



CCIS Firewood Plan as of April 2017

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Purpose

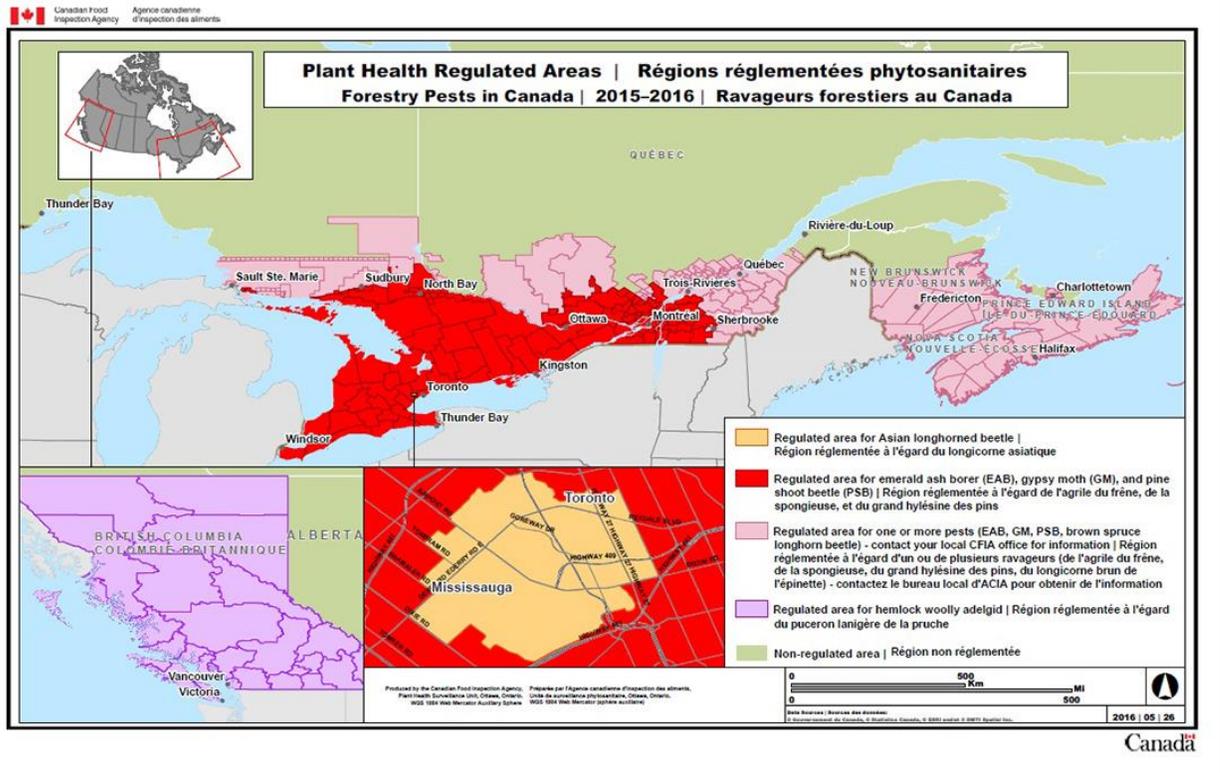
In order to address a nation-wide priority, the Canadian Council on Invasive Species is developing and implementing a national Firewood Campaign, built with partners from coast to coast to coast to decreased movement of invasive species through improved handling of firewood in Canada.

Firewood movement is a key pathway for movement of invasive forest species, including insects and diseases. Reducing of the movement of firewood will restrict the spread of invasive species to new areas. Firewood movement can be restricted through regulation and also by building responsible practices across key public groups. Using the research of community based social marketing, the goal is identify and build common and shared messages that lead to responsible practices for firewood- both including those that are purchased and harvested. Based on effective implementation, Canadians and organizations will shift practices to ensure that invasive forest pests and diseases are not moved to new locations.

Background

Moving firewood from one location to another can inadvertently move forest pests to new areas with disastrous results for both our forests and our urban trees. These pests will move slowly on their own, but people transporting firewood can move them long distances quickly. Canada has 347 million ha of forest cover that represents nearly 9% of the world's forests ([Natural Resources Canada](#)). Our forests, and urban landscapes, are being negatively impacted now by introduced invasive insects and disease such as Asian longhorn beetle and emerald ash borer. By stopping the long distance spread by humans, foresters and entomologists will have the opportunity to manage and protect our trees.

Firewood movement already restricted in parts of Canada by CFIA. See map below:
<http://www.inspection.gc.ca/plants/forestry/firewood/eng/1330963478693/133096357998>



The areas of Canada already impacted are BC, Ontario, Quebec, and most of the Maritimes. The insects regulated are: Asian longhorned beetle (ALB), emerald ash borer (EAB), gypsy moth (GM), pine shoot beetle (PSB), brown spruce longhorned beetle, and in BC, the hemlock woolly adelgid.

The CCIS has made the decision to implement a national program to reduce, or stop, the movement of firewood to slow down the spread of invasive alien insects and disease. CCIS has made the commitment to collaborate with the [Don't Move Firewood.org](http://www.dontmovefirewood.org) and the [Canadian Food Inspection Agency](http://www.inspection.gc.ca) on 'Buy It Where You Burn It' and 'Don't Move Firewood' programs. These education and outreach programs are designed to educate people about the dangers of invasive species movement and release as a pathway of introduction into vulnerable areas. The target audiences are campers, hikers, winter outdoor recreationalists, and people heating homes or businesses.

Established in 2012, the Canadian Council of Invasive Species is a national organization dedicated to providing a national collaborative voice on invasive species in order to reduce the negative impacts to our environment, communities and economies. The Canadian Council on Invasive Species brings together provincial non-profit organizations, provincial/territory governments, industry and other key national partners to build collaborative and effective approaches to reduce the spread of invasive species.

Preparation

Based on the principles of Community Based Social Marketing and Behaviour Change, there are clear steps and processes in place to ensure an effective communication and behavior change program. One fundamental principle is to identify the 'desired benefit', understand the 'barriers and benefits' and then to seek 'commitments' from specific target groups. In addition, agreeing to a consistent 'message' and 'desired behavior' across jurisdictions is important to help establish 'social norms'.

In researching existing 'desired behaviours', there are currently two main campaigns that have been developed and or used in Canada. Each of these was targeted at specific audiences and was developed based on different research.

1. Don't Move Firewood
 - a. This slogan and campaign has been used by many organizations on a local basis across North America and is the foundation for a public awareness program with the Canadian Food Inspection Agency.
 - b. This program particularly targets recreation users, park visitors and those privately gathering firewood.
2. Buy It Where You Burn It
 - a. The slogan and campaign has been used by local organizations in Canada. This is also a trademarked program in the United States with the Nature Conservancy.
 - b. This program particularly targets those purchasing firewood for use in public or private lands. The vendors of firewood in Canada vary greatly and are largely unregulated as how and when firewood is sold.



Plan

The Canadian Council on Invasive Species proposes to develop a national campaign that meets the needs of invasive species experts, forest industry, firewood vendors, governments and recreationists.

1. Under the guidance of a 'CBSM' scientist , to develop a 'Firewood' campaign for Canada that expands on the current campaigns including:
 - a. Identify a mandate, mission statement and key partners
 - b. Research current initiatives, benefits, barriers
 - c. Survey the key audience including partners and target audiences
 - d. Establish the Firewood Advisors group
 - e. Pilot the Project
 - try it out on a smaller scale using a focus group or test
 - some pilot work is planned for BC in 2017 (see attachment)
 - f. Build key tools and processes
 - Build program resources- posters, rack cards, signs, decals, etc.
 - Commitments (virtual and in person), prompts and norms

- g. Communication Plan and Roll out
 - h. Identify incentives and address barriers/obstacles
 - i. Deploy Social media vehicles with traditional vehicles:
 - Wired and non-wired. E-banners, bulletins, newsletters, Facebook, Twitter, Yammer, Wiki's, Blogs, door to door, in the malls focus testing
 - j. Focus group test again
 - k. Measure, measure and report
2. To host at least two advisory calls to seek input and feedback on the draft Firewood campaign that includes representatives from:
 - a. Canadian Food Inspection Agency, Canadian Forest Services, 1-2 Provincial Forest ministries, 1-2 invasive species organizations/experts, 1-2 national or provincial parks, 1-2 commercial firewood vendors
 - b. To seek input on draft campaign approach
 - c. To seek input on draft trial resources and branding
 - d. To seek input on key audiences for roll out of campaign
 3. To develop effective communication resources for the firewood campaign
 - a. Ensure resources are in two official languages
 - b. Ensure national 'hub' for campaign with links to provincial/territory programs and partners
 - c. Develop national firewood website hub that provides programs and information available and adaptable
 - Includes branding, commitments, etc.
 4. To monitor and adapt the campaign to build a unified, national behaviour change programs to increase the number of Canadians taking responsible actions to prevent and stop the spread of invasive species through reduced movement of firewood.

Communication Plan

The development of a strong communication plan for the firewood program will be critical. The communication plan would need to address:

1. Partnerships
 - a. Formalize partnerships with CFIA, The Nature Conservancy
 - b. Formalize partnerships with key provinces/territories and other organizations to partners for development
2. Update CCIS Web Site
 - a. Update current web content for CIS site
 - Website information could be short with photos and maps, and then link to existing CFIA and other partners
 - provide links to a contact in each province and territory like the existing national horticulture webpage.
 - Include an interactive map of Canada that enables user to link to their province or territory with relevant information

- b. Provide links to CFIA website would provide readers with the greater detail if they are interested:
<http://www.inspection.gc.ca/plants/forestry/firewood/eng/1330963478693/1330963579986>.
- c. Provide links to Don't Move Firewood.org and other provinces/territories with active programs
<http://www.dontmovefirewood.org/the-problem/state-state-information/canada.html>.
 - will include a consumer calculator for cost in fuel for moving firewood by mileage.
- d. Update the National Taking Action Plan and replace those same sections on CCIS website under Key Pathways for firewood;

3. Social Media:

People of all ages go camping and hiking in Canada. More and more these same people are using Facebook, Twitter, SnapChat, Pinterest and more.

- a. Explore possibility of development of an app for forest invasive species

4. Outreach/Marketing

- a. Based on pilot and focus groups, develop the key resources, prompts and commitments needed for each target audience
- b. Develop partners protocols
- c. Develop communications standards for use by all partners
- d. Ensure that all resources are available in both French and English
- e. Resources could include but are not limited to:
 - rack card or brochure on forest invasives and their economic impacts to Canada
 - resources will be customizable based on the communication standards
- f. Identify sources and opportunities for providing communication
 - Partner with parks at the national, provincial and regional level to get the message to campers and other park users at time of reservation of campsites online, and at the parks.
 - Partner with recreational providers for dissemination of program resources and commitments

5. Program Evaluation:

- a. Survey the firewood using public in 2017 before the program starts, or is just getting started
 - Surveys by phone, online, or in person at time of purchase of firewood at retail outlets and camp grounds.
- b. Summarize results in 2017.
- c. Survey again in 3 or 4 years, 2019 or 2020.
 - Summarize second survey results and contrast and compare with initial to assess success and revise program where results indicate.

Budget

The detailed budget includes two phases, both the development of an effective campaign along with the ongoing coordination and monitoring to ensure successful outcomes. The budget, provided under separate cover, includes:

1. Research and Development
 - a. Research on barriers, benefits, commitments, branding, etc.
 - b. Coordination and review with National Advisory Committee
 - c. Communication and graphic design of materials for pilot and focus groups
 - d. Website development in both official languages
 - e. Coordination and development of processes and protocols for partners
 - f. Pilot and feedback with key partners across Canada

2. Program Management and Review
 - a. Coordination and communication
 - b. Develop and support of partnerships, including national advisors
 - c. Website and resource management
 - d. Review and updating as needed
 - e. Monitoring and reporting