



Continental Dialogue on Non-Native Forest Insects & Diseases

## CONTINENTAL DIALOGUE OVERVIEW

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The Nature Conservancy

Continental Dialogue on Non-Native Forest Insects & Diseases

## CONTINENTAL DIALOGUE

- A National Forum for Discussion, Engagement and Action on Non Native Forest Insects and Diseases since 2006
- Over 500 individuals and organizations have participated in Dialogue
- Steering Committee: 16 members and 4 Agency Liaisons (USFS, USDA APHIS, CONAFOR and CFIA)
- Led by volunteer Steering Committee with Support by TNC Forest Health Protection Staff and RESOLVE

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## 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.

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## 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.

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## MAJOR ACCOMPLISHMENTS

- 7 National Meetings
- Over 500 Organizations and Individuals Participating since 2006
- Numerous Consensus Letters Jointly Submitted
- Don't Move Firewood Multimedia Campaign Launched 2008
- Resolution for the US Conference of Mayors 2008
- *Lurking in the Trees* Documentary produced 2009
- Quarantine-37 on Plants for Planting NAPPRA 2011
- Decision-making Guide for Invasive Species Managers 2011
- Economic Studies UC Santa Barbara NCEAS
- *Trees, Pests, and People* Documentary produced 2012

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## ACTION AREAS

The Continental Dialogue has five major action areas:

- Raise Awareness
- Prevention
- Early Detection and Rapid Response
- Slow the Spread
- Restoration

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**ACTION AREA: RAISE AWARENESS**

**Increasing awareness and engagement** by key constituencies affected by harmful non-native forest insects and diseases is the Dialogue's priority.

**Develop and implement targeted marketing and communications efforts** to raise awareness of the issue in key stakeholder groups using scientific, social, and economic information.

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**ACTION AREAS: PREVENTION**

**Address specific import and transport pathways** and other means of conveyance to reduce rates of introduction, survival, and establishment.

Help develop voluntary incentive-based programs to **reduce rates of introduction, survival, and establishment.**

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**ACTION AREA: EARLY DETECTION**

Coordinate with public and private efforts to **detect and respond to both pest introductions and identification of transport pathways.**

Coordinate with public and private partners to **develop and implement a network of effective early detection, rapid response, and monitoring systems.**

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**ACTION AREA: SLOW THE SPREAD**

**Coordinate with public and private programs** aimed at identifying and closing down transport pathways and adoption of quarantines.

**Reduce human-assisted transport and spread** through the implementation of multi-faceted national, regional, and local outreach campaigns.

**Promote best management and corporate practices** with businesses involved in live plants, firewood, wood pallets, and untreated wood products.

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**ACTION AREA: RESTORATION**

**Support and promote existing and new research** and development efforts to identify, test, and deploy biocontrol agents, management tools for mitigation and suppression, and genetic and breeding programs designed to enhance resistance of trees.

**Support new, and augment existing, public and private restoration** and tree planting efforts in areas and communities that have been impacted by harmful non-native forest insects and diseases.

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**MAJOR INITIATIVES**

- Prevent Introduction of New Pests and Diseases
- Don't Move Firewood National Campaign
- Healthy Urban Trees
- Firewood Outreach Coordinating Initiative (FOCI)
- Engage Industry on Communication and Education

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**OUTREACH AND EDUCATION**



**Don't Move Firewood** (launched 2008)  
**Tens of millions** reached  
 Collaborations with **45** states  
 Over 4,330 Facebook friends



**Lurking in the Trees** (released 2009)  
**Thousands** of TV airings nationwide  
**11,000** DVDs distributed  
 Winner of 3 film festival awards

facebook | twitter | YouTube | iTunes

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**OUTREACH AND EDUCATION**



**Summer DMF outreach** ('10, '11, '12)  
**35,000** reached in person in first 2 seasons



**No Mueva la Leña** (launched Winter 2012)  
**Spanish language** site  
 Translated Super Rangers video  
 New Spanish brochures and tattoos

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**OUTREACH AND EDUCATION**




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**LOOKING FORWARD**

- Securing Support For Our Work
- Advancing Work of Initiatives
- Economic Focus and Targeted Outreach
- Expanding Participation and Engagement



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**Fall Meeting**

**SAVE THE DATE**  
**NOVEMBER 13, 2012**



To register go to: [www.arboday.org/shopping/pct/2012/register.cfm](http://www.arboday.org/shopping/pct/2012/register.cfm)

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**THANK YOU TO OUR SUPPORTERS**

- Grantham Foundation for the Protection of the Environment
- USDA APHIS
- USFS Northeastern Area
- USFS Southeastern Area
- USFS Pacific Southwest Research Station
- Moore Foundation, through the University of California at Davis
- Nion Robert Thieriot Foundation