CONTINENTAL DIALOGUE OVERVIEW

Bill Toomey, Forest Health Protection Program Director
The Nature Conservancy
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.
Minimizing new introductions of high impact non-native forest insects and diseases to North America;

Improving the effectiveness of early detection and eradication systems in order to prevent the survival of newly introduced invaders;

Significantly reducing the spread of established populations of non-native forest insects and diseases; and

Increasing engagement by key constituencies affected by or that play a role in the arrival and establishment of non-native forest insects and diseases.
Suggested Actions from 2014

- What are key opportunities to improve forest health?
- What should the CD focus on over next 10 years?
- What are you willing to commit to doing in 2015?
  - Conduct outreach to more groups
  - Arbor Day Forest Health Track
  - Joint meeting with Aphis
  - Use more social media, apps and videos
  - Produce Educational Fact Sheets (5)
  - APGA Plant Hero repository for educational materials
2015 Progress

- **DMF Campaign and Educational Outreach**
  - Don’tMoveFirewood.org website realized a 35% increase in traffic compared to 2014 (627K lifetime visits)
  - Increased use of Resource Library with 1,955 downloads in 2013/14 increasing to 2,265 downloads in 2014/15
  - FOCI Newsletter (10/yr) now has 558 subscribers. An average of 40% of subscribers who open the newsletter then click on an article to “Learn more” each month
  - DMF Polling (seeking funding)
Healthy Trees Healthy Cities

• Expanded to (10) cities in the Conservancy’s Resilient Cities Network (North America and Global)
• Created 8 pest specific videos and 3 instructional videos – planting, pruning, stewardship and new phone app
• Completed 14 pest-specific Training Presentations
• Second year of our Summer Tree Health Monitoring Internship which expanded geographically (NYC and Philly) and in # of participants (4 in 2014 to 20 in 2015)
• Evolving partnership with American Chestnut Foundation
Reduce Risks from Invasive Species Coalition:

• 140 people attended second annual Congressional reception and awards program on capitol Hill
• Signed a MOU with APHIS to promote better industry compliance with WPM regulations.
• Held a seminar for Congressional staff from Western states on the relationship among cheat grass, wildland fire, and the population levels of the greater sage grouse.
2015 Progress

National Plant Board:

• The Japanese Beetle Harmonization Plan nearly finalized.
• 21 states participated with APHIS PPQ in conducting EAB biocontrol releases.
• Participation in SANC pilot program; working with 8 pilot nurseries across the country and conducting SANC training exercises.
• Cooperation with APHIS on a Strategic Alliance to maximize the partnership between the states and APHIS when responding to plant pests.
2015 Progress

American Public Garden Association:

• Celebrated 75th Anniversary with a new 5-year strategic plan and brand refresh
• Completed a benchmarking study (doubling the number of participants) and published the results on a state of the art platform
• Completed major upgrades to our member database, website and discussion forums - all designed to increase member value and engagement
LOOKING FORWARD

• Expanding Continental Dialogue Partnership
• Outreach and Education
• Urban and Youth Engagement
• Create Action Agenda
• Connecting to Other Coalitions and Partnerships
Thank You