

**NE Forest Pest Outreach and Survey Project State Assessment
Maine
October 23, 2009**

Project I: Maine Department of Agriculture

The five areas with specifics are:

1. Outreach

- How many events occurred?
 - Presentations: 109 + 25*
 - Manned booths: 46 + 8*
 - Unmanned booths: 13
 - Public poster semi-permanent display: 232 (**fig. 1**) + 140*
 - One-on-one presentations: 50
 - Articles in newsletters/customer mailings: 11 + 4*
 - Bookmark mailings to all public libraries: 251
- * *Events conducted by the Maine Forest Service (MFS), which were not specific to ALB, i.e. included additional invasive forest pests.*

- How many people impacted? (estimated)
 - Presentations: 4500+
 - Manned booths: 7300+
 - Unmanned booths: 650+
 - Public poster semi-permanent display: 50,000+
 - One-on-one presentations: 1700+
 - Articles in newsletters/customer mailings: 11,550
 - Bookmarks to all public libraries: 41,000
 - TOTAL: 116,700+

- Materials handed out (estimated): *does not include hand outs by the MFS.*
 - ALB pest alerts: 4400
 - ALB or WSS?: 4200
 - ALB tent cards (UVM): 8000
 - ALB Maple Tree tent cards (UVM): 2600
 - ALB transit cards: 9400
 - ALB bookmarks (UVM): 55,000
 - ALB tattoos: 6000
 - ALB pencils: 17,000 (**fig. 2**)
 - ALB green bags (CT): 68
 - ALB t-shirts: 100
 - 3-ring binder insert - 4 invasives: 1750 (all we had)
 - Don't Move Firewood bookmarks: 4800
 - EAB Green Menace brochures: 300 (all we had)
 - EAB pest alerts: 1600
 - EAB transit cards: 4000
 - TOTAL: 120,000

- Did you contract for any of this work? If so, what?
 - Outreach Coordinator; \$13,250 – coordinated volunteer outreach activities through summer and fall.
 - Public Relations Firm; \$8,000 – Established media coverage for ALB Awareness Month, wrote and distributed press releases, developed an online press site, developed Facebook and Twitter sites, developed a logo (**fig. 3**).
 - Maine Forest Service; \$8,000 – Assisted with trainings and outreach events.

- Did you track responses? Any increase in inquiries?
 - Yes (**fig. 4**). We tracked reports that came to the Maine Department of Agriculture and the Maine Forest Service Insect and Disease Lab, and there appears to be an increase in reporting after a media event. However, we believe that many calls went to various Cooperative Extension and District Forester offices, and we're still in the process of getting that information. Also, we do not have reports from the PPQ office in Hermon.

- Can you quantify the effectiveness of outreach with data?
 - We cannot quantify the effectiveness of outreach with data. However, anecdotally we can say that there is increased awareness in Maine as evidenced by an increase in number of people declaring they have heard of ALB as the season progressed.

2. Volunteer Training

- How many training sessions were given?
 - Three

- How many volunteers were trained?
 - 59

- Did you create training materials and/or incentives? If so, what were they and how were they distributed? (photos of cool t-shirts or other stuff should be included)
 - Yes, a training manual was distributed to all the trained volunteers. The manual had a cd of powerpoint presentations from the training, samples of outreach materials available, order forms, the Canadian Training Guide for Detecting Signs and Symptoms of ALB Injury, and the Forest Trees of Maine book (**fig. 5**). Agenda attached (**appendix 1**).
 - Incentives:
 - ALB Shopping Bag for 3 events – 33 volunteers (**fig. 6**)
 - T-shirts – originally for 5 events, ended up giving to everyone to wear as they did events (**fig. 7**)
 - “Don’t Move Firewood” water bottle for 8 events – 8 volunteers (**fig. 8**)
 - \$50 LL Bean gift certificate – 1 chance to win for each event

- What organizations helped with this project?
 - The Nature Conservancy
 - USDA APHIS PPQ
 - USDA NRCS

- Maine Department of Conservation
- University of Southern Maine
- University of Maine Cooperative Extension
- Master Gardeners
- Small Woodlot Owners of Maine (SWOAM)
- Municipalities: Portland, South Portland, Bath, Lewiston, Belfast, Bangor
- Soil and Water Conservation Districts
- Acadia National Park
- Penobscot Nation Department of Natural Resources
- Waldo County Technical Center
- Merryspring Nature Center
- Sebago Lake Ecology Center
- Several Landscaping Companies
- Several Forest Management Companies

3. Survey

- What criteria were used to select survey sites?
 - Urban area – high risk for new introductions
 - Population
 - Opportunity for media coverage
- Did volunteers assist with the survey?
 - Some; most were federal and state employees
- Has the ISIS data been submitted?
 - No. Will be in this week.
- What were the survey results?
 - Negative

4. Zipcode Survey

- Report from Project II has not come in but we attached the results of the zipcode survey from April (**fig. 9**)

5. Media Coverage

- What media coverage occurred?
 - TV, newspaper articles (print/online), internet news, and radio (**appendix 2**).
- How successful were you at getting media coverage at events?
 - Very. The Maine Forest Service has an ambitious PR person and we hired an advertising firm to help with August events.
- What worked?
 - The volunteer outreach effort worked very well – better than expected. 48 out of the 59 trained volunteers conducted at least 2 outreach events. We trained folks that are associated with the green industry and conservation.

- The best volunteers, i.e. the ones that were most active, were people genuinely interested in the message, e.g. landscapers and gardeners. Retired people had more time to spend.
 - We offered pesticides credits (2) for attending the training, and then additional credits (up to 3) for conducting outreach. Those attending solely for credits were not as active in outreach but we think offering the credits may have been an extra incentive for some.
 - Offering incentives to reach goals definitely helped.
 - We think that some “volunteers” incorporated the ALB/firewood message in with their normal work and outreach duties and did not report back to us. We are sure our numbers are under-reported.
 - Manned displays and any opportunity for a one-on-one conversation seemed most effective. For example, posters that were hand-delivered to town offices and other public places were more likely to be hung than those that were mailed with a letter.
 - The ALB costume, fashioned after the You Tube video instructions, was extremely effective in getting and holding people’s attentions. The MFS interns constructed and wore ALB and EAB costumes at a number of events, and two of our volunteers each constructed an ALB and EAB costume that were worn a number of times.
 - Insect and wood samples were essential. Tattoos too. Actually, having a variety of outreach materials on-hand was very important. People are attracted to different things. Keep ‘em coming.
 - We ordered 60,000 ALB bookmarks from UVM printed with our contact info, and sent these to all our public libraries. These were referenced many times by the general public at an outreach event or when reporting a suspect.
- The advertising firm we hired was valuable in attracting attention to the high-risk surveys – all major TV news crews and newspapers were there and aired reports the same night.
 - Having an outreach coordinator for the volunteer effort was essential to the success of our outreach effort.
- What didn’t work?
 - I don’t think anything we did was a waste of time or resources. Perhaps some things could have been done better – see below.
 - What would you do differently the next time?
 - We would target more schools/school groups/kids.
 - We would like to train more groups that require volunteerism.
 - We would be more communicative with the various cooperative extension offices around the state. Although we sent emails to them and had press releases out about our outreach project and the trainings, we think the information did not get trickled down to the right people. We believe most inquiries, especially after one of our media events, went to their offices and they did not know or care to pass the information on to us.
 - Most of our volunteers, and we agree, would like more or better wood samples. We only had 5 pieces of wood that had good exit holes.

- Many organizations asked for permanent displays. We were able to accommodate some of the most popular areas (Sebago Lake and Acadia National Park), but we did not have enough material to accommodate all the requests.
- Can a group over there put together riker mounts of ALB next to some of our native longhorns?
- We would have more state-specific outreach materials developed.
- The high-risk surveys were really only good for awareness.

Comments from our volunteers:

Karen and Anne, This was a really good experience for me and I feel that I made a difference for Maine. It was good to work with you and to be connected in what I believe to be an achievable goal: grassroots education and citizen involvement in the prevention of a larger problem. I still feel there's a great novel in the whole thing....
I believe this is an ongoing educational project, not limited to one season. Schools should be targeted.
Field trip to Worcester? Ongoing info about the efforts and success or failure of the quarantine. What are other states doing: Vermont for example.
We need to keep this project funded! The results of not being dilligent with our efforts have devistating potential. Please keep this program running.
Everyone that saw the presentation has heard of the ALB and has interest in preventing any spread.
Lots of good press! Now when I talk to people, they have heard something about a beetle. It wasn't like that last year, unless they were from the mid-west.
Great job on the project- well done!
It was very affective to have more than one presenter. and from different venues. My attention was ther and the feeling of urgency was evident. The internet up dates and kudos was very motivating.
Placed Lg ALB Posters in 22 Town Halls within 60 miles of West Paris. Talked with Officials and was well received.
i thought the project was well organized.
This is effective outreach and education and it should be continued at some level.
Excellent job!
Glad to help!
If you repeat this project next year, Please rehire Anne Bills as coordinator or whatever her title is. She was *wonderful* to work with - a quick and clear communicator and an effective leader.
I loved this work. Am eager to do it next year. The most worthwhile volunteering I've ever done and I want to wear the costume more!!
Provide outreach participants about the ALB updates in neighboring states. People often asked questions about the proximity of the beetle and should they be concerned.
Because of the focus on this issue I had a number of Whitespotted Pine Swayers come into the office (UMaine Coop Ext, Piscataquis and Somerset Counties) because people were afraid they had found the ALB. This shows people are out looking and aware of the dire situation. Thanks for all you are doing to stop this pest!!!
I think that the program was overall a success--but think we need to try to capitalize more on the ALB awareness month and either discard summer surveys or do a better job using them for outreach.
A great effort, well worth any time and money spent on the project.
50% had some awareness, but had quetions. 50% didn't understand why the concern. I spoke with several folks visiting from Massachussetts, they all were aware about what happened in Worster-not full background but the impactof the trees removal. many mainers didn't understand the concern about not moving firewood(possibily infwested with larvee) into areas that visit. My presentations were brief and I answered any questions they brought up.

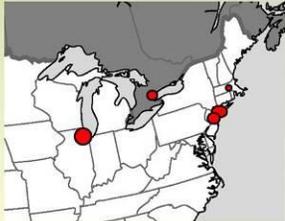
Fig. 1: ALB Poster for town offices, trail heads and other public places. Printed 11x14 and 17x22
 Developed by the Maine Department of Agriculture.

(UN)WANTED
Be On the Lookout for Asian Longhorned Beetle



The Asian longhorned beetle (ALB) is an invasive insect pest from China. ALB attacks and kills healthy trees. ALB is a federally regulated pest. ALB is not known to occur in Maine.

ALB attacks a number of hardwood tree species, preferably **maples, elms, willows, birches and horsechestnut** – trees that make up the majority of New England forests and landscapes.

Locations of ALB infestations:
 New York City (1996), Chicago, IL (1998), New Jersey (2002 & 2004), Toronto, ON (2003) and in Worcester, MA (2008).

May be confused with...



Female adult



Male adult

Shiny black white blotches long antennae ~ 1.5" long
 can be seen from July - October



Whitespotted pine sawyer



Western conifer seed bug

Signs on Trees



Exit holes / oviposition sites



Frass



Adult feeding damage on leaves



Adult feeding damage on twigs

Pathways
 Infested trees are cut down and made into firewood, or solid wood packing materials (crates, pallets)







Report
 If you think you've seen the Asian longhorned beetle, or the above signs on hardwood trees, please contact the Maine Department of Agriculture...

www.maine.gov/ALB or (207) 287-3891 or toll free (866) 702-9938

And remember, please leave your firewood at home



Fig. 2: ALB pencils. Developed by the Maine Department of Agriculture.

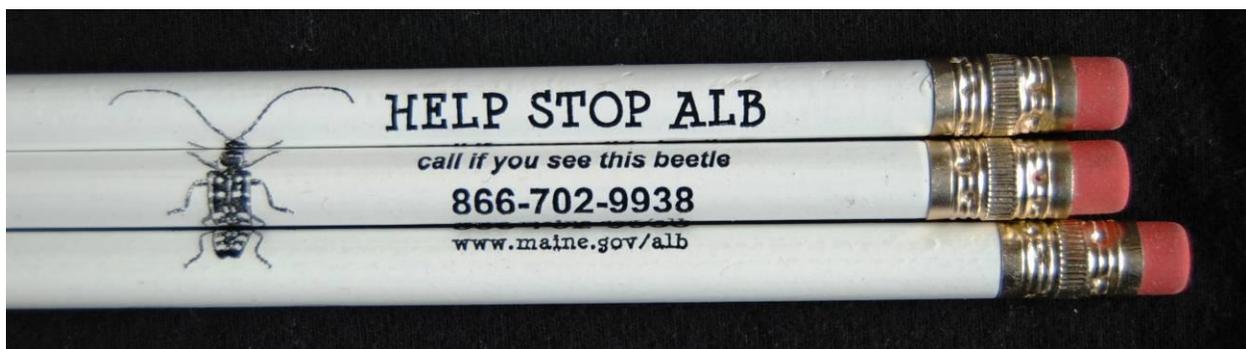


Fig. 3: Maine’s ALB Bug Watch logo, and press site – www.albmainepress.org.
 Developed by Briggs Advertising.



ASIAN LONGHORNED BEETLE
INFORMATION CENTER
HELP PROTECT MAINE'S TREES

Fig. 4: Tracked Responses to the Maine Department of Agriculture.

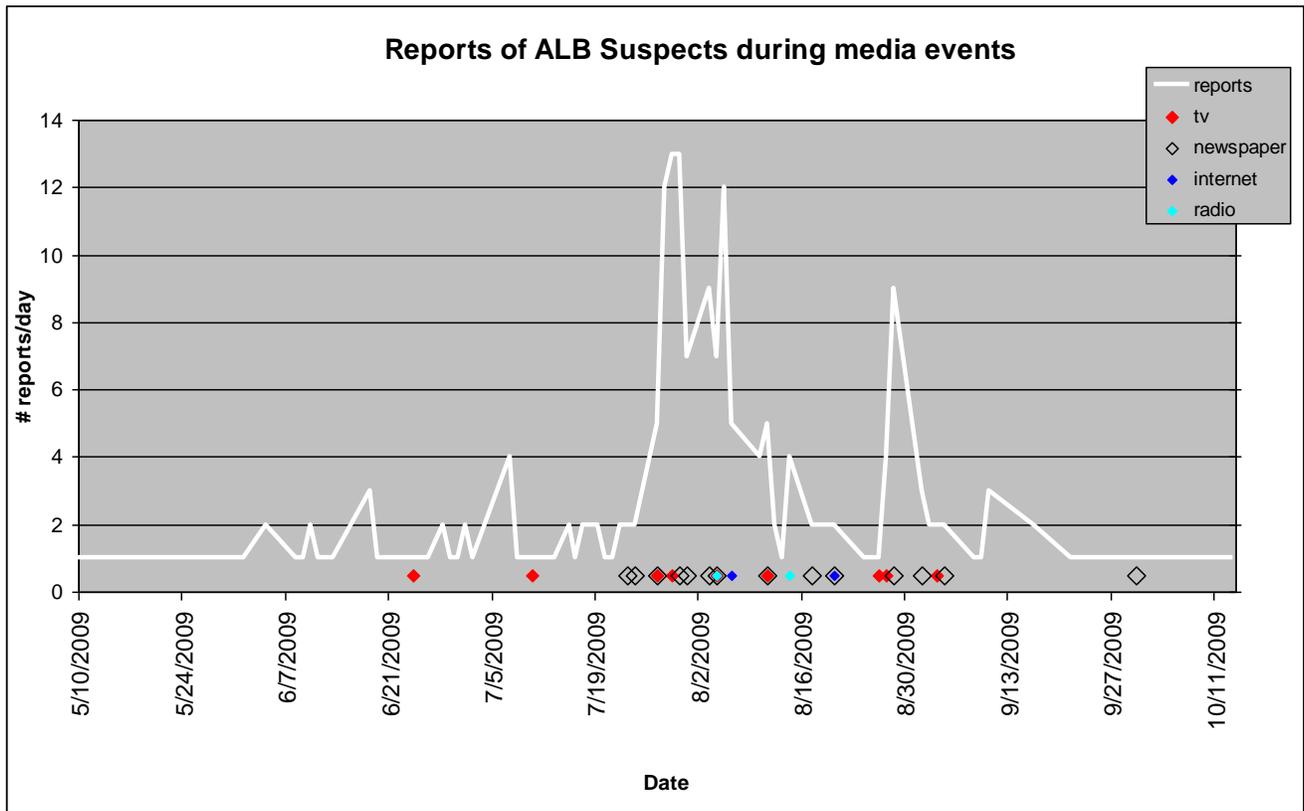


Fig. 5: Training manual.
Developed by the ME Department of Agriculture.

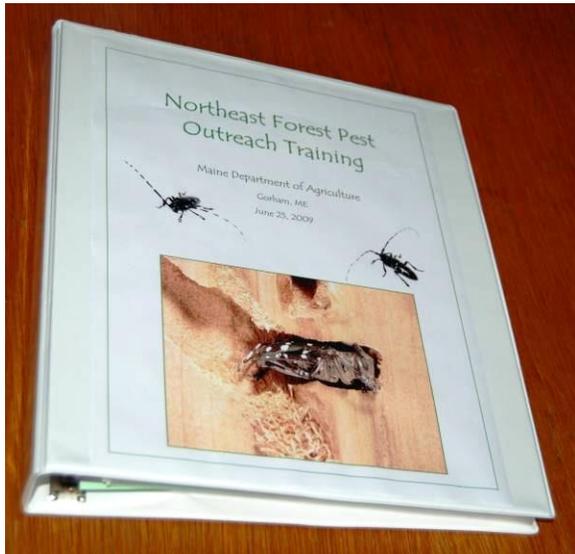


Fig. 6: Incentive item – Shopping Bag.
Developed by the CT Department of Agriculture.



Fig. 7: Incentive item – T-shirt.
Developed by the ME Department of Agriculture.



front logo



Fig. 8: Incentive item – Water bottle.
Developed by the TNC.



back

Appendix 1: Asian Longhorned Beetle training agenda.

Asian Longhorned Beetle Volunteer Training

Augusta, ME; June 16, 2009

Bangor, ME; June 23, 2009

Gorham, ME; June 25, 2009

Agenda

- 9:30-9:45 Check-in and coffee
- 9:45-10:15 Introduction and Goals
Volunteer Leader Expectations
Ann Gibbs, Maine Department of Agriculture, Division of Plant Industry
- 10:15-11:30 ALB Presentation
History of ALB in US
Pathways of Spread
Current Management Activities
ALB ID & Life Cycle
How, When & Where to Look for ALB
Reference Materials
Karen Coluzzi, Maine Department of Agriculture, Division of Plant Industry
- 11:30-11:45 Break
- 11:45-12:30 Other Invasive Forest Pests
Allison Kanoti or Colleen Teerling, Maine Forest Service, Entomology Lab
- 12:30-1:15 Lunch
- 1:15-2:00 What's Next? How to Share What You've Learned
Let Us Know What You're Doing
Materials Available, How to Order
Samples Available, How to Borrow
How to Get Reimbursed for Expenses
Ideas for Outreach Events
Anne Bills, Maine Department of Agriculture, Division of Plant Industry
- 2:00-3:00 Tree ID

Appendix 2: Media Events (Does not include all MFS media events)

TV

Stories

7/11/09	Channel 8 story on invasives (DOC)
6/23/09	Channel 5 about training
7/27/09	Channel 6 about ALB
7/29/09	Channel 5 about firewood
8/25/09	Channel 8 about firewood
8/27/09	Channel 6 about ALB
9/3/09	Channel 5 report on survey
9/3/09	Channel 6 report on survey

Shorts

8/4/09	Channel 6
8/11/09	Channel 8

Newspapers (print and online)

Articles

7/30/09	Bangor Daily News
7/23/09	The Free Press
7/25/09	Editorial in Kennebec Journal
7/27/09	Times Record
7/30/09	The Free Press
7/31/09	Dept. of Conservation newsletter
8/2/09	Morning Sentinel
8/3/09	Bethel Citizen
8/4/09	The Coastal Journal
8/11/09	Portland Press Herald
8/17/09	The Independent
8/19/09	Sun Journal
8/28/09	Portland Press Herald
8/31/09	Portland Daily Sun
9/4/09	Bangor Daily News
9/30/09	Daily Bulldog

Brief Articles

7/19/09	Bangor Daily News
8/11/09	Portland Press Herald
9/24/09	Kennebec Journal

Internet News

Articles

7/4/09	The Valley Voice.org
8/6/09	AmericanTown.com
8/18/09	Maine Government News

Brief Articles

8/4/09	Ino.com
	Canadian Business Online

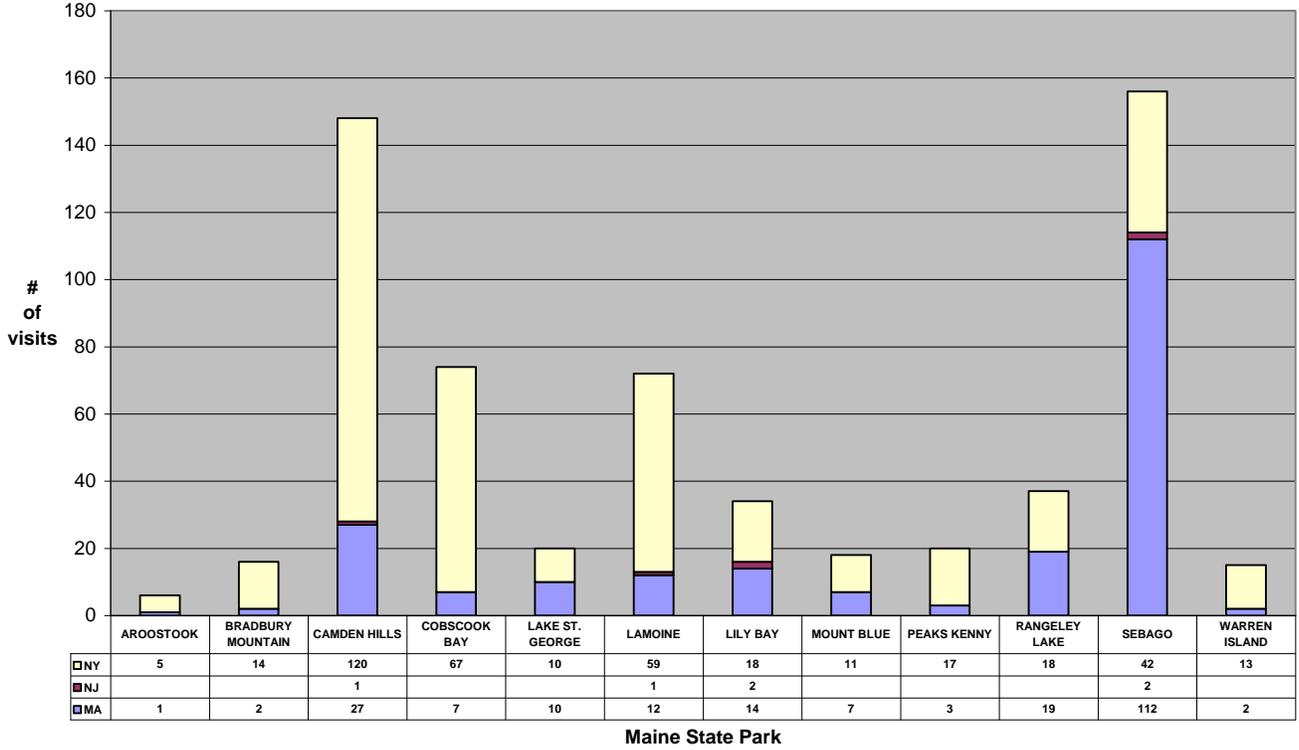
Business Week.com
Forbes.com
Foster.com
MSM Money.com
CNBC
Yahoo Finance
Boston.com

Radio

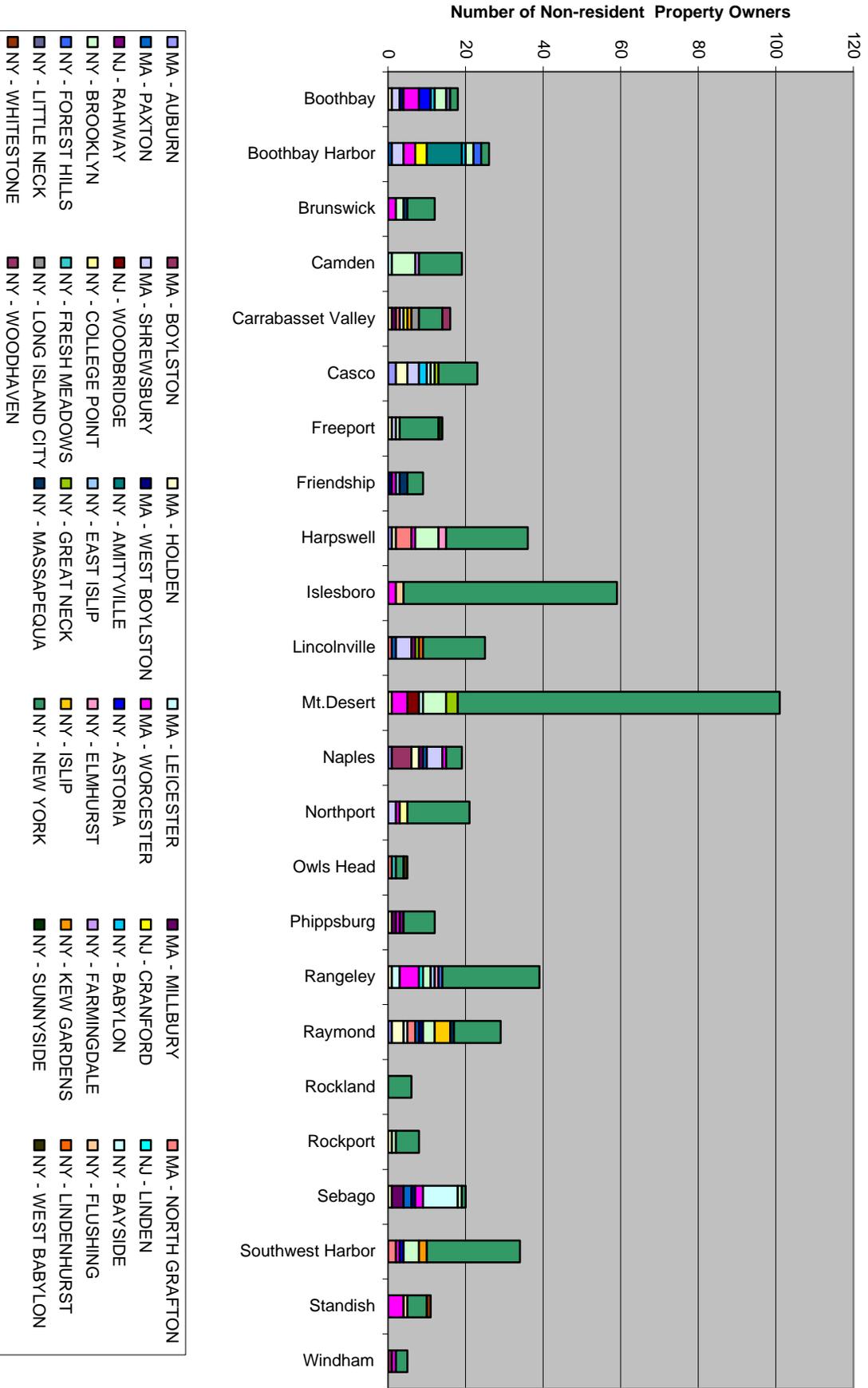
8/4/09	WBZ 38 (Massachusetts)
8/14/09	MPBN Radio (Maine)

Fig. 9: Results of Project II – Zipcode Survey

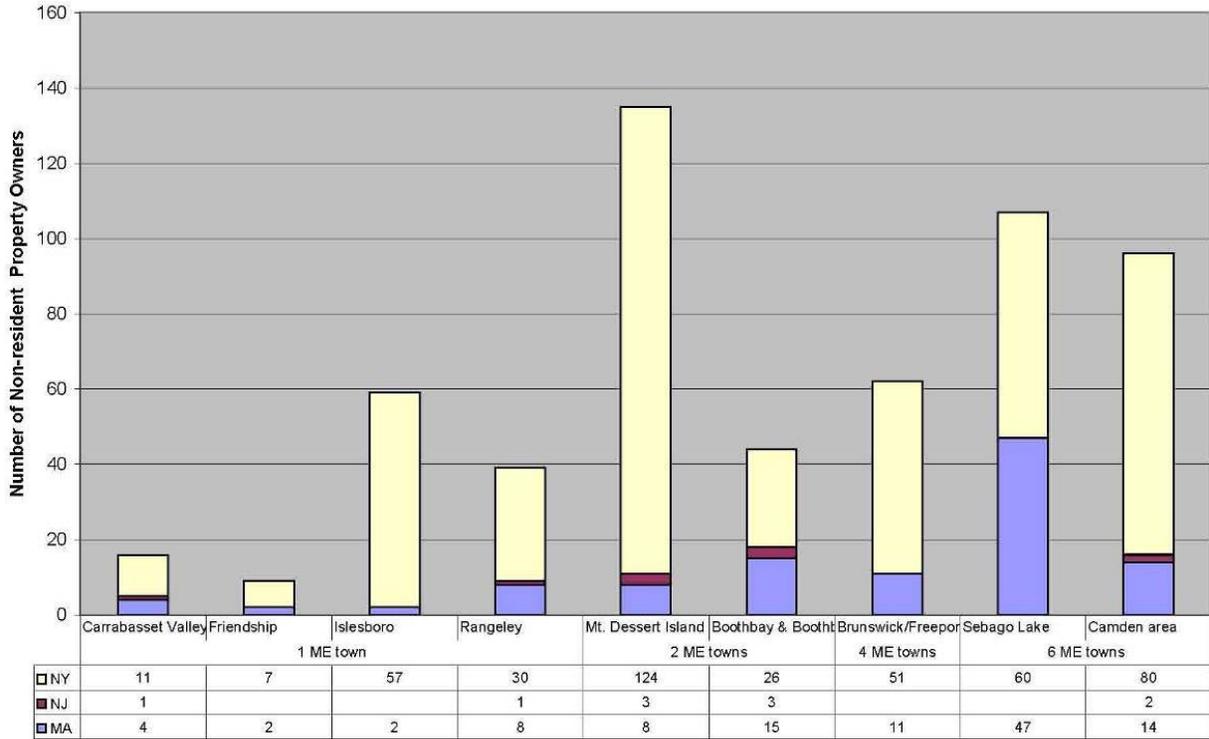
Maine state park choice by nonresident campers, from various states/towns with known infestations of Asian Longhorned Beetle (ALB), 2002 - 2006



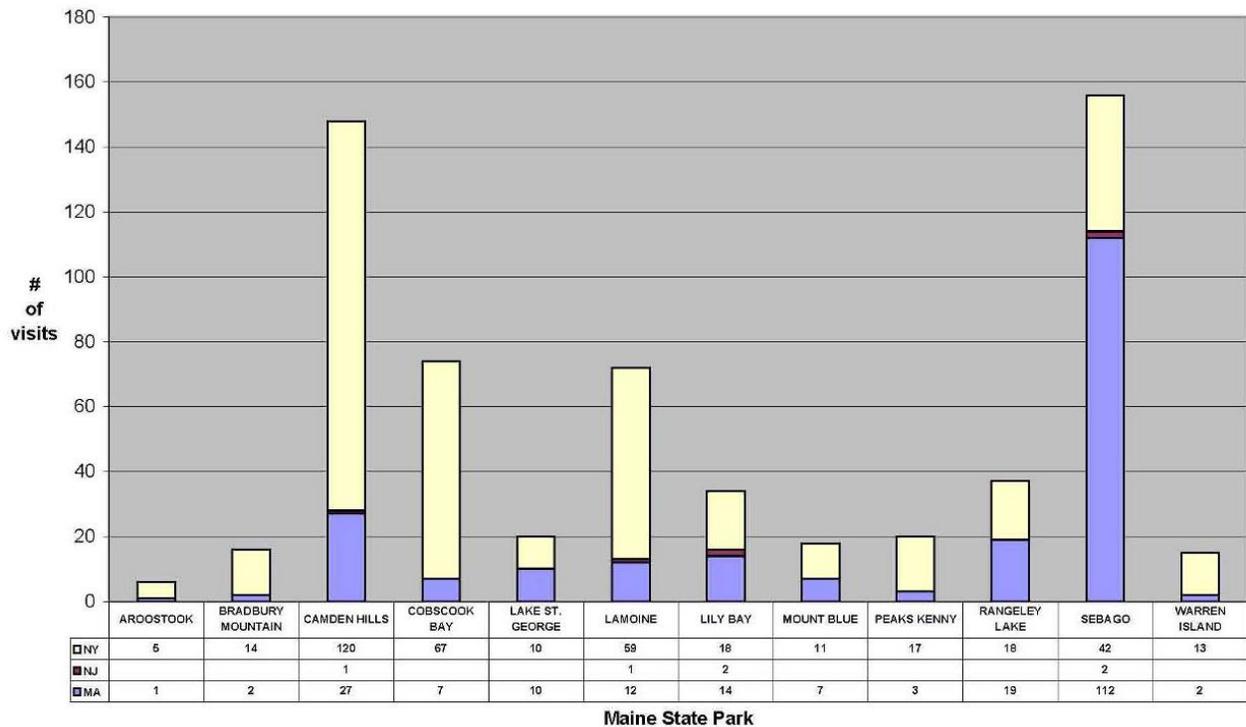
Number of Maine Property Owners From ALB Quarantine Areas in Selected Maine Towns



Number of Maine Property Owners From ALB Quarantine Areas in Selected Areas of Maine

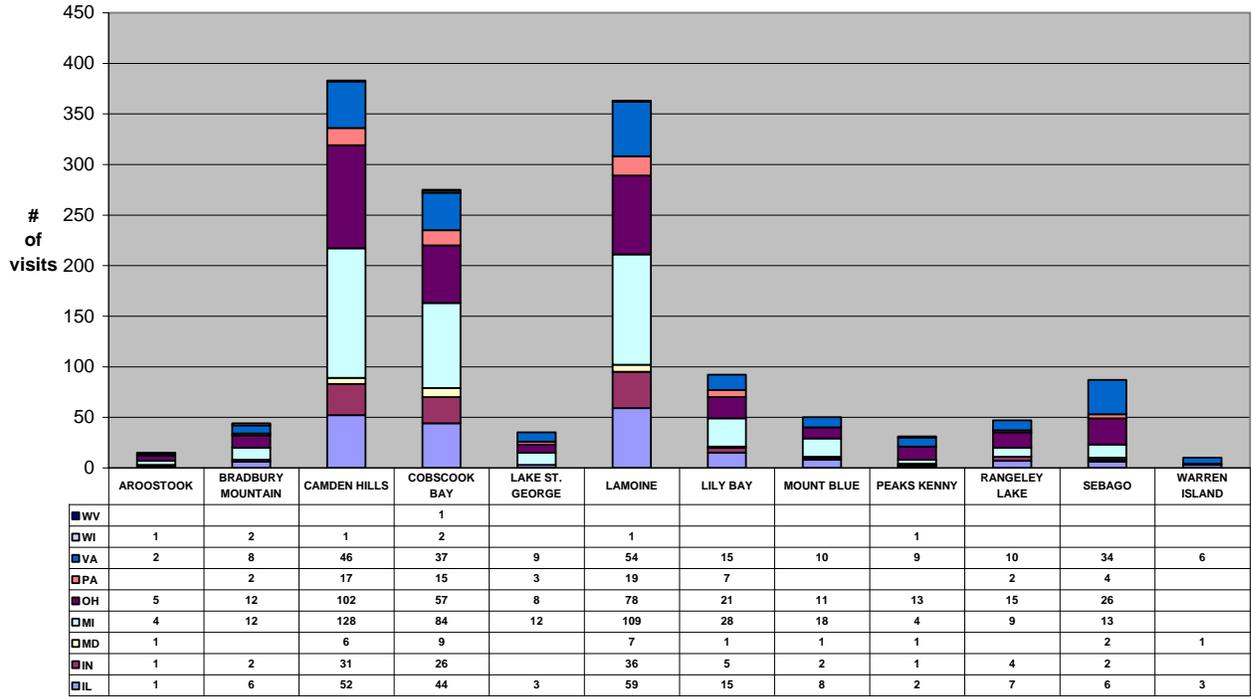


Maine state park choice by nonresident campers, from various states/towns with known infestations of Asian Longhorned Beetle (ALB), 2002 - 2006



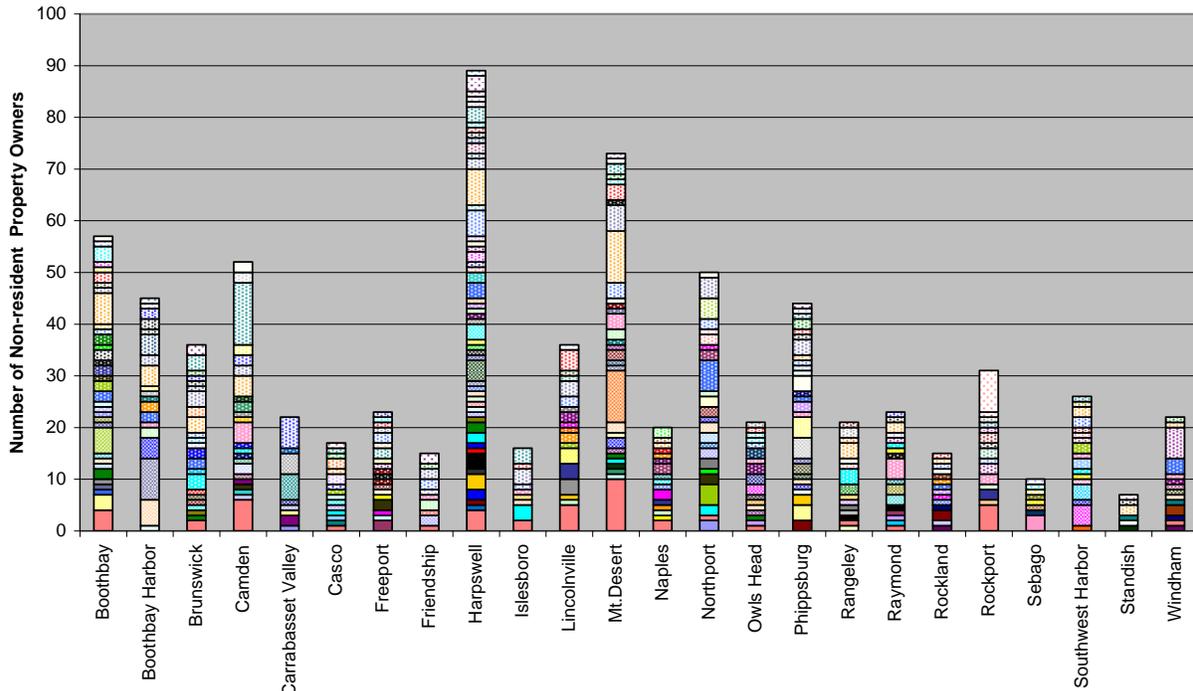
Maine State Park

Maine state park choice by nonresident campers, from various states/towns with known infestations of Emerald Ash Borer (EAB), 2002 - 2006



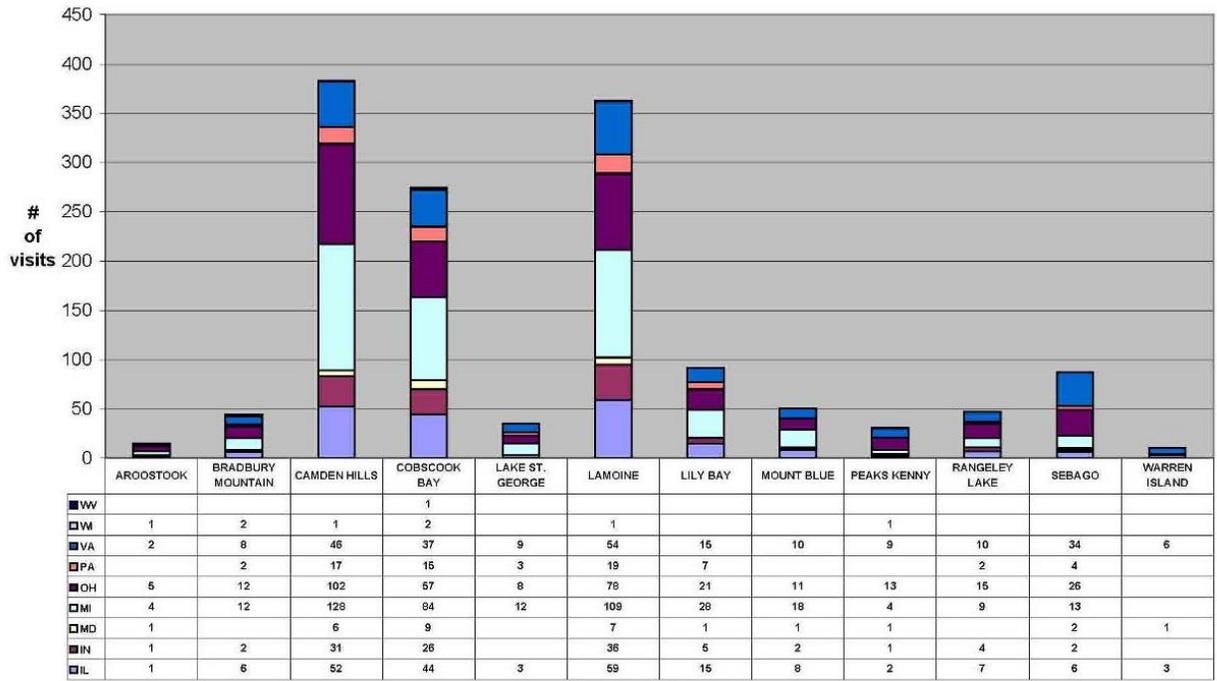
Maine State Park

Number of Maine Property Owners From EAB Quarantine Areas in Selected Maine Towns



Maine Town

Maine state park choice by nonresident campers, from various states/towns with known infestations of Emerald Ash Borer (EAB), 2002 - 2006



Maine State Park

Number of Maine Property Owners From EAB Quarantine Areas in Selected Areas of Maine

