

MOVING FIREWOOD TRANSPORTS TREE-KILLING INSECTS AND DISEASES



Collaborative Messaging about Firewood in the Southeastern Region

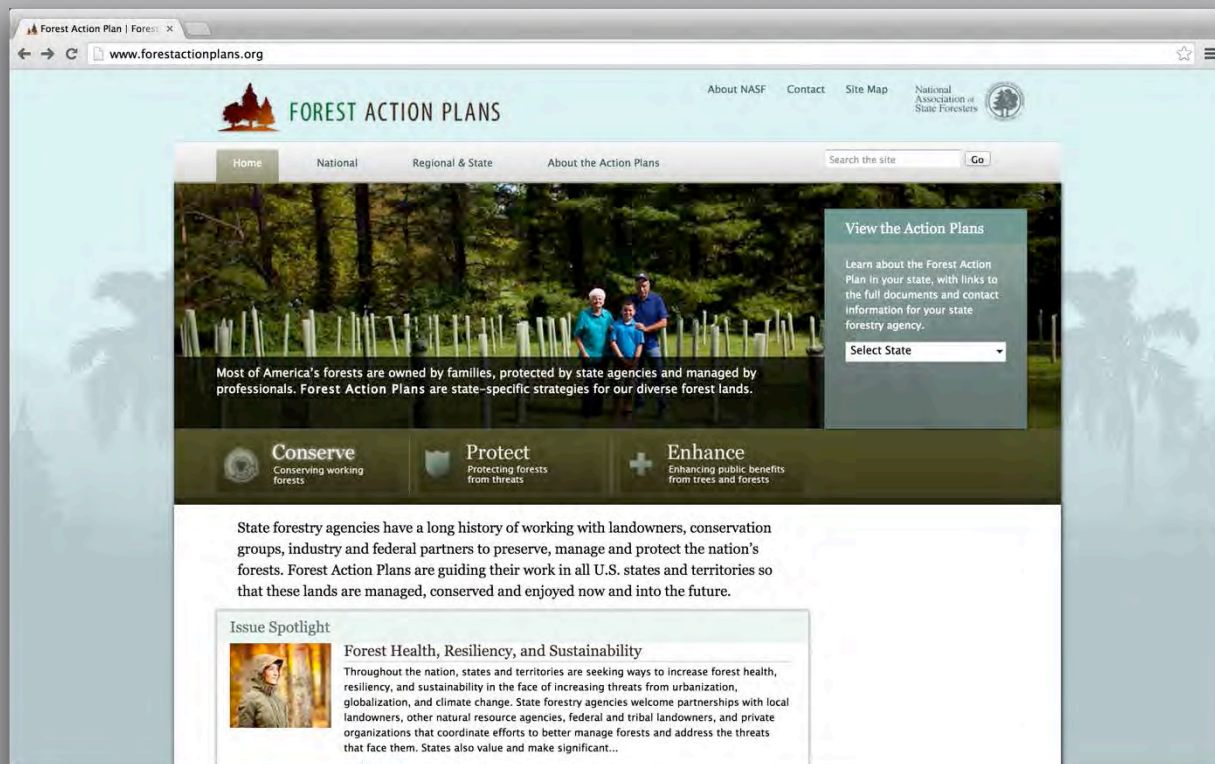
November 4, 2014

How we got involved.

www.forestactionplans.org

- Represent strategic plans for the nation's forests.
- Impetus was 2008 Farm Bill when congress tasked states to assess forest conditions and develop strategies to address threats and improve forest health.
- Delineate priority forest landscape areas.
- Offer practical, long-term plans for investing state, federal, and other resources where they can be most effective in achieving national conservation goals.

Forest Action Plan



Who are we?

Southern Group of State Foresters

www.southernforests.org

- Provide leadership in sustaining the economic, environmental and social benefits of the South's forests.
- Work to identify and address existing and emerging issues and challenges that are important to southern forests and citizens.



Pressures Affecting Forest Health in TN



Wildfire



Southern
Pine Beetle



Gypsy Moth



Cogongrass



Hemlock
Woolly
Adelgid



Chestnut
blight



New Threats



Emerald Ash Borer



Thousand Cankers
Disease



National Firewood Task Force

- Task Force Goal:

To recommend the most effective, least intrusive and most cost-effective combination of actions to mitigate the pest and disease risks posed by people moving firewood.

NFTF Recommendations

- Outreach Strategies:
 - State and Federal agencies should convene a communications steering committee.
 - Develop an online hub of firewood outreach materials.
 - Prioritize the outreach activities.
 - Use diverse methods to get consistent messages out about the risk of moving firewood.
 - Support the voluntary and regulatory efforts.

Public Perceptions

Fairbank,
Maslin,
Maulin,
Metz &
Associates
FM3

In the Northeast and upper Midwest, awareness of messages urging people not to move firewood is up.

The Nature Conservancy
Protecting nature. Preserving life.™

Have you ever seen, heard, or read any information urging the public not to move firewood from place to place?

December 2007



September 2010



Public Perceptions

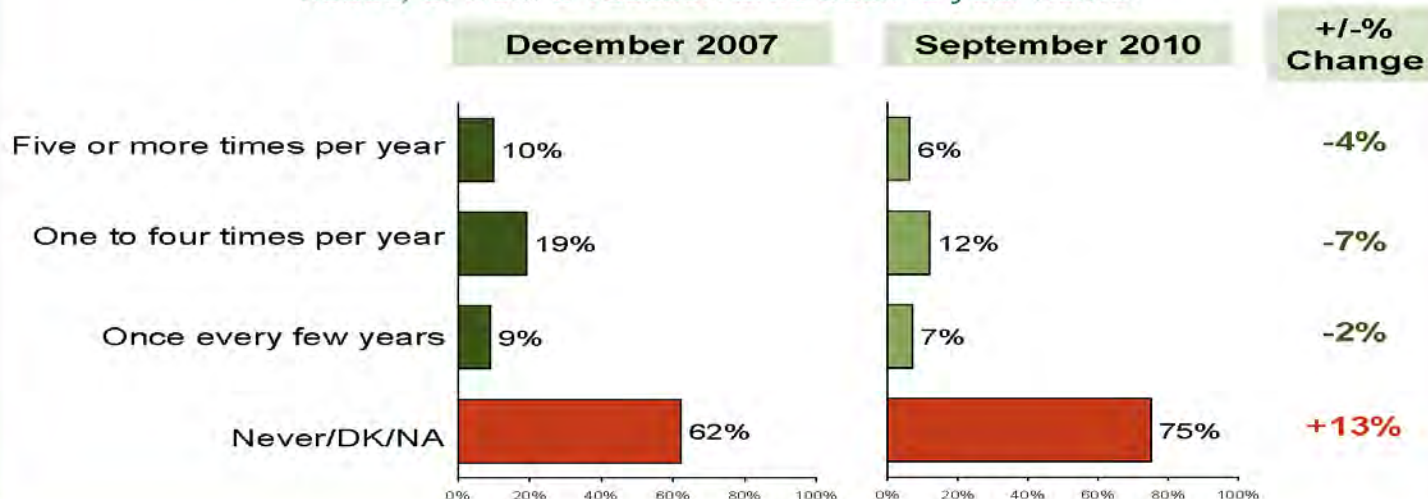
Fairbank,
Maslin,
Maulin,
Metz &
Associates

FM3

Regionally, there has been a reduction in firewood movement since 2007.

The Nature Conservancy
Protecting nature. Preserving life.™

How often do you bring firewood from one location to use in another location – like bringing it from home to a campsite or vacation house, or from a vacation area back to your home:



Collaborative Plan FY11

- Focus the efforts of 12 southern states toward implementing the public outreach recommendations of the NFTF.
- States: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas

Collaborative Plan

- Premise - sharing technical expertise and coordinating communications on a larger scale will provide a greater bandwidth of information to target audiences and specific sectors within the region and on a state-by-state basis.
- The plan followed a regional approach, but individual state activities were devised to compliment regional strategies and tactics.

Collaborative Plan

- The end goal was to build a public relations agenda around existing resources to educate targeted audiences on the possible outcomes of moving firewood and encourage modified behaviors to mitigate those possible outcomes.
- Provide target audiences with meaningful information that helps them understand forest health, the impact of transporting firewood on the health of forests, and how they should rethink their attitudes and actions as they relate to this issue.

Collaborative Plan

- Communications Strategy
 - Work through existing resources (NFTF Recommendations, Promise, Don't Move Firewood, research from TNC and OSU) to develop clear, consistent outreach materials designed to educate target audiences about the risk firewood can pose.
 - coordinate display and distribution of outreach materials regionally to ensure maximum exposure throughout participating states.

Sample Marketing Mix

- Product: (intangible idea)
 - Non-native pests transported in firewood can harm our forests.
 - Buying firewood locally is best for the environment.
- Price:
 - Protect the forests that you enjoy camping in today so that your children and grand children can enjoy them tomorrow.
- Place:
 - Online help
 - Camp sites
 - Camping products retailers
- Promotion:
 - Media advocacy with policy makers
 - Camping associations/organizations
 - Advocacy with campers

Sample Marketing Mix

- Publics:
 - Camping associations/organizations
 - Campground managers
 - Manufacturers of camping gear
 - Campers
- Partnerships:
 - Public and private partnerships to change environment, encourage early adopters and to change beliefs, attitudes and behaviors of campers.
- Policy:
 - Encourage firewood consumers to spread the message (friends, family, community)
- Provisions:
 - The long-term success of this program will be contingent on ample funding sources to provide for staffing and program implementation.

Messaging Importance

- TNC's research found that voters are most receptive to messages related to quality of life and prevention.
- Use constructive suggestions rather than tell them what not to do.
- In post-campaign reviews, PNW collaborators suggested that the slogans were more impactful when followed by more details to answer the questions of how and what.



Yard Signs & Posters



MOVING FIREWOOD

Prevention is the key. Don't move firewood when you travel, camp, or visit another state.

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|--------------------|------------------------|-----------------------|--------------------|-----------------------|-----------------------|-----------------------|
| 1. I-55 Shelby Co. | 3. I-155 Dyer Co. | 5. I-65 Robertson Co. | 7. I-40 Smith Co. | 9. I-24 Hamilton Co. | 11. I-75 Campbell Co. | 13. I-81 Sullivan Co. |
| 2. I-40 Shelby Co. | 4. I-24 Montgomery Co. | 6. I-65 Giles Co. | 8. I-24 Marion Co. | 10. I-75 Hamilton Co. | 12. I-40 Cocke Co. | 14. I-26 Unicoi Co. |

Print Ads

MOVING FIREWOOD TRANSPORTS TREE-KILLING INSECTS AND DISEASES

Keep your backyard, campgrounds and favorite
places safe from these insects and diseases —
BUY FIREWOOD NEAR WHERE YOU BURN IT.



**DON'T MOVE
FIREWOOD.org**



Radio

2013



Tennessee Division
of Forestry

Public Awareness Program

for Tennessee Division of Forestry


Don't Move Firewood Program



Statewide
campaign on




Spring 2013



Tennessee Division
of Forestry

Statewide Public Awareness Campaign



During the months of March, April and May 2013, the Tennessee Division of Forestry engaged in a statewide outreach program to inform Tennesseans of the dangers of moving firewood.


Using a combination of :30 and :60 messages TN Forestry called attention to the presence of harmful small insects buried within the firewood used for campsites and that spreading this diseased wood can cause serious damage to Tennessee's healthy forests and wooded areas.

The campaign started on March 11 with a series of Audio News Releases featuring Tim Phelps, Communications Director, TN Division of Forestry.

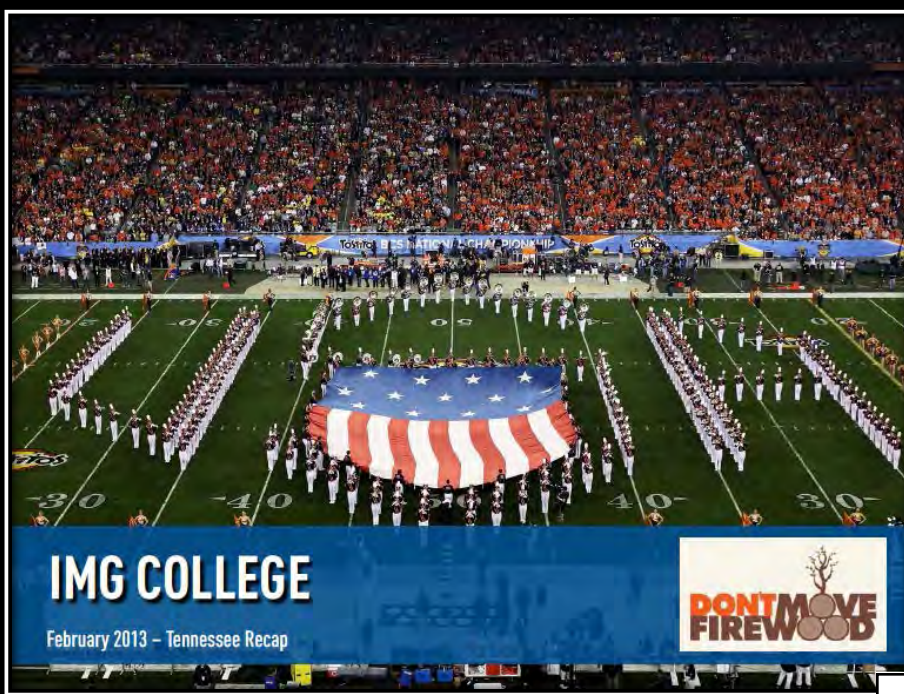
Campaign Results

RADIO* (10 week campaign)
124 - 30 second statewide messages
56 - 60 second statewide messages
6 - Audio News Releases
186 Total statewide messages
2,027,800 people 18+ reached by radio (cume)
12,330,200 statewide impressions
Average Frequency.. 7.1

* Source: Arbitron Tapscan Fall 2012



SEC (IMG) Regional Radio Campaign



This is Tennessee



- » Alumni – 220,000
- » Avg. Attendance – 94,642
- » Fan Base – 2,187,484

Radio Program – “Vol Calls”

» Contracted:

- » One (1) thirty-second (:30) spot in seventeen (17) “Vol Calls” shows during Fall 2012
- » Four (4) live fifteen-second (:15) bonus reads within four (4) “VolCalls” shows during Fall 2012

» Received:

- » One (1) thirty-second (:30) spot in twenty-four (24) “Vol Calls” shows during Fall 2012
- » One (1) :08 sponsor billboard in all thirty-six (36) broadcasts of “Vol Calls”
- » Spots aired across the entire Vol Radio Network (fifty (50) radio stations)



IMG College
February 2013

One (1) :30 Spot x 50 Radio Stations x 24 Shows =
1,200 Commercials across Tennessee



Events





- Online hub of forest health info and materials
- Public information and education on forest health, and how homeowners/landowners can be active in maintaining forest health.
- Readily available materials for partners (conference materials, action plans, forms, contacts, links)
- Resources (fact sheets, maps, image gallery, outreach materials, videos/webinars, links)



FY14 Deliverables

- Pre-project survey of likely campers and public gauging knowledge of firewood pest movement risks and likelihood of movement.
- Professionally produced audio/video Public Service Announcements that will deliver a consistent message across the South.
- Print materials in many forms: brochures, posters, refrigerator magnets, billboards, news articles, news ads, and stickers
- Presentations to campground managers/volunteers
- Post-project survey of likely campers and public gauging knowledge of firewood pest movement risks and likelihood of movement.

Questions?

Contact

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Leader

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Division of Forestry

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