CONTINENTAL DIALOGUE OVERVIEW

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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 Heath Protection Staff and RESOLVE

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.

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

ACTION AREAS

The Continental Dialogue has five major action areas:
• Raise Awareness
• Prevention
• Early Detection and Rapid Response
• Slow the Spread
• Restoration
**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.

**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.

**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.

**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.

**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.

**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
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

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

OUTREACH AND EDUCATION

LOOKING FORWARD

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

Fall Meeting

SAVE THE DATE

NOVEMBER 13, 2012

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