

ISAC Meeting – June 14-16, 2011

ACTION OR INFORMATION ITEM

SPONSOR (Name/Email): Janet Clark (janet.k.clark@gmail.com)

TOPIC: Tri-State Pacific Northwest “Don’t Move Firewood” Campaign – Lessons Learned

SPEAKER (Name/Email): Lisa DeBruyckere, Coordinator, Oregon Invasive Species Council*

1. DESCRIPTION OF AGENDA ITEM:

In 2010, the Oregon, Washington, and Idaho Invasive Species Councils collaborated on a USDA-APHIS funded project to design and launch an evaluation-based education and outreach campaign in 2010 to not just inform people in Washington, Oregon, and Idaho of the threat of moving firewood, but also communicate an understanding of what people can do (i.e., individual actions) to mitigate the threat. The project evaluated numerous approaches to informing the public about movement of firewood – lessons learned from a Master’s Thesis policy student analysis of the project’s outreach component will be shared.

2. WHY IS THIS ITEM IMPORTANT TO NISC / ISAC? HOW IS IT RELATED TO THE NATIONAL INVASIVE SPECIES MANAGEMENT PLAN?

Performance element CM.2.1.2 of the National Invasive Species Management plan encourages state partners to take steps to restrict the movement of contaminated firewood:

Performance Element CM.2.1.2: Increase the number of acres treated. Encourage state and private sector partners to take steps to reduce the spread of invasive species by utilizing protective measures such as, requiring the use of weed-free forage, mulch, seed, gravel and other materials; restricting the movement of contaminated firewood and having live bait restrictions or other methods that reduce the spread of invasive species.

Lead: DOI (BLM)

Participants: USDA (APHIS, NRCS); DOI (NPS, FWS); DOD (COE)

Additionally, objective OC.6, performance element OC.6.1.1 describes the goal of developing outreach materials for target audiences, and making these products available through the Internet.

OBJECTIVE OC.6: ENHANCE OUTREACH ON INVASIVE SPECIES.

- **Implementation Task OC.6.1:** Determine approaches regarding invasive species pathways for strategic outreach to targeted user groups and businesses.

Performance Element OC.6.1.1: Develop outreach materials for target audiences cooperatively with relevant stakeholders and make available through the internet.

Leads: DOC (NOAA); USDA (APHIS)

Participants: USDA (FS, NRCS, ARS, FAS); DOI (FWS)

3. PREVIOUS ACTIONS TAKEN BY NISC / ISAC ON THIS ITEM:

None

4. ACTION REQUESTED OF NISC / ISAC:

The purpose of the tri-state firewood project was to pilot several different types of outreach and test the efficacy and cost-effectiveness of the methodologies used. By sharing lessons learned at the national level, NISC and ISAC can leverage

outcomes for the benefit of all states so that states invest in productive outreach methods, and do not invest in outreach methods that are ineffective.

5. ALTERNATIVES:

6. ATTACHMENTS:

<http://www.invasivespeciesinfo.gov/council/mp2008.pdf>

http://www.oregon.gov/OISC/pressrelease_firewood2010.shtml

<http://www.nature.org/initiatives/forests/features/art22189.html>

<http://news.rvbasics.com/firewood-buy-it-where-you-burn-it/>

<http://naturalresourcereport.com/2010/10/buy-it-where-you-burn-it-campaign-covers-or-wa-id/>

<http://oregoninvasivespecies.blogspot.com/2010/07/buy-it-where-you-burn-it-dont-move.html>

<http://www.yousendit.com/download/T2pIYURQYWlzMW52Wmc9PQ> (draft proposed final copy of EAB video)

http://www.agri.state.id.us/Categories/Environment/InvasiveSpeciesCouncil/Invasive_Firewood.php

http://www.agri.state.id.us/Categories/Environment/InvasiveSpeciesCouncil/documents/Buy_Where_Burn_QA.pdf

http://www.invasivespecies.wa.gov/council_projects/firewood.shtml

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