

**DON'T MOVE  
FIREWOOD.org**



How **Don't Move Firewood** Protects  
Trees and Forests thru Effective  
Partnerships that Change Behavior

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The Nature  
Conservancy 



## Firewood is a broad pathway for invasive forest insects and diseases

- Forest pests **can and do move on firewood**
- Regulations are not comprehensive nor consistent
- New pest outbreaks come to light every year



# Guiding Principles

- **GOAL:** Protect trees
- **TACTIC:** Slow the spread of invasive forest pests via *firewood pathway*
- **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



# Tenets of Effective Messaging

- Know and use “**trusted messengers**” when feasible
- Tell people **what they need to do**
- Reach people when the **desired behavior is achievable**

**Messaging must reach them both passively and actively**



Pests like the invasive emerald ash borer can hitchhike in your firewood.  
Help slow the spread of pests — don't move firewood.

**BUY IT WHERE YOU BURN IT.**

Protect North Dakota's trees!

- ▶ 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.



**DONTMOVE FIREWOOD.org**



[www.NDInvasives.org](http://www.NDInvasives.org)  
[www.nd.gov/ndda](http://www.nd.gov/ndda)



We make firewood outreach tools consistent and accessible to everyone

- **Approachable message and materials**
- Professional Resource Library
- Firewood Summary Map
- Forest pest and pathogen species profiles
- News (blog)
- Spanish language microsite
- Resources for other outreach professionals
- Extensive online and print advertising

DON'T MOVE  
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HOW TO HELP ▾

RESOURCE LIBRARY

FIREWOOD MAP

INVASIVE SPECIES

BLOG

Search ...



Protect the Trees You Love  
From Tree-killing Bugs

They provide oxygen. Let's make sure  
they remain for future generations.

HOW TO HELP ▾

RESOURCE LIBRARY

FIREWOOD MAP

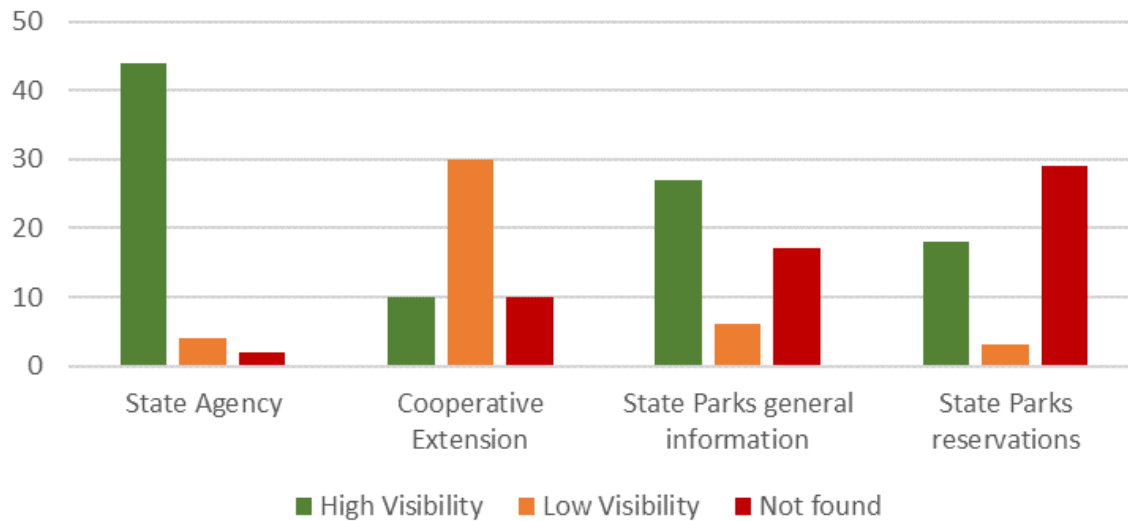
INVASIVE SPECIES

FIREWOOD MAP



# Firewood Comparison Report: Outreach

**Comparisons of State-based Online Firewood Recommendation Visibility**



**Firewood Outreach Visibility with Regulations**

✓ = firewood info. present with low visibility;  
 (x) = firewood info. not found

Agency (s)	Cooperative Extension Site(s)	State Parks Page(s)	State Campsite Reservation
	(x)	(x)	(★)
	(★)	(x)	(x)
	(✓)	(✓)	(x)
	(★)	(★)	(x)
	(✓)	(★)	(x)
	(✓)	(✓)	(x)
	(x)	(★)	(★)
	(x)	(★)	(★)
Yes	FL (★)	(✓)	(x)
Yes	GA (★)	(✓)	(★)
Yes	HI (✓)	(✓)	(x)
Yes	ID (★)	(x)	(x)
Yes	IL (★)	(★)	(x)
Yes	IN (★)	(★)	(★)
Yes	IA (★)	(✓)	(x)
Yes	KS (★)	(✓)	(x)
Yes	KY (★)	(✓)	(★)
Yes	LA (✓)	(✓)	(x)
Yes	ME (★)	(x)	(★)

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## Questions?

Reach out to Leigh  
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What's in YOUR Firewood?

