assessment
3. Educational Resources & Tools
4. Community-based Volunteer Urban Forest Management
5. Youth Leadership and Job Training
6. Comprehensive Outreach Campaign



1. National and Local Partnerships



2. Urban Forest Health Monitoring and Tree Risk Assessment



3. Educational Resources and Tools

Examples:

1. **Powerpoint Trainings** Presentation for each pilot city
2. **Fact sheets** on High Risk Pests for each pilot city
3. Two **documentaries**: *Lurking in the Trees, Trees, Pests, & People*
4. **Smart phone apps** for pest reporting, with training videos
5. **Internet resources**: HTHC website, DMF website, YouTube training videos
6. Various **pamphlets, factsheets, wallet cards**
7. Other field resources



Tools and Trainings





YOUTUBE OUTSMART PROJECT TRAINING VIDEOS

Asian Longhorned Beetle

<http://www.youtube.com/watch?v=nIN4ImfuQnk>

Emerald Ash Borer

<http://www.youtube.com/watch?v=wXCynbvf4Lc>

Gypsy Moth

<http://www.youtube.com/watch?v=E1WpDS9qoI0>

Hemlock Woolly Adelgid

<http://www.youtube.com/watch?v=yQP0Tv43mxg>

4. Community-based Volunteer Urban Forest Management



Plant a Billion  trees

Tree Planting and Stewardship



The Nature
Conservancy 
Protecting nature. Preserving life.®

Plant a Billion  trees



5. Youth Leadership and Job Training



6. Public Outreach



facebook

twitter

You Tube

Apple iTunes



Contact Us

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The Nature Conservancy: www.nature.org

Don't Move Firewood: www.dontmovefirewood.org

Asian Longhorned Beetle



Emerald Ash Borer



Viburnum Leaf Beetle



Hemlock Woolly Adelgid



Gypsy Moth



Thanks to Our Supporters

- USFS
- USFS Pacific Southwest Research Station
- USDA APHIS
- Grantham Foundation for the Protection of the Environment
- Nion Robert Thieriot Foundation
- NBBJ, Odwalla, Target, UPS



Looking toward the future...

