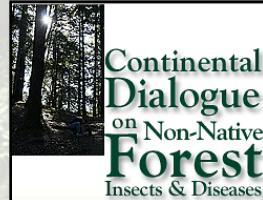


# An Overview of the Dialogue's Outreach Efforts

- Frank Lowenstein and Leigh Greenwood, The Nature Conservancy
- Jodie Ellis, Purdue University



# The Role of Outreach



*To aim is not enough; you must hit.*

# The Dialogue's Outreach:

- Prevents new introductions.
- Slows and prevents the spread of pests already here.
- Enhances and supports local, State, and Federal programs.
- Engages new partners and participants (new ideas and sources of funding).



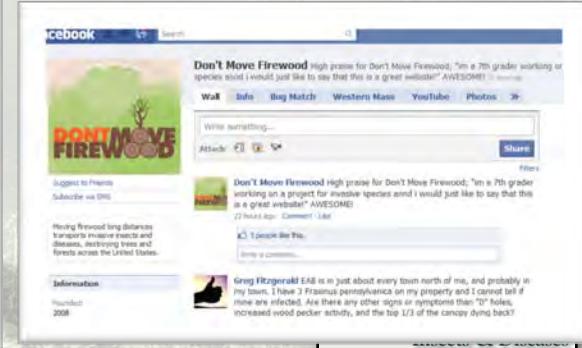
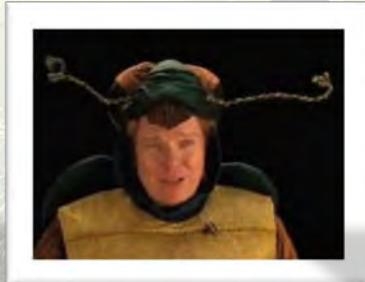
Ongoing Outreach  
Initiatives



# Don't Move Firewood

- The only firewood campaign conducted at the national level.
- Has had great success in engaging local partners.
- Constantly growing and improving.

[www.dontmovefirewood.org](http://www.dontmovefirewood.org)





# Documentaries

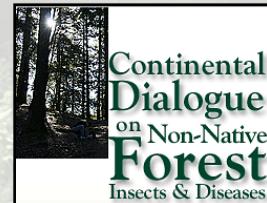
- Incredible reach and accessibility.
- “Lurking in the Trees”
  - Now showing all over the nation on PBS stations.
  - Has won four film festival awards.
- New documentaries are in the planning stages.



# PlantSmart



- Encourages cooperation between industry and consumers by promoting careful planting.
- Supports actions by USDA to strengthen plant import regulations.
- Owned by **The Nature Conservancy** as part of its efforts to support the actions of the **Continental Dialogue**.



- Continuation of the **Fading Forests Project**

- A policy document that originated in The Nature Conservancy.
- May be useful as a leveraging tool for the Dialogue.



# The Bottom Line

Through the Dialogue's collaborative efforts, people all over the continent are becoming more informed.

The Dialogue has the potential to transform the outreach scene through our actions.

Our efforts are “moving the needle” on awareness in many areas.

The Dialogue will always focus on Outreach, and we're getting good at it!



When it is obvious  
that the goals cannot  
be reached, don't  
adjust the goals -  
adjust the action  
steps.

-Confucius

(Congratulations, Frank!)