

# Emerald Ash Borer Awareness Week 2024

## WEBINAR SERIES

MAY 20, 21, 22



**DON'T MOVE  
FIREWOOD.org**



The Nature  
Conservancy 

# EAB Awareness Week Webinar Series

Days 2 + 3



Tuesday, May 21<sup>st</sup> 12pm EST:  
*Meet the Don't Move Firewood Team and  
Learn How You Can Get Involved*

~40 minute talks



Tuesday May 21<sup>st</sup> at 3pm EST:  
*After Emerald Ash Borer: Can I Save My Trees?*  
Bob Bruner, Purdue University

~15 minutes for Q&A: Please use the  
**Q&A feature** to ask questions



Wednesday, May 22<sup>nd</sup> 12pm EST:  
*The Tiny Green Menace in the Great White North*  
Arvind Vasudevan, Canadian Food Inspection Agency  
Chris MacQuarrie, Natural Resources Canada

Sign up for these and see recordings  
soon at  
[dontmovefirewood.org/eabweek2024](https://dontmovefirewood.org/eabweek2024)



Wednesday May 22<sup>nd</sup> at 3pm EST:  
*Emerald Ash Borer Response & Management  
Updates from Oregon*  
Max Ragazzino, Oregon Department of  
Agriculture





**DON'T MOVE  
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## Meet **Don't Move Firewood**

What we do, big ticket topics,  
and how to get involved!

The Nature  
Conservancy 

**Emerald Ash  
Borer Awareness  
Week 2024**

**Leigh Greenwood &  
Laurel Downs**  
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



We make firewood outreach tools consistent and accessible to everyone

## Website Content

- Resource Library
- Firewood Map
- Forest pest and pathogen species profiles
- News (blog)
- Spanish language microsite
- Resources for other outreach professionals

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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

we have them for future generations.

HOW TO HELP ▾


RESOURCE LIBRARY

FIREWOOD MAP

INVASIVE SPECIES

FIREWOOD MAP



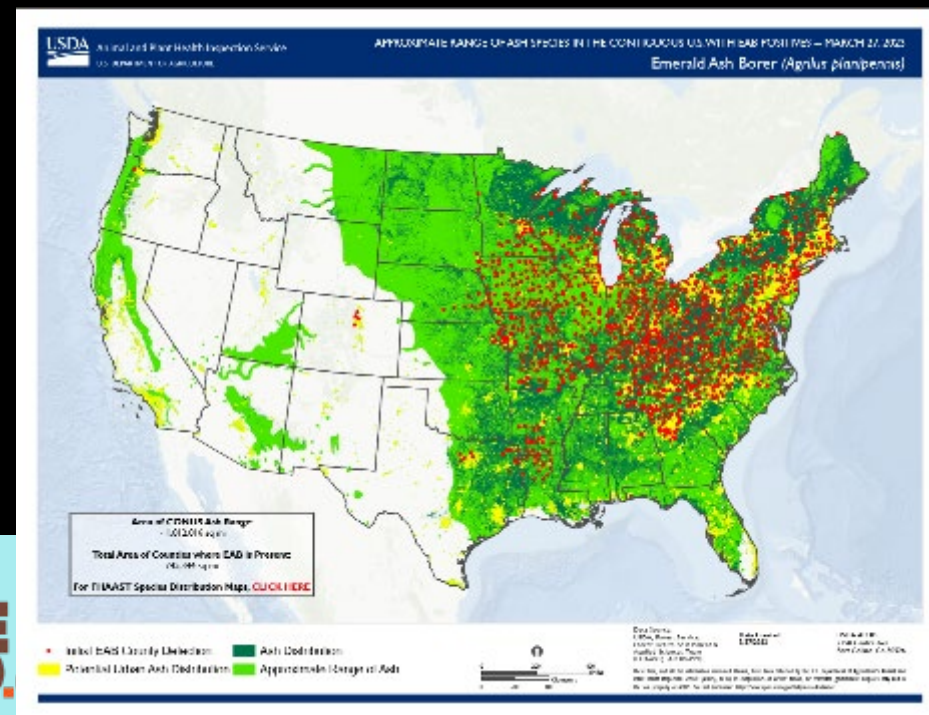
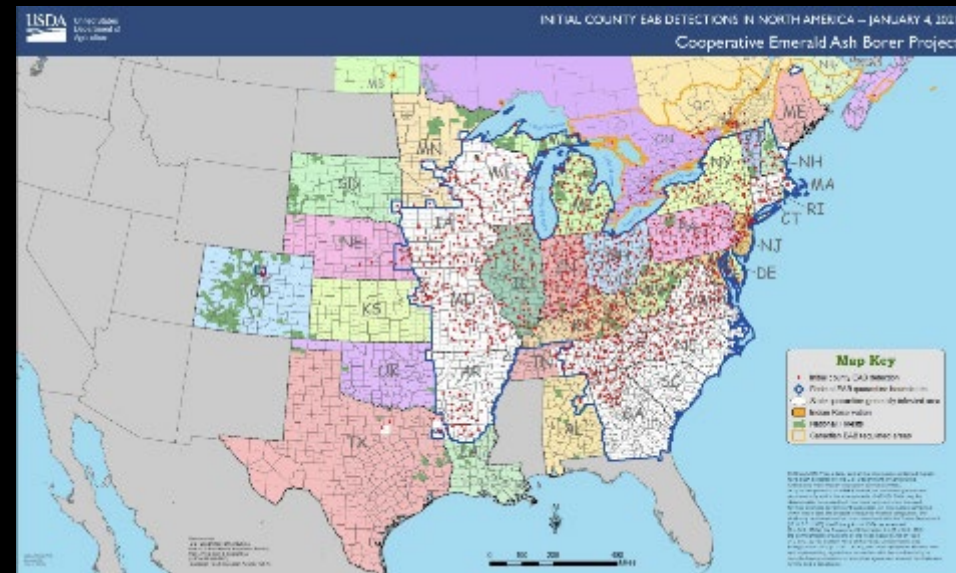


# Emerald Ash Borer (EAB)

- Found in MI in 2002
- Now in 36 states
- Eradication attempts unsuccessful
- Millions of dead ash trees ☹️

Emerald ash borer (EAB) **was** federally regulated as a quarantine pest for 22 years

- Was both domestic and international quarantined
- Provided authority to run heat-treatment (firewood certification) programs





# No federal domestic quarantine as of January 15, 2021

**Therefore**, states, tribes, and various land-owning entities (e.g., state parks, national parks, private campgrounds) faced **decisions on** firewood movement.

- Some have implemented quarantines
- Some have create firewood certification programs



# Quarantines

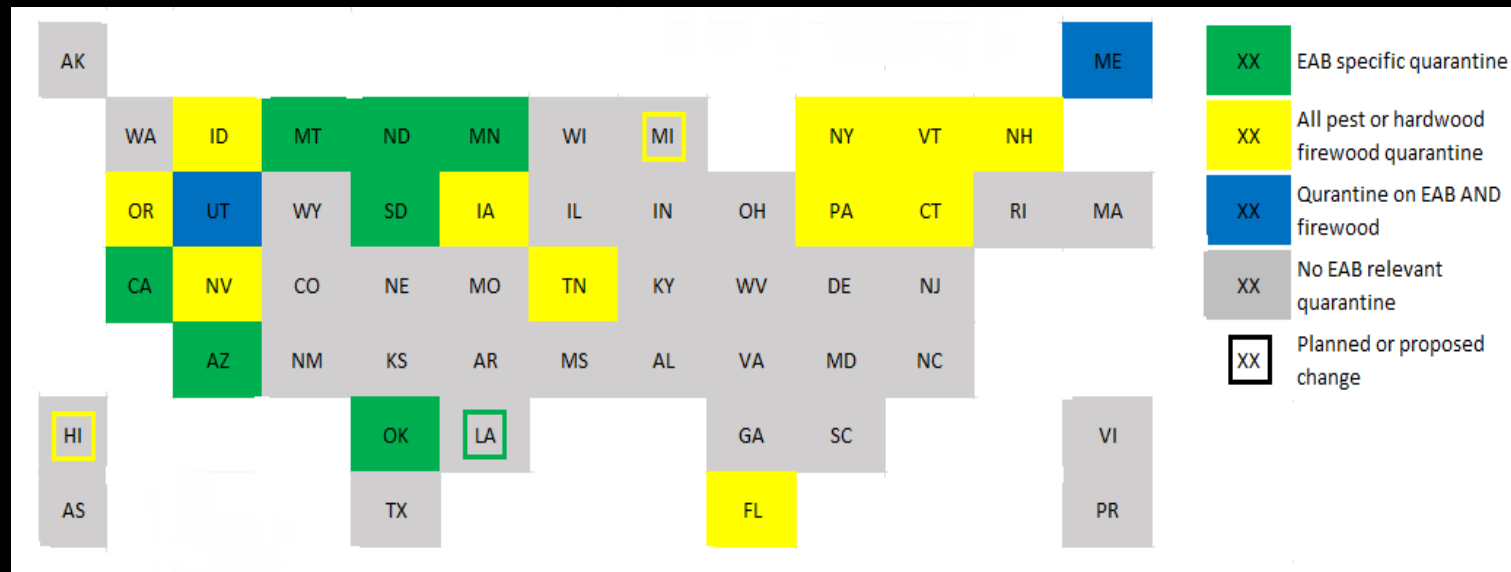
**External /Exterior vs Internal /Interior**

**Most are pest-based quarantines under which firewood is a **regulated article** (esp. in the west)**

- **Regulated articles/items cannot cross quarantine boundaries** without appropriate treatment, inspection, certification, or written exemption.

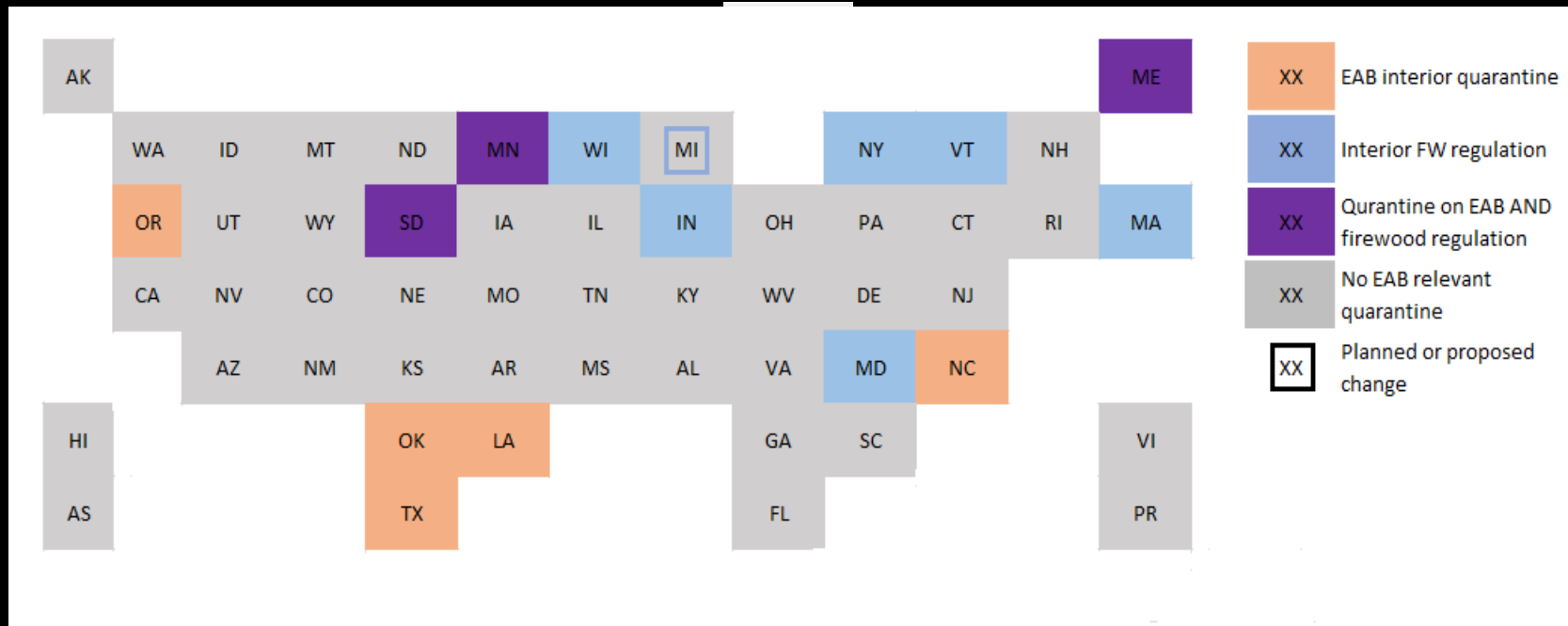


# Exterior Quarantines Relevant to EAB



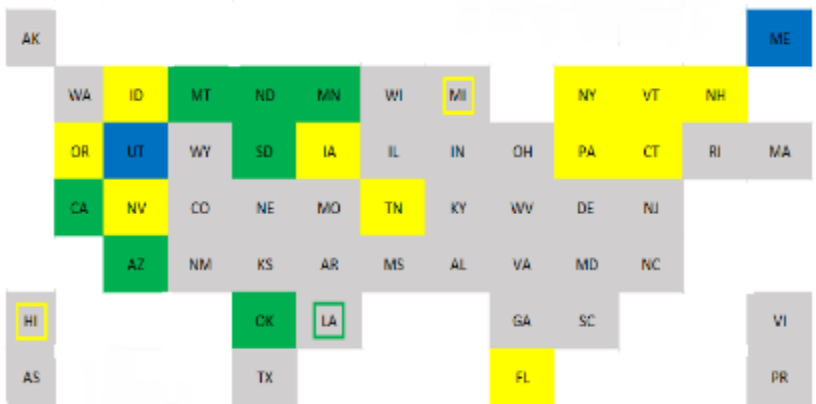
- **7 states have EAB-specific exterior quarantines**
  - 1 state has a planned exterior EAB quarantine
- **13 states have broad pest or firewood quarantines that cover EAB**
  - 2 states have proposed or planned pest/firewood quarantines that would cover EAB
- **28 states have no regulations that legally prohibit the entry of EAB or EAB materials**

# Interior Regulations Relevant to EAB

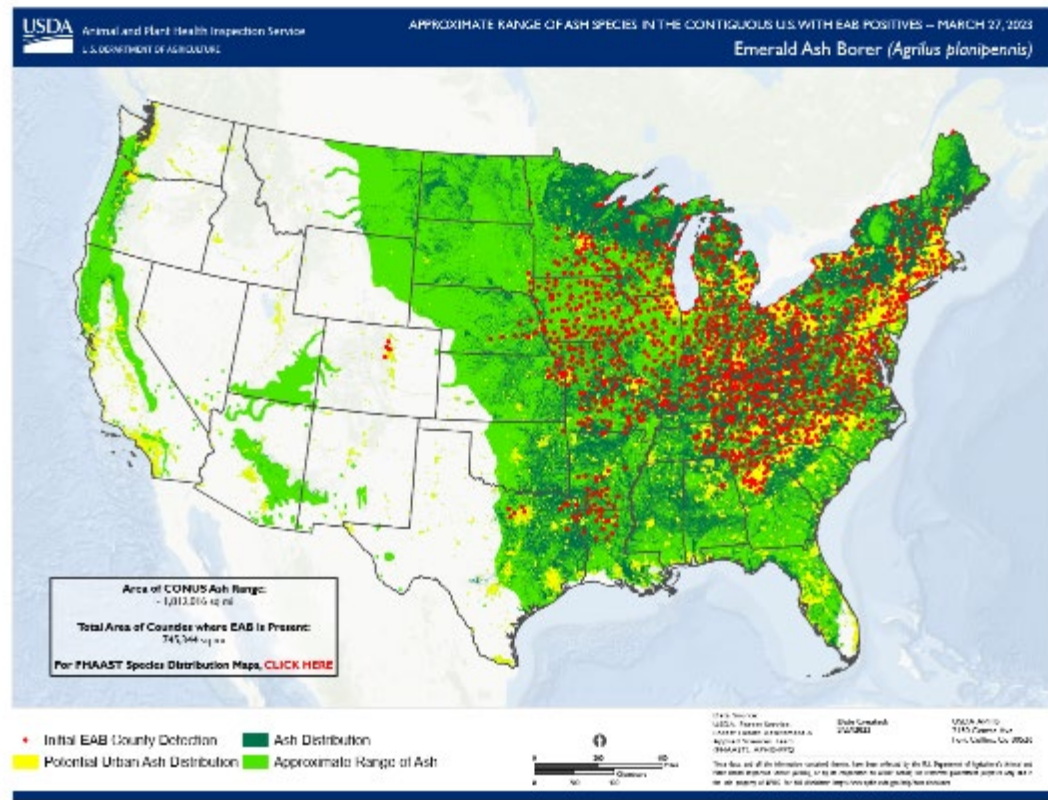
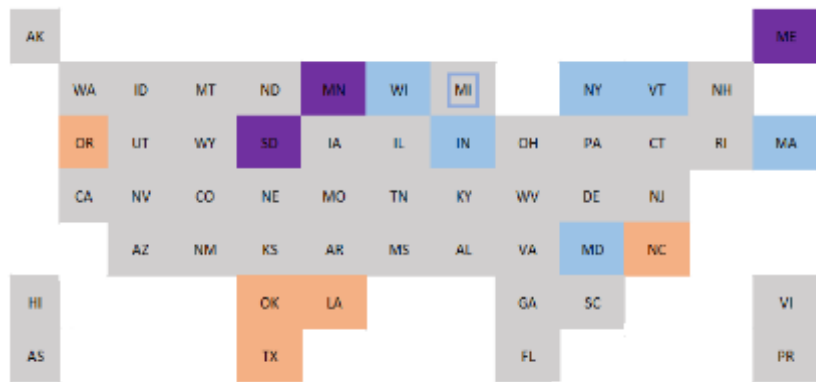


- 8 states have EAB-specific interior quarantines
- 9 states have a FIREWOOD-specific interior regulation or policy

## Exterior EAB and/or firewood-specific regulations



## Interior EAB and/or firewood-specific regulations





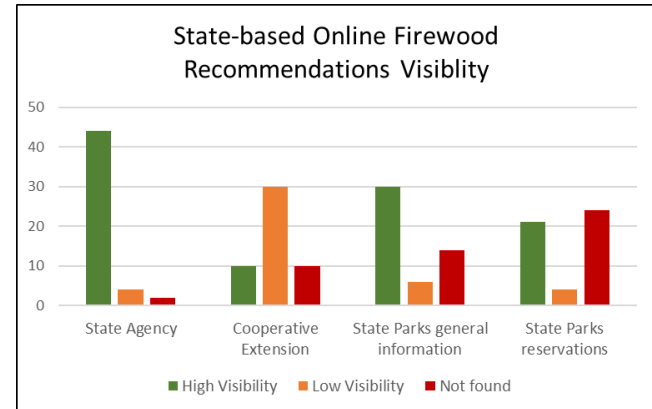
# Firewood Comparison Report

State and Territory Firewood Relevant Regulations, Certifications, and Outreach Statuses across the USA

# Firewood Comparison Report

- A snapshot of firewood-relevant regulations, certifications, and outreach across the USA
- Updated regularly – latest available version April 2023, will be updated this summer!

**Big take-away: all around need for more consistency!**



# Looking at State-based Outreach

Important to reach folks **BEFORE** they leave their house!

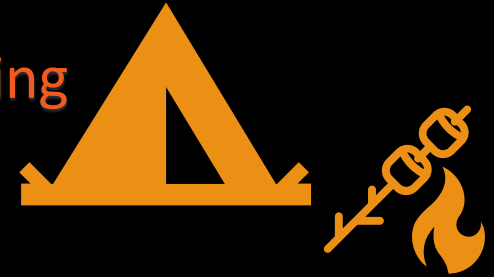
- State **Agency** Firewood Communications
- **Cooperative Extension** Firewood Communications
- State Parks Online **Camping**-related Communications
- State Parks Campground **Reservation Process**: *Three representative State Parks containing campgrounds were chosen for each state (N/W, Central, S/E).*



# Important Locations for Online Firewood Outreach

- State Dept. of Forestry (or equivalent)
- State Parks
- State Parks/Lands Campground Reservation Portal
- State-based Pest Pages
- State Dept. of Agriculture
- Cooperative Extension
- National Parks
- National Forests
- Major Counties/Cities (e.g., parks, municipal waste)

Camping



Forest Health



Invasive Species;  
Insects and Diseases



Online Firewood Messaging:

Important to reach people BEFORE they leave the house!

### FIREWOOD ALERT: Buy it where you burn it! Forest

pests and diseases often spread on firewood. Help protect Idaho's natural resources by staying within 50 miles or less) to avoid pests.

To review all the rules and fees for administering and governing State Parks please **visit the Idaho State Parks Administration website.**

 **Specific definitions related to recreation areas and facilities**

[Book a Campsite](#)



### Alerts and Important Information

The Nebraska Game and Parks Commission maintains the right to establish black out dates and reserve facilities or lodging for special events and maintenance related needs.

ATTENTION - Firewood Alert:  
Voluntary Firewood Restriction

If you have brought firewood from another state, please burn it immediately and do not transport it to another location. Many invasive pests are being transported across our country in firewood. The Emerald Ash Borer (EAB) is a serious pest that is near Nebraska's border. Your cooperation to help prevent EAB from invading Nebraska woodlands and landscapes is vital to protecting our valuable natural resources.

If you need additional firewood, your options are:

- 1) Purchase firewood at parks that sell it.
- 2) Purchase firewood at vendors near many parks.
- 3) Gather dead firewood laying on the ground within park boundaries.

Learn more about invasive pests and the risk of transporting firewood at:

[www.emeraldashborer.info](http://www.emeraldashborer.info)

[www.dontmovefirewood.org](http://www.dontmovefirewood.org)

Home / State Parks / Camping - CT State Parks and Recreation

## Camping

### Reminder to CT Campers & Vacationers To Leave Firewood At Home

Connecticut offers campgrounds, including sites with **rustic cabins**, in thirteen state parks or forests.

Select a campground from the map or use the list [below](#).

LOCAL NEWS

## Emerald Ash Borer moves into Littleton, could destroy 15% of urban canopy in Denver metro area

CBS NEWS  
COLORADO

By Kelly Werthmann  
Updated on: July 11, 2023 / 8:56 AM MDI / CBS Colorado



EAB makes it to  
the West!

News release

Plants, Animals, Insects

## Oregon dad spots the first emerald ash borers on the West Coast during summer camp pickup in Forest Grove

By Andrea Cantu-Schomus | July 11, 2022 | #insects, #invasive species, #Japanese beetle

## Emerald ash borer confirmed in Vancouver, British Columbia

From: [Canadian Food Inspection Agency](#)

News release

# New Project: Region 6 Invasive Species Funding


- Two year project through BIL funds in Region 6
- Targeted to State, Private, and Tribal Forestry
- Goal: Protect R6 forest health from invasive tree pests and pathogens, via behavior change in the firewood using public



# Outreach and Best Practices still needed to slow spread of EAB (and other pests) in the US

The screenshot shows the Texas A&M Forest Service website. At the top left is the logo with a star and the text "TEXAS A&M FOREST SERVICE". To the right are social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn, along with a user selection dropdown "I am a(n) ... Please Select". A navigation bar contains links for "Contact Us", "Search", "eLibrary", "About", "Newsroom", "Careers", and "En Español". Below this is a menu with categories: "WILDFIRES & DISASTERS", "PREPARING FOR WILDFIRES", "MANAGE FORESTS & LAND", "COMMUNITY & URBAN FORESTRY", "DATA & ANALYSIS", and "LEARN & EXPLORE". The "CONNECT" section is active, showing a sidebar with links: "Contact Us", "Contact a Professional", "Report Timber Theft", "Newsroom", "Media Resources", and a monthly list from January to December. The main content area features a news item titled "NEWSROOM: EMERALD ASH BORER MOVES SOUTH, CONFIRMED IN FIVE NEW TEXAS COUNTIES" dated May 14, 2024. The article text reads: "Emerald ash borer moves south, confirmed in five new Texas counties. COLLEGE STATION, Texas — The presence of the invasive emerald ash borer (EAB) is confirmed in Grayson, Hill, Hood, McLennan and Palo Pinto Counties. EAB is infesting and killing ash trees in new areas of the state and continues to spread south. 'The spread of EAB to these counties is alarming,' said Allen Smith, Texas A&M Forest Service Regional Forest Health Coordinator. 'It's more likely for EAB to spread to adjacent counties, but the spread to McLennan County indicates that EAB is being spread by humans, which can be prevented.' Adult specimens were collected from each of the five counties earlier this month and tentatively identified as being EAB. Texas A&M Forest Service sent them to the USDA Department Animal and Plant Health Inspection Service (APHIS) national lab for confirmatory identification. Lab results for all specimens tested positive as EAB. Texas A&M Forest Service sets traps and proactively monitors for the emerald ash borer each year. 'Since 2018, we annually deploy nearly 500 traps across Central, East and North Texas watching for the insect's presence and movement,' said Smith. 'Both healthy and unhealthy ash trees are susceptible to EAB attack and have no natural...'"

# Research Project: Message Frame Testing



**A**  
Emotion/Protective

“Don’t be dazzled by the **beauty** – spotted lanternflies **ruin** apples, grapes, and backyards.”

❖ Headline: **Protect** your trees.

**B**  
Science/Facts

“Spotted lanternfly **infests** grapes and **habitats** near you. Prevent the movement of pests on **contaminated** firewood.”

❖ Headline: Keep **invasive** pests away.

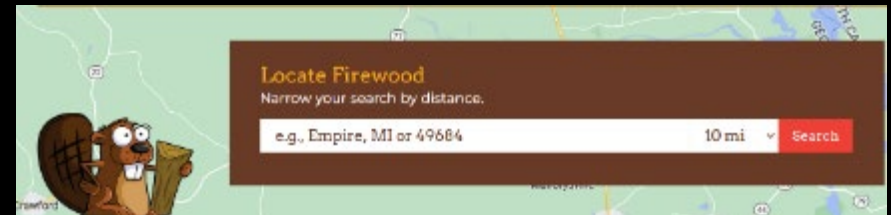
VS

# Quick Tools for the Public

- Our Firewood Map gives a snapshot of the rules/regulations in each state and province along with helpful resources from those areas. See [dontmovefirewood.org/map](https://dontmovefirewood.org/map)
- Use Firewood Scout to find local firewood vendors in participating states. See [firewoodscout.org](https://firewoodscout.org)

## FIREWOOD MAP

Firewood rules, regulations, recommendations, and pests of concern are different throughout North America. Click country, or province on this map to learn more about local regulations and how you can be a responsible firewood user.



# Partner Collaboration Highlights

- Content collaboration for related outreach initiatives NAISMA's PlayCleanGo
- Custom Graphics designed in collaboration with state, tribal, and regional partners
- Firewood Scout advising
- Partner organization with federal Firewood Banks program





# Paid Advertising

- Google AdWords Grant
- Selected Sites Banner Ads
- Facebook Ads and Boosted (Promoted) Posts
- Print Publication Advertisements
- Other Projects when funds available

**FIREWOOD ALERT!**

You have the power to protect forests and trees!

## BUY IT WHERE YOU BURN IT.

Insects like the invasive emerald ash borer can hitchhike in your firewood. You can prevent the spread of these damaging insects and diseases by following these firewood tips:

- ▶ Buy locally harvested firewood at or near your destination.
- ▶ Buy certified heat-treated firewood ahead of time, if available.
- ▶ Gather firewood on site when permitted.

**What might be in your firewood?**

**SPONGY MOTH** is a devastating pest of oaks and other trees. Moths lay an ovalish egg of eggs on firewood, sawpans, vehicles, patio furniture — anything outside! When these items are moved to new areas, the pest gets a free ride.

**SPOTTED LANTERNFLY** sucks sap from dozens of tree and plant species. The pest loves tree-of-heaven but will feed on black walnut, white oak, sycamore, and grape. Like the spongy moth, this pest lays clusters of eggs on just about any dry surface, from landscaping stone to firewood.

**EMERALD ASH BORER** — the tree-killing bug of ash trees — is found in forests and city trees across much of the eastern and central United States. This insect is notoriously good at hitching rides in infested firewood. Don't give this tree-killing bug a ride to a new forest, or a new street!

This graphic is for informational purposes only. No warranty is made by the U.S. Forest Service, and the U.S. Forest Service does not assume any liability for any damage or loss resulting from the use of this graphic.

**DON'T MOVE FIREWOOD.org**



**FIREWOOD ALERT!**

North Dakota trees and forests need your help. You can prevent the spread of tree-killing diseases and insects — like the emerald ash borer — by buying local firewood near where you'll burn it. The trees will thank you!

## BUY IT WHERE YOU BURN IT.

**Make safer firewood choices.**

- Buy local firewood at or near your destination.
- Buy certified heat-treated firewood ahead of time.
- Collect firewood on site before you to confirm that collecting wood is allowed by the campground or landowner.

To find a firewood seller near your destination, visit [FirewoodBoots.org](http://FirewoodBoots.org).

**DON'T MOVE FIREWOOD.org**

The Nature Conservancy

NDSU




# FIREWOOD ALERT!

# BUY IT WHERE YOU BURN IT.

## How to help:

- ▶ Leave firewood at home — buy local firewood at or near your destination.
- ▶ If you have already moved firewood use it immediately. Do not take it home with you, and do not leave excess firewood on site.
- ▶ Report invasive pests to the NDA! Send a detailed email to [jknight@agri.nd.gov](mailto:jknight@agri.nd.gov).



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.



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



# BUY IT WHERE YOU BURN IT

Tree-killing insects  
& diseases can  
hitchhike in firewood



Huge  
Archive of  
Social  
Media  
Ideas and  
Images!



# Outreach Event Calendar

**OCTOBER IS FIREWOOD MONTH**

**FIREWOOD ISN'T DEAD**

When **1,045** pieces of firewood were studied in Michigan, scientists found live wood boring beetles in **23%** — and another **41%** had evidence of previous infestation.

**77%** of Americans live less than 10 miles from a wooded area.

**JUST GET OUT & WALK.**

Taking a walk creates a **12.4%** drop in stress hormones, a **1.4%** drop in blood pressure, and a **5.8%** drop in heart rate.

**92%** of Americans have at least 1 tree on their property.

**65%** of people use firewood:  
49% for home heating, 53% for recreation, and many for both.

**TRANSPORTING FIREWOOD CAN SPREAD PESTS.**

Trees in **ALL 50 STATES AND 10 CANADIAN PROVINCES** ARE AT RISK of attack by invasive species if people move infested or diseased firewood.

**YOU CAN HELP BUY LOCAL FIREWOOD**

**BUY IT WHERE YOU BURN IT. LEARN MORE AT [DONTMOVEFIREWOOD.org](http://DONTMOVEFIREWOOD.org)**

For a complete list of sources, please visit [dontmovefirewood.org/octoberisfirewoodmonth](http://dontmovefirewood.org/octoberisfirewoodmonth).

- Emerald Ash Borer Awareness Week – May
- PlayCleanGo Awareness week – June
- National Moth Week – July
- Tree Check Month – August
- **Firewood Month!** – October
- National Invasive Species Awareness Week (NISAW) – February
- Invasive Plant Pest and Disease Awareness Month – April

Many thanks to  
USDA APHIS for the  
continued financial  
support of this  
important work.

## Questions?

Reach out to Leigh  
Greenwood at  
[LGreenwood@tnc.org](mailto:LGreenwood@tnc.org)

Or Laurel Downs at  
[Laurel.downs@tnc.org](mailto:Laurel.downs@tnc.org)

