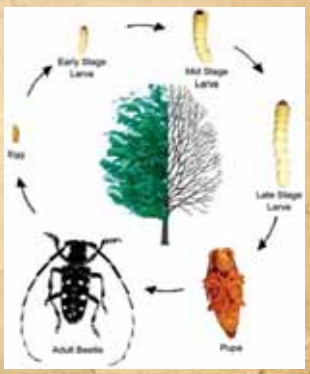
Don’t Move Firewood
No Mueva la Leña

A multimedia international prevention campaign

Leigh Greenwood,
Don’t Move Firewood campaign manager
Forest Health Protection Program
The Nature Conservancy

Each forest pest has its own story

- But telling each story is <u>confusing</u>
- Preventing each pest individually is logistically <u>impossible</u>
- And reinventing each wheel is <u>costly</u>



What unites them is the pathway

- We all agree that forest pests **can and do move on firewood**
- Regulations are not comprehensive nor consistent
- New pest outbreaks come to light every year

Many levels of firewood

Individuals cutting, moving and using it

Small dealers cutting and selling locally

Big dealers operating across state borders

Big dealers operating across international borders

There is so much to save

Firewood use is common

- 50% of USA poll respondents use firewood annually
  - 36% use it in or around their home
  - 37% use it outdoors for camping or traveling
  - Significant overlap in usage creates a 50% total

People show great willingness to modify their behavior.

Elements of the campaign

- Internet presence
  - **Central website**
  - **Blog**
  - **Gallery of Pests**
  - Facebook account
  - Twitter
  - YouTube Channel
  - No Mueva La Leña

How we are achieving this

– Internet presence
- Central website
- Blog
- Gallery of Pests
- **Facebook account**
- Twitter
- YouTube Channel
- No Mueva La Leña

4219 "friends" and counting!

How we are achieving this

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- **Twitter**
- YouTube Channel
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1139 followers!

How we are achieving this

– Internet presence
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25 videos, over 56,000 views

No Mueva la Leña

- NoMuevaLaLena.org *(nota que no usa ñ para URL)*
- Para todo la gente que prefiere Español, de los Estados Unidos, Mexico, y Canada

By the Numbers

- USA state and federal agency partnerships now include **more than 3/4 of the USA** (from 2009 to 2012)
- **Over 23 states** will be included in 2012 alone
- Website has gotten over **195,000 unique visits** since launch
- **Tens of millions** of logo impressions each year

–***But this doesn't really sum it up***

We give things away

- **Stickers, magnets, vinyl clings, fake tattoos** for you to hand out
- **Downloadable posters** you can print en masse
- **Unlimited DVDs** of our great videos
- **Free design services** for state, local, and federal campaigns

Firewood Outreach Coordinating Initiative (FOCI)

- **Open to all practitioners** of firewood related outreach
- **Quarterly phone calls** to allow for discussion and presentations
- **Materials Library** available online; facilitates sharing and improving of outreach

Thank you to our supporters

- **USDA APHIS**
- **USFS Southeastern Area**
- **USFS Southwest Research Station**
- **Moore Foundation**
- **Grantham Foundation for the Environment**
- **Theiriot Foundation**
- **The Nature Conservancy**
- **and all our many, many collaborating groups!**

For more information

- Dontmovefirewood.org
- Nomuevalalena.org
- Facebook.com/dontmovefirewood
- Twitter.com/dntmovefirewood
  Note: the first O is purposefully missing from the twitter address
- YouTube.com/dontmovefirewood

- Email Leigh at Lgreenwood@tnc.org