

VIII. Communication and Education

EAB Outreach for Municipalities

Public awareness is vital to slowing the spread of EAB, therefore it is never too early to begin the education and outreach process. Education and outreach plays a key role in communicating the effects of EAB on a community's urban forest and increasing public awareness, understanding, and support for an EAB plan and program. Increasing public awareness of your community's EAB plan will also enhance the effectiveness of detection survey efforts, help to prevent adverse public reaction to control efforts, and promote compliance with regulations. Due to the importance of public awareness, communities are encouraged to take steps to educate themselves and their citizenry about EAB. This section provides a general overview of different public outreach efforts that communities can conduct for EAB education. When determining what method is best for your community consider who you target audience is; what are the most commonly asked questions by employees, public officials, and citizens; and identify the key message(s) for all EAB plan initiatives (i.e. don't move firewood, examine your trees, know state and federal regulations).

Meetings and presentations

In many cases, DATCP and/or WDNR personnel can attend local meetings, give a presentation, and answer your questions about EAB. In addition, those in charge of implementing a community's EAB plan could prepare a PowerPoint presentation on EAB and local efforts that could easily be presented to local boards and committees. No matter what method is chosen, make sure all interested parties and citizens are informed about the meeting.

Family events

Organize family friendly events that include EAB education. This could be held in conjunction with Arbor Day activities or other community events.

Displays, brochures, and cards

Set up EAB information displays and materials in a municipal office, library, or other controlled environment. DATCP and WDNR have various materials produced that can be loaned or distributed to interested citizens. Or partner with volunteers to man booths at key locations during targeted times. For example, during EAB Awareness Week set booths up at campgrounds, rest stops, and high traffic shopping areas.

Doorhangers

When EAB has been found in your community, or when EAB control activities are being conducted an area, doorhangers are a method for educating the citizens in the area.

News releases and publications

Include articles in a local municipal newsletter or the local newspaper. There are many pre-written articles available from county departments, UW-Extension, and WDNR.

Utility mailings

Work with the local utility companies/departments (i.e. water, electric) to include an informational brochure in the local utility mailings.

Websites

If your community has a website, have a page dedicated to EAB education and activities. This could be as simple as having a link to the WDNR or Wisconsin's EAB Information Source websites. Refer to [Appendix x](#) for a listing of EAB resources

EAB Planning for Homeowners¹

With the find of EAB so close to Sheboygan County in neighboring Ozaukee County, the health of ash trees within your neighborhood, woodlot, or yard could be in danger. As a homeowner you may have heard of EAB, but are left wondering how is EAB going to affect my trees and what do I do? As a homeowner you can take steps to reduce the threat and spread of EAB by following the simple guidelines below. Doing so will contribute to healthy urban and rural forests in your community, surrounding counties, and throughout the state.

- Keep ash that is infested with EAB in place – do not move it off your property.
- Keep hardwood firewood local – do not move your own from your property and if you are buying it, buy from a local or certified firewood dealer near where you will use it.
- Protect high value ash trees with products that are labeled for controlling EAB. Refer to *Section V - EAB Preparation, Detection, and Control* for information on chemical control of EAB or [Appendix x](#)
- Replace infested ash with other tree species. Refer to *Section V - EAB Preparation, Detection, and Control* or [Appendix x](#) for information on alternative species to ash.

In addition to the guidelines above, there is other information that could be helpful in understanding and controlling EAB.

Know how to identify ash trees and the signs of EAB

Ash trees can easily be confused with other species. In addition, ash trees are susceptible to many insects and diseases that can mimic the same signs of EAB. For information on how EAB, ash tree identification, and the signs and symptoms of EAB refer to *Section II – EAB* or [Appendix x](#).

Stay aware of where EAB has been found

Information on the location of EAB changes quickly. For the most recent updates, visit www.emeraldashborer.wi.gov (statewide) or <http://www.uwex.edu/ces/cty/sheboygan/> (local) or contact your county extension office.

Know the laws regarding EAB

The emerald ash borer is regulated by the Wisconsin Department of Natural Resources (DNR) through Chapter NR 40, Wis. Adm. Code and by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in Chapter ATCP 21, Wis. Adm. Code. It is illegal to move any life stages of EAB under NR 40. DATCP, however, allows certain exemptions for businesses authorized through a compliance agreement. For more information about EAB regulations, quarantines, and compliance agreements refer to *Section VI - EAB Confirmation, Authority and Responsibility* or [Appendix x](#).

Understand management options for EAB

¹ The Wisconsin Emerald Ash Borer Program, An EAB Guide For Homeowners.

Research has shown that EAB infested trees may show no symptoms until they have been infested for more than two to three years. It is generally assumed that all ash trees within 15 miles of a known infestation are infested. Three general management options are to treat trees with an insecticide, remove and replace your ash trees, and or do nothing. For more information on these subjects refer to *Section V - EAB Preparation, Detection, and Control* or [Appendix x](#).

Know the option for disposing of your infested ash wood

In order to minimize the spread of EAB it is important to keep ash infested wood at your home and use it for firewood or mulch on site. Or work with a certified arborist to properly dispose of infested material. Other options are listed in [Appendix x](#)

For a handout summarizing the items in this section refer to Appendix x.