FOREST ACTION PLANS:
COMMUNICATING THE IMPORTANCE OF 10-YEAR REVISIONS

Whitney Forman-Cook
Communications Director
National Association of State Foresters
MEMBERS, ONE VOICE

State foresters manage and protect state and private forests, which encompass nearly two-thirds of the nation's forests. Nationwide, over 26,500 state forestry agency employees work year-round to keep our forests healthy and productive.
State Forest Action Plans offer a practical and comprehensive roadmap for investing federal, state, local, and private resources where they can be most effective in achieving three national conservation goals:

1. Conserve and manage working forest landscapes
2. Protect forests from threats
3. Enhance public benefits from trees and forests
Comprehensive revisions of state Forest Action Plans are required at least every 10 years.

To date, the majority of states have only made minor revisions to their plans, so nearly all will be required to conduct revisions by 2020.*

In this webinar:

1. Strategic messaging on Forest Action Plans and maximizing reach on social media
2. Resources for data, personalized messaging
3. Examples of promotion and outreach
STRATEGIC MESSAGING

Forests are critical to public health and well-being.

Forests are under threat and need protection.

Forest Action Plans are the solution.

States use Forest Action Plans like roadmaps to attack the forest pests and disease that threaten our trees.

Forest Action Plans don't leave anyone out. They are developed with input from local residents, tree experts, outdoor enthusiasts, and wildlife advocates.

Best of all, these plans are focused on boosting efficiencies, so every dime and minute spent on meeting their objectives count.

Get involved. Help protect, conserve, and enhance the forests we all rely on by participating in the 10-year revision process.
OUR ULTIMATE GOALS:

Increase awareness
Inspire trust
BOOST REACH ON SOCIAL MEDIA

CREATE
Use messages interchangeably with photos, links

SHARE
Modify content, timing of posts to extend reach

CONNECT
Tag NASF, local news, and partners, and always use hashtags
Pair a strategic message or two with a photo and a link (or URL) to more information.

- Communicates "the why" in "why is this important?"
- Catches the eye; stops the scrolling
- Makes it easy to engage; engenders trust
Repost revised content at different times of day on a regular schedule.

- Saturates your market with consistent messaging
- Eliminates the burden of crafting new messages daily
Always use hashtags and tags.

- Alerts your partners to share and retweet your message
- Makes your posts easier to find and track
SAMPLE TWEETS

States use #ForestActionPlans like roadmaps to attack the #forest pests and disease that threaten our #trees. Learn more: LINK | #healthytreeshealthylives @stateforesters

State #ForestActionPlans are focused on boosting efficiencies, so every dime and minute spent on meeting their objectives count. Find out why your input matters via @stateforesters: LINK
#ForestActionPlans don't leave anyone out. They are developed with input from local residents, #tree experts, #outdoor enthusiasts, and #wildlife advocates.

Get involved. You can help protect, conserve, and enhance the forests we all rely on by participating in the 10-year revision process. (LINK attached to PHOTO)
FOREST ACTION PLAN
10-YEAR REVISION TOOLKIT

GO TO:
www.stateforesters.org/forest-action-plans/keeping-the-plans-current/
HELPFUL DOCUMENTS


- **UCF Resources for 10-Year Revisions.** Provides state forestry agencies with summaries of national and regional urban and community forestry (UCF) strategic plans and reports that could prove useful as they revise their own Forest Action Plans.

- **Forest Action Plan Implementation: Lessons Learned from the Northeast and Midwest.** Developed by the Northeast-Midwest State Foresters Alliance’s Forest Resource Planning Committee and USDA Forest Service’s Northeastern Area State and Private Forestry.

- **Guide for Using Social Media to Promote Forest Action Plans.** NASF teamed up with the USDA Forest Service’s Northeastern Area State and Private Forestry team and the Northeast-Midwest State Foresters Alliance to deliver tips and tricks for using social media to promote Forest Action Plan revisions.
HELPFUL DOCUMENTS

- **Guide for Generating Infographics Using Your State’s Biennial Survey Data.** Using the information state forestry agencies submitted for the 2018 NASF Biennial Survey and NASF Performance Measures, NASF has created a smart online form that allows users to display data points and statistics specific to a given state or region in appealing, social-media-ready configurations.

- **How Conservation Districts Can Engage in the Forest Action Plan Revision Process.** A webinar hosted by the National Association of Conservation Districts on how conservation districts can engage their state forestry agencies through shared programming and the Forest Action Plan revision process.

- **State Forest Action Plans and Drinking Water: Making the Connection.** A comprehensive list of resources developed by the Source Water Collaborative to help define and strengthen the connection between forests and drinking water in revised Forest Action Plans.
SOURCE WATER RESOURCES

(1) National and state drinking water contacts,
(2) Data and communications resources, and
(3) Examples of source water considerations in SFAPs.
DATA AND INFOGRAPHIC GENERATOR

https://secureii.com/NASF/Account/InfoGraphic.aspx
STATE EXAMPLES OF OUTREACH FROM THE WEST

The 2020 Montana Forest Action Plan will address the health of all lands, all hands approach for addressing health and wildfire risk. It will consult stakeholders (that’s us, the Montana Advisory Committee) to reassess statewide health conditions.


Healthy forests are essential to the Washington way of life. That’s why Washington State Department of Natural Resources is updating its Forest Action Plan, our statewide vision for forests, and why we want to know which forest issues matter most to you. Please take & share our survey here at http://bit.ly/forestplansurvey.
STATE EXAMPLES OF OUTREACH FROM THE SOUTH

SC’s Forest Action Plan Stakeholder Meeting was held today at SCFC headquarters to discuss the opportunities and challenges of managing forests over the next 10 years. #SCForestry #NASF #CentennialChallenge #ForestProud

Texas A&M Forest Service @TXForestService · Nov 29, 2019
Texas A&M Forest is in the process of updating the Texas Forest Action Plan. The agency is seeking input regarding the challenges and opportunities to conserve, protect and enhance the forest resources of Texas. Please visit bit.ly/2OLMB1h to share comments. #txforest

Help us address the future of forest-related natural resources.

TEXAS FOREST ACTION PLAN
Open for Comments
STATE EXAMPLES OF OUTREACH FROM THE NE-MW

NYSDEC @NYSDEC · Feb 26
Stakeholders & interested members of the public are invited to today for a public mtg to discuss the NYS DEC will continue to accept comments thro

View the draft & learn how to comment: dec

Maryland DNR @MarylandDNR · Apr 28, 2019
Forest Action Plan Public Listening Sessions Scheduled in May. Six Events Held in Every Region of State.
owl.ly/Zp6V50sQu9G

Rhode Island Dept of Environmental Management · Aug 23, 2019
Have you taken the 2020 #Forest Action Plan survey yet?
It takes only a few minutes: ridem.wufoo.com/forms/z8ntm760...

This info is critical in order to develop strategies to conserve working forest landscapes, protect forests from harm, + enhance public benefits from trees/forests.
STATE EXAMPLES OF PRESS RELEASES/WEBPAGES

DEC Releases Draft New York State Forest Action Plan Available for Public Comment through App

The New York State Department of Environmental Conservation (DEC) today announced the release of a draft New York State Forest Action Plan, which is the state’s 10-year strategic plan for DEC and New York’s forests.

DEC Commissioner Basil Seggos said, “The future of our forests affects every one of us, and it’s time that all of us work together to ensure a sustainable future for our forests. This Draft Plan provides an opportunity for the public to provide input on what matters most to them, and how we can best work together to address their concerns.”

The draft Forest Action Plan identifies the need to conserve, manage and enhance forests across the state. It also highlights the importance of engaging communities in forest stewardship and provides a way to measure progress toward the plan’s goals.

DEC held a public meeting on February 26, from 1 to 3 p.m., at 625 Broadway in Albany, where the new draft plan was presented. DEC held a follow-up webinar on March 5th to answer any questions about the updated plan.

The public is encouraged to comment on the 2020 Statewide Forest Assessment & Strategy Update.

The 2020 Statewide Forest Assessment & Strategy Update is a 10-year strategic plan and assessment for the Indiana forest conservation community, our natural resource partners, land stewards and conservationists. It encompasses all of Indiana’s approximately 5 million acres of state and private forest ownerships, including public and private, rural and urban. Its purpose is to identify shared goals and priorities that enable the leveraging of scarce funding toward impactful, landscape-scale forest conservation and desired future conditions.

The Forest Action Plan provides an analysis of forest conditions and trends, identifies strategies to ensure healthy trees and forests into the future and delineates priority forest landscape areas. It offers long-term strategies to address threats to forest resources in the state, consistent with national priorities and meeting federal requirements.

The 2020 Forest Action Plan is being developed by the Indiana Division of Forestry, which is coordinating with the Indiana Forest Stewardship Advisory Council, State Technical Committee, DNR Division of Fish & Wildlife, Hoosier National Forest and other partners. The 2020 Forest Action Plan will update the 2016 Statewide Forest Assessment & Strategy.

Tentative timeline

- April-July 2019: Solicit input from partners
- August-October 2019: Compile draft
- November-December 2019: DNR internal review
- January-March: Draft release and public comment review period
- June: Indiana Forest Stewardship Advisory Council meeting
- March-May 2020: Incorporate public feedback and comment into final draft
- June 2020: Final draft release

Links

- Forest Action Plan Requirements Checklist
- Letter to Partners from Indiana State Forester Select (April 2019)
- Indiana Forest Legacy Assessment of Need - Revised
- Forest Action Plan Draft

Please check back at this webpage for continued updates and opportunities for involvement. Members of the Indiana Forest Stewardship Advisory Council and existing and new partners are welcome to submit input and comment at any time via email to ForestActionPlan@dnr.in.gov.

For more information about the Forest Action Plan or to be included in updates about this topic, please email ForestActionPlan@dnr.in.gov or call 317-232-4105.

Page updated April 1, 2020
WHAT HAPPENS ONCE THE PLANS ARE FINAL (FROM NASF'S SIDE)

- Revised plans will be linked to/uploaded to each state's webpage on NASF's website. Logistics TBD.

- National sections "Conserve, Protect, and Enhance" will be teased out from the revised plans and updated on each state webpage. Logistics TBD.

- NASF will issue a press release and a new short video on Forest Action Plans (in the works currently) + will promote states' final revised plans on social media.
FOREST ACTION PLAN

ACHIEVING LONG-TERM FOREST SUSTAINABILITY

Pennsylvania, or Penn’s Woods, provides countless benefits and services to its citizens. Pennsylvania’s 17 million acres of forest provide a vast array of values, including clean air and water, recreation opportunities, wood products, and habitats for thousands of plants and animals. Understanding the forest’s status and condition is necessary to conserve it for future generations.

Our Forest Action Plan describes current conditions and trends, identifies priority issues, delineates priority landscapes, and sets the stage for developing long-term management strategies. It evaluates the condition of Pennsylvania’s forests across all ownerships and establishes a framework for achieving long-term forest sustainability.

- Conserve
- Protect
- Enhance
THANK YOU
FOR YOUR TIME AND ATTENTION

WWW.STATEFORESTERS.ORG  |  WASHINGTON, DC