



© Mark Godfrey

Continental
Dialogue
on Non-Native
Forest
Insects & Diseases

CONTINENTAL DIALOGUE OVERVIEW

Bill Toomey, Forest Health Protection Program Director
The Nature Conservancy

MISSION

The Continental Dialogue on Non-Native Forests Insects and Diseases **cultivates and catalyzes collaborative action among diverse interests** to abate the threat to North American forests from non-native insects and diseases.

OUR APPROACH

A central forum for stakeholders and partners to identify areas of mutual interest, discuss those interests, and then build consensus around strategies and actions that further our mission.

Act on **opportunities, leverage, and credibility** to support and enhance activities by our own participants or by others.

Respects our members' missions, areas of responsibility, and statutory obligations.

C O N T I N E N T A L D I A L O G U E F O C U S

Minimizing new introductions of high impact non-native forest insects and diseases to North America;

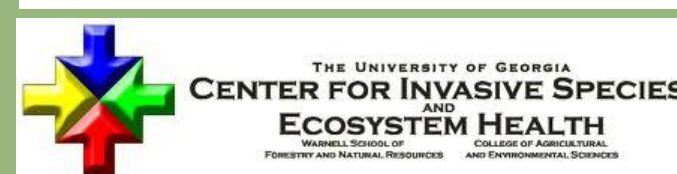
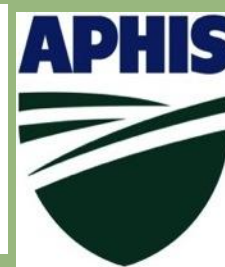
Improving the effectiveness of **early detection and eradication systems in order to prevent the survival** of newly introduced invaders;

Significantly **reducing the spread** of established populations of non-native forest insects and diseases; and

Increasing **engagement by key constituencies** affected by or that play a role in the arrival and establishment of non-native forest insects and diseases.

Continental Dialogue on Non-Native Forest Insects & Diseases

CONTINENTAL DIALOGUE STEERING COMMITTEE



Continental Dialogue on Non-Native Forest Insects & Diseases

ACTION AREAS



Suggested Actions from 2014

- What are key opportunities to improve forest health?
- What should the CD focus on over next 10 years?
- What are you willing to commit to doing in 2015?
 - Conduct outreach to more groups
 - Arbor Day Forest Health Track
 - Joint meeting with Aphis
 - Use more social media, apps and videos
 - Produce Educational Fact Sheets (5)
 - APGA Plant Hero repository for educational materials

2015 Progress

- **DMF Campaign and Educational Outreach**
 - Don'tMoveFirewood.org website realized a 35% increase in traffic compared to 2014 (627K lifetime visits)
 - Increased use of Resource Library with 1,955 downloads in 2013/14 increasing to 2,265 downloads in 2014/15
 - FOCI Newsletter (10/yr) now has 558 subscribers. An average of 40% of subscribers who open the newsletter then click on an article to “Learn more” each month
 - DMF Polling (seeking funding)

2015 Progress

Healthy Trees Healthy Cities

- Expanded to (10) cities in the Conservancy's Resilient Cities Network (North America and Global)
- Created 8 pest specific videos and 3 instructional videos – planting, pruning, stewardship and new phone app
- Completed 14 pest-specific Training Presentations
- Second year of our Summer Tree Health Monitoring Internship which expanded geographically (NYC and Philly) and in # of participants (4 in 2014 to 20 in 2015)
- Evolving partnership with American Chestnut Foundation

Reduce Risks from Invasive Species Coalition:

- 140 people attended second annual Congressional reception and awards program on capitol Hill
- Signed a MOU with APHIS to promote better industry compliance with WPM regulations.
- Held a seminar for Congressional staff from Western states on the relationship among cheat grass, wildland fire, and the population levels of the greater sage grouse.

2015 Progress

National Plant Board:

- The Japanese Beetle Harmonization Plan nearly finalized.
- 21 states participated with APHIS PPQ in conducting EAB biocontrol releases.
- Participation in SANC pilot program; working with 8 pilot nurseries across the country and conducting SANC training exercises.
- Cooperation with APHIS on a Strategic Alliance to maximize the partnership between the states and APHIS when responding to plant pests.

American Public Garden Association:

- Celebrated 75th Anniversary with a new 5-year strategic plan and brand refresh
- Completed a benchmarking study (doubling the number of participants) and published the results on a state of the art platform
- Completed major upgrades to our member database, website and discussion forums - all designed to increase member value and engagement



LOOKING FORWARD

- Expanding Continental Dialogue Partnership
- Outreach and Education
- Urban and Youth Engagement
- Create Action Agenda
- Connecting to Other Coalitions and Partnerships

Continental
Dialogue
on Non-Native
Forest
Insects & Diseases

Thank You

