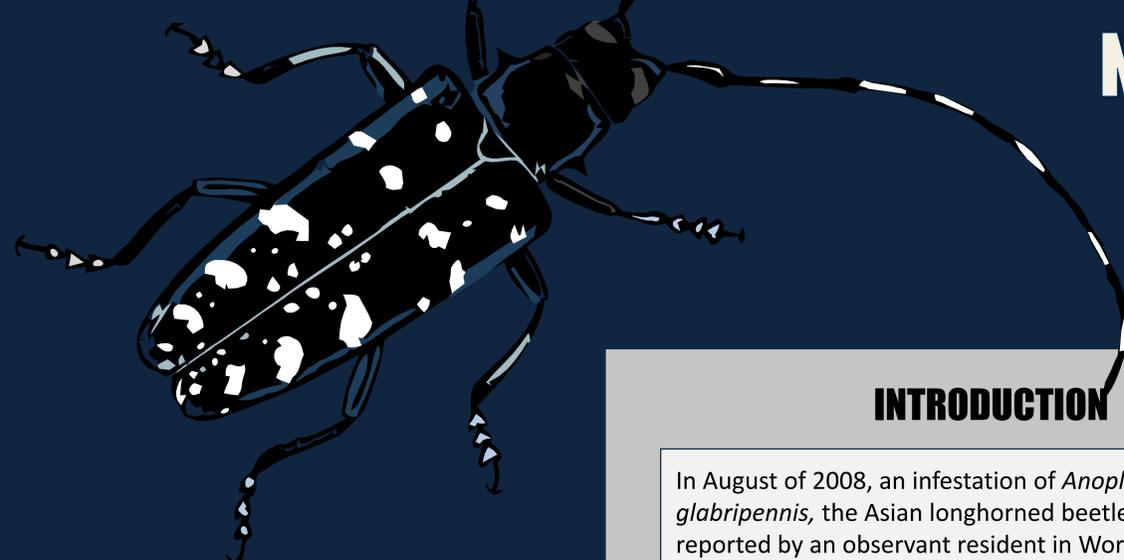


Northeast Forest Pest Outreach and Survey Project Asian Longhorned Beetle Awareness Month

USDA-APHIS, US Forest Service, Maine Department of Agriculture, Maine Forest Service, New Hampshire Department of Agriculture, New Hampshire Forest and Lands Division, Vermont Department of Agriculture, Vermont Division of Forestry, New York Department of Environmental Conservation, New York Office of Parks, Recreation and Historic Preservation, Massachusetts Department of Agriculture, Massachusetts Department of Conservation and Recreation, Connecticut Agricultural Experiment Station, Connecticut Department of Forestry, Rhode Island Division of Agriculture, Rhode Island Division of Forest Environment, New Jersey Department of Agriculture, Division of Agriculture, The Nature Conservancy



INTRODUCTION

In August of 2008, an infestation of *Anoplophora glabripennis*, the Asian longhorned beetle (ALB), was reported by an observant resident in Worcester, MA. Extensive survey has uncovered a >15 year-old outbreak that has been characterized as the largest ALB infestation outside of Asia.

Worcester lies on the edge of the maple-birch-beech forest type of the northern hardwood range and is a major 'inland port' for shipping in the Northeast. There was immediate concern that additional ALB infestations existed in the surrounding states via accidental movement of infested firewood or solid wood packing material from Worcester.

In January of 2009, the USDA Animal and Plant Health Inspection Service, the US Forest Service, State Departments of Agriculture and Forestry, and the Nature Conservancy joined together on the Northeast Forest Pest Outreach and Survey Project (NEFPOSP). The projects focused on outreach and survey based on the pathways of accidental ALB movement.

This poster summarizes the creation of a regional "Asian longhorned beetle Awareness Month" which concentrated outreach activities and targeted survey of high-risk communities.

Goals and Objectives

- To produce a comprehensive, coordinated, region-wide ALB outreach and detection program for the Northeastern States.
- Coordinate regional press events/press releases
- Governor proclamations stating August, 2009 as "Asian longhorned beetle Awareness Month" in participating states.
- Concentrate media coverage and events when the beetle is most often reported by the public.
- Conduct formal ALB street tree surveys of two high risk communities in each State.
- Educate public on the importance of ALB and how to prevent spread.

USDA APHIS, the US Forest Service, State Departments of Agriculture and Forestry and the Nature Conservancy formed the Northeast Forest Pest Outreach and Survey Project and coordinated the ALB awareness month in northeastern states.

The cooperative effort led a spike in media coverage, hundreds of events reaching tens of thousands of citizens and culminated with street tree surveys in 35 high risk communities in 9 states utilizing a large volunteer base.



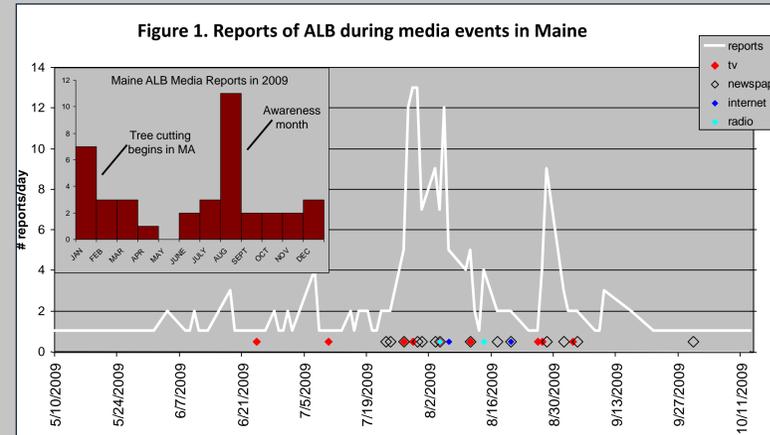
Volunteer assists with high-risk street tree survey in Burlington, VT. Photo: Burlington Free Press



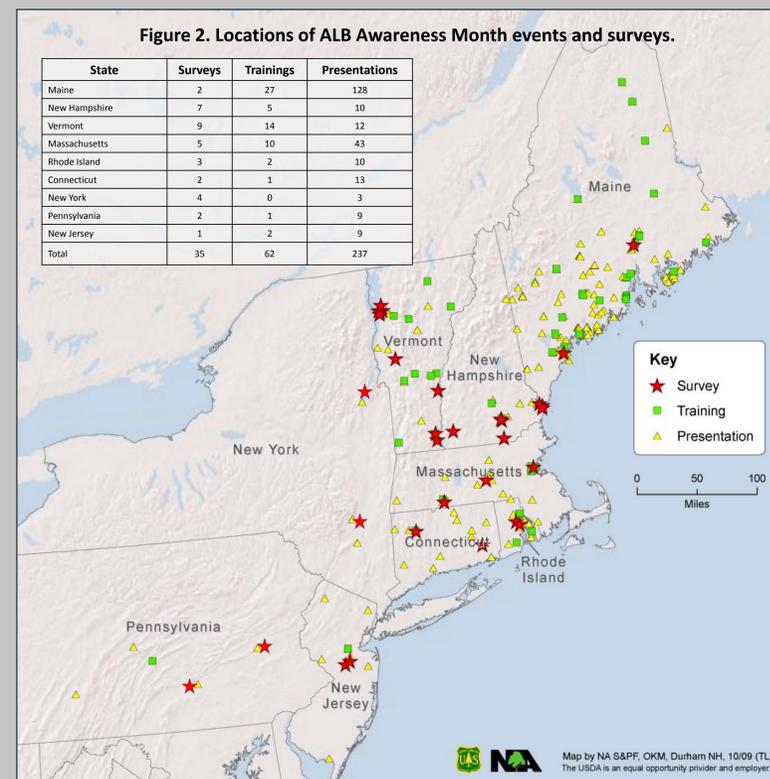
Billboard helps get the message out in the Catskill region of New York. Photo: Troy Weldy, The Nature Conservancy

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RESULTS & OBSERVATIONS



- Concentrated blitz resulted in peak regional media coverage and ALB reporting in August/September, 2009 (Figure 1).
- Approximately **300** regional trainings and presentations served tens of thousands citizens (Figure 2).
- Street tree surveys completed in **35 high-risk communities** utilizing both professionals and volunteers, no ALB detected (Figure 2).
- Intranet site created to facilitate communication and information sharing (Figure 3).
- August was declared **ALB Awareness Month** in all 9 states.



FUTURE PLANS

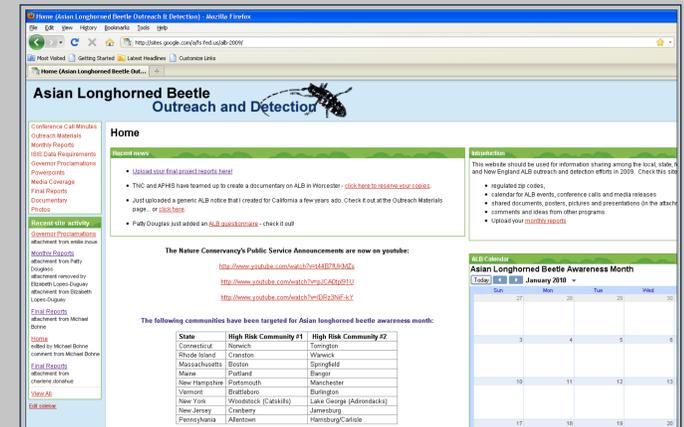


Figure 3. Screenshot of ALB Google™ intranet site.

- Target two additional high-risk communities in each state for professional and volunteer street tree surveys and outreach activities.
- Expand effort beyond the 9 participating Northeastern States.
- Continue to offer presentations and trainings throughout the Northeast.
- Expand volunteer base to facilitate 'train-the-trainer' events.
- Improve existing and develop new communication tools.
- Expand social networking presence and explore other non-traditional outreach activities.



Amanda Priestley coordinates volunteers in Vermont. Photo: Burlington Free Press

ALB surveys were front page news in Concord, NH.

ACKNOWLEDGEMENTS

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