

Don't Move Firewood:

Updates and lessons from the past year, a political protest, and a solar eclipse

Presentation prepared for
Continental Dialogue Meeting 2017

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Guiding Principles

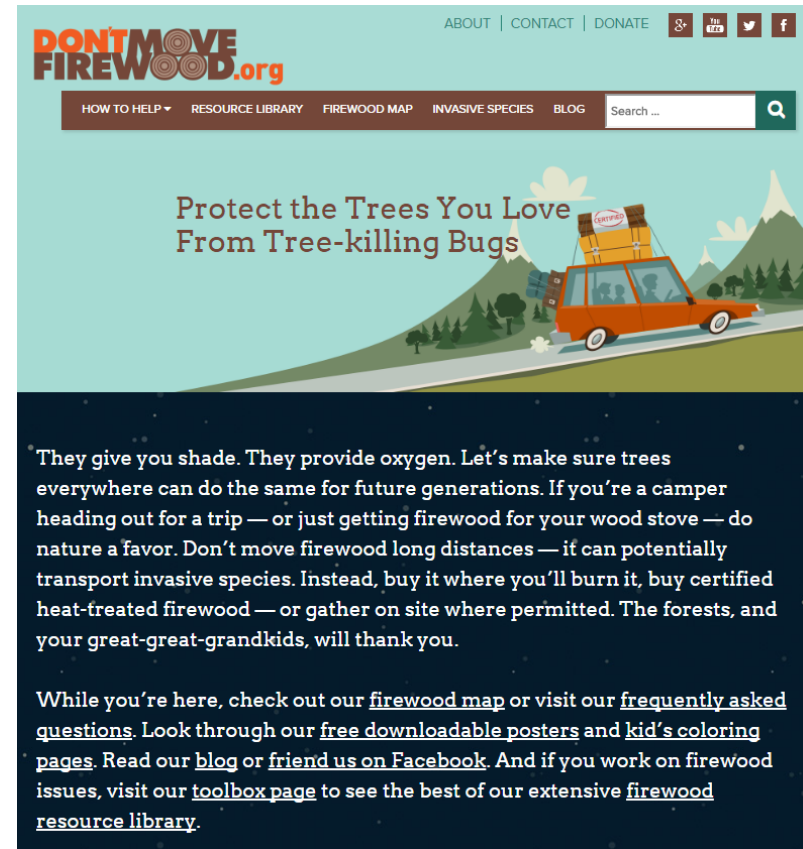
- **GOAL:** Protect trees
- **TACTIC:** Slow the spread of invasive forest pests via *firewood vector*
- **TARGET:** Firewood users *and* Stakeholder group educators
- **MESSAGES:** Don't move firewood; buy it where you burn it, gather on site, or buy certified heat treated



We make firewood outreach tools consistent and accessible to everyone

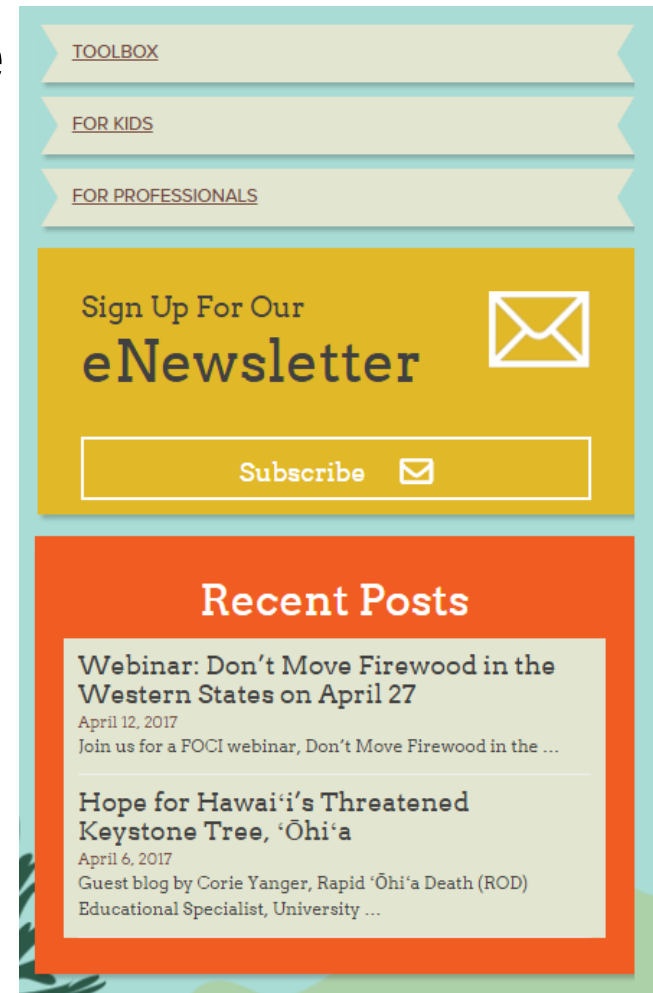
- Website Content

- Firewood Map
- “Dear Don’t Move Firewood”
- Forest pest and pathogen species profiles
- Spanish language microsite



We make firewood outreach tools consistent and accessible

- Professional Knowledge
 - Website
 - Guest blogs of success stories
 - “For Professionals” resource page
 - Invasive Species profiles
- Firewood Outreach Coordinating Initiative
 - Firewood Professional Outreach News newsletter- sign up now!
 - 4 webinars annually





If you're a camper heading out for a trip—or just getting firewood for your wood stove—do the forests a favor. Don't move firewood long distances—it can potentially transport invasive species. Instead, buy it where you'll burn it, buy heat-treated firewood or gather on site where permitted.

BUY IT WHERE YOU BURN IT.

How to Help:

- Leave firewood at home—buy local firewood at or near your destination, or collect firewood on site when permitted.
- Buy or collect only what you'll need, and use it all up by the end of your stay.
- If you have already moved firewood use it immediately. Do not take it home with you, and do not leave excess firewood on site.



DONTMOVE FIREWOOD.org



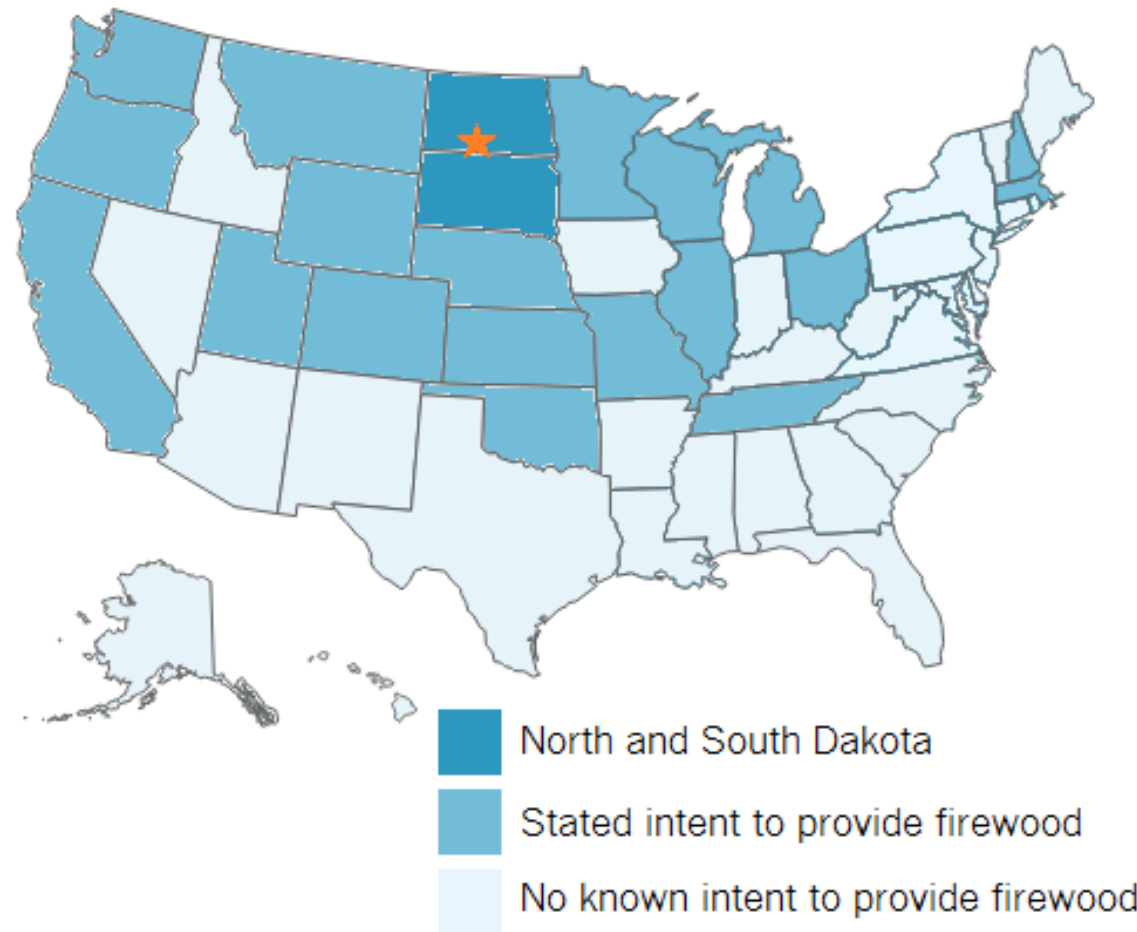
FIREWOOD ALERT!

BUY IT WHERE YOU BURN IT.



DONTMOVE FIREWOOD.org

Standing Rock Protests 2016 – 2017



10/31/2016 9:16PM

Hello! I've never heard that it was bad to move firewood long distances and I'd like to learn more. I was planning on taking 11 cord of wood from Montana to North Dakota for the #NoDAPL water protectors. The wood from Montana will have pine beetles in it. I want to help the people out there but I don't want to do any ecological damage.



11/23/2016 9:59PM

Standing Rock needs firewood! We are thinking about taking a load of oak from CA to ND. Sound okay?



I'm coming with firewood from NH but I can't come until Jan 1st 🙄

Like - November 13, 2016 at 2:11pm



EAB????

Like - November 13, 2016 at 2:12pm



Sorry what does that mean?

Like - November 13, 2016 at 2:13pm

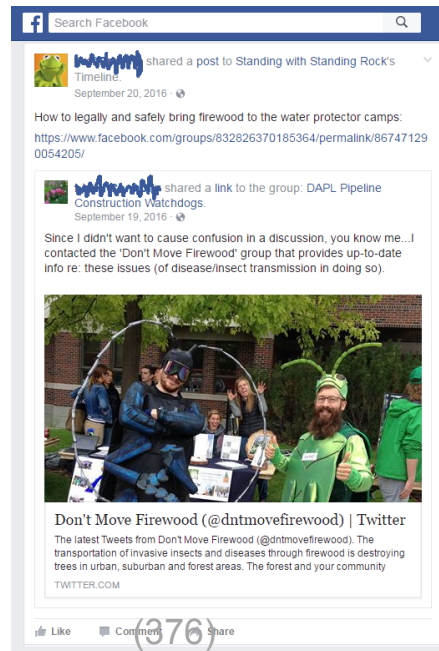
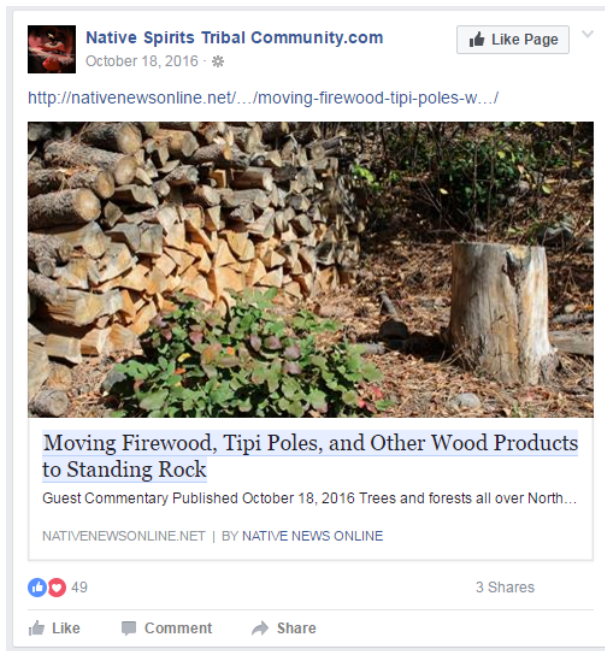
[View more replies](#)



The Nature Conservancy



**DON'T MOVE
FIREWOOD.org**



Public facing digital media outreach venues

- Don't Move Firewood facebook, twitter, and guest blog
- North Dakota Dept of Ag press release
- South Dakota Dept of Ag press release

Great American Eclipse 2017

FIREWOOD ALERT!

**BUY IT WHERE
YOU BURN IT.**

**DON'T MOVE
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The Nature
Conservancy 

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FIREWOOD.org**

FOCI Newsletter

Firewood Outreach Coordinating Initiative

BROUGHT TO YOU BY
**DON'T MOVE
FIREWOOD.org**



Get ready for millions of Great American Eclipse travelers

A total eclipse of the sun will be visible across the USA on Monday August 21st. There is absolutely no doubt that this will enormously increase interstate travel for the weekend of August 19-20, 2017. Depending on whose estimates you are looking at, the numbers range from a few million to tens of millions of additional travelers nationwide. The Don't Move Firewood campaign will be advertising heavily on Google Adwords in July and August to educate eclipse travelers on safer firewood choices. **Regardless of your location, please consider if your agency or organization can do a firewood education press release on August 14th-** that is the most likely day that people will be using their smartphone or computer to finish up their preparations for the following travel weekend. The Don't Move Firewood campaign has written a blog about the eclipse, which was designed to be used as a template to write your organization's or agency's press release.

[Read our Eclipse blog >>](#)



PROTECT OUR FORESTS

TRANSPORTING FIREWOOD SPREADS
TREE-KILLING INSECTS.

BUY IT WHERE YOU BURN IT.

From Wyoming State Forestry Division
and Don't Move Firewood.



Questions ?

Thank you to all our partners throughout North America, and special thanks to USDA APHIS for funding this critical project.

Reach me at
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