

NATIONAL FOREST WEEK STARTER KIT

National Forest Week takes place in the third week of September. In 2015, it runs **from Sunday, September 20 through to Saturday September 26, 2015**. National Tree Day is **Wednesday September 23rd**.

This Starter Kit is designed to assist potential Event Organizers with “How to” ideas. It was compiled by [Laura Cottle](#).

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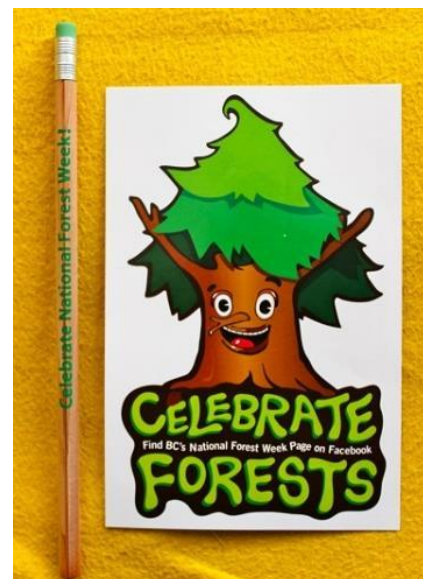
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History of National Forest Week

Established circa 1920 as Forest Fire Prevention Week, the intention was to encourage greater public awareness towards Canada's forests. National Forest Week (NFW) - renamed in 1967 - has evolved to encompass the many and varied human and environmental aspects of Canada's forest resources – past, present and future. Although special activities are promoted across Canada, National Forest Week remains first and foremost a challenge to individual Canadians to learn more about their forest heritage and support greater recognition of this valuable resource. **National Forest Week is observed annually during the last full week of September, Sunday through Saturday. National Tree Day is observed on the Wednesday of National Forest Week.**

National Forest Week BC Coalition

The NFW BC Coalition was established in 2013 with the overarching goal of showing young people in BC that they can enjoy time spent outdoors and learn more about the different uses of BC's forests, including wood products, jobs, recreation and spiritual values. The Coalition includes representatives from the Canadian Institute of Forestry (CIF) BC Sections, Association of BC Forest Professionals (ABCFP), Truck Loggers Association (TLA), FPInnovations, Ministry of Forests, Lands and Natural Resource Operations, BC Timber Sales, Federation of BC Woodlot Associations, Academic Institutions, and a number of forest products and consulting companies. Our focus is to facilitate local NFW organizers.

What do we do?

National Forest Week is our opportunity to rally the troops, wave the flag, and showcase the high level of professionalism used in managing the forest resources of BC. We seek to capitalize on our forest sector network to the fullest. The objectives of the BC NFW Coalition are:

- To develop a coordinated strategic approach to a provincial NFW program;
- To maximize the benefits of local events for the provincial forestry and forest management sectors;
- To reach as many communities, school children, and citizens as possible; and
- To develop standard communication and news releases for broad Provincial application and use by local event organizations.

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Event Organizing

National Forest Week events come in all shapes and sizes. A volunteer can simply connect with a class or community group to lead a forest hike, a presentation, a demonstration, or an event booth. Or a local team of volunteers may come together to coordinate a suite of these events for the week.

Considerations when planning an event:

- Who is your audience?
- How will you reach them?
- What resources will you need?
- How will you access and engage like-minded volunteers?

When starting to plan an event, think about how it will be promoted. It can be very helpful to look at what other events/groups/etc. are ALREADY happening in an area & try to build on those rather than invent a new happening. It is better to “piggy-back” on other events/celebrations that are already taking place. Not only do you get ‘free’ publicity, you also reach people who might not otherwise have been interested to learn about forests. For example:

- Local hiking, walking or exercise groups may like to have a walk in the forest, or a look at urban forests.
- Talk with people via local, culturally-appropriate channels (e.g. in Surrey, approach East Indian groups and Centres). Ask them what they think would work for their group.



- Many Community Centres, Cultural Centres, Senior Centres, etc. hold lecture series – try to get them to feature a forest-related lecture during National Forest Week. (e.g., Bill Bourgeois gave a lecture on Forestry History at 2 different Senior Centres).
- Link with [Scouts](#) and [Girl Guides](#). Talk to local groups and ask if they would like to have a forest presentation or a forest walk for one of their meetings – Did you know that there is a forest badge in both Girl Guides and Scouts (see [requirements](#))?!
- Ask librarians (both public and in schools) to feature forests in the library during National Forest Week. You can provide them with a National Forest Week poster and list of appropriate books (see list of resources). It may be possible to approach a local forest-related organization and ask them to buy a few forest-appropriate books to donate to the local library.
- Other places for connection
 - [Nature Centres](#)
 - [Museums](#)
 - [Country Fairs](#)
 - [Festivals](#)

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Other Considerations:

- Volunteer Assistance – think about involving students, (high school and especially post-secondary) – they are often looking for opportunities to do volunteer work so they can build up their resumes. Link to post-secondary students through school Student Services or Community Outreach Coordinators. Be very specific about how much time you require and the tasks you would like students to do. Offer students training prior to event.
- Work to your volunteer base capacity. People like to see the ‘tools of the trade’: bring along any resources you use to do your job safely.
- When engaging youth, think of how you can include new technology in their forest experience. For example, geocaching is a good way to show how GPS is used in forest management planning. Below is a link to a Tree Identification smartphone App.
- The forest industry has worked to improve safety and hazard assessment across the sector. Please include safety – both in the event itself, and in explanations of forest work – in your presentations (hikers – weather safety, fluids, footwear, clothing, First Aid; presentations – evacuation, topic safety; demonstration – Personal Protective Equipment, clothing, equipment maintenance for safe operation, First Aid; booth – no tripping hazards).



Event Promotion – how to get the word out about particular NFW events:

- Convince people who write columns in local papers to write an article that pertains to forests.
- Approach local CBC radio stations well beforehand to see if they might do a pertinent interview during National Forest Week – perhaps it could focus around a particular event or topic. Radio program producers are often useful contacts.
- Advertise upcoming events beforehand at other local/community festivals and events. For example, if there is a local festival being held in the summer, plan to have a table or display about your event.
- Use as many channels as possible to “advertise” NFW events (e.g. municipal parks & recreation websites, e-newsletters of community centres, other social media, etc.).
- Invite local MPs, MLAs and municipally-elected people to events.
- Look at alternative, “culturally-appropriate” channels to promote events. For example, in the Metro Vancouver area, there is an organization called “Green Club” for new Taiwanese & Chinese Canadians. Their events are listed on their [website](#).
- Advertise event using National Forest Week poster with event info pasted on top. Post in local public libraries and community Centres.

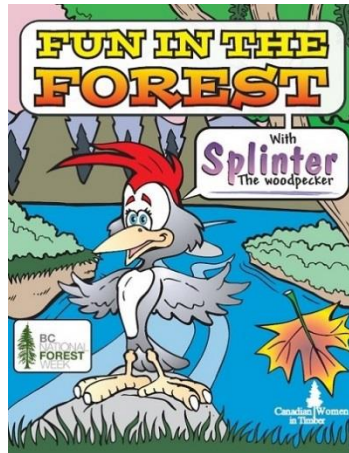
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Resources

1. [Fun in the Forest Colouring Book](#)



2. Tree ID Smartphone App

The app is aimed at children, their parents and teachers, and contains a glossary of all trees native to BC, geotagging capabilities, a list of parks and an events page.

Using the picture glossary in the app, you can learn to identify the trees in your school and garden. You can also geotag your favorite trees and make notes on them. The list of BC Parks will help you plan your next camping trip, picnic or hike. Finally, during National Forest Week (September 20-26, 2015), the Events page will be filled with fun activities taking place around the province.

The app is web-based which means it works on all platforms (iPhones, Androids, Google devices etc.). To download it, use your smartphone to navigate to <http://abcfptrees.com/appsplash/>. You will be prompted to save it to your home screen.

3. Posters & Games

- [Forest Health](#) – drawn poster that shows bark beetle, defoliator & root disease
- [Tree Eats](#) – 2 posters: “How a Tree Eats, Drinks, and Breathes” & “The Living Breathing Tree”
- [Tree Rings](#) – 2 posters: “Reading the Rings of a Tree” & “A Tree’s Life at a Glance”
- [Weird Wood Matching Cards](#) – pictures of wood-made items & matching description
- [BC Government, Forest Science Program](#) – Poster and Map Listings
- [The secret life of tree seeds](#) – compares seeds from 8 BC tree species
- [Firebugs](#) – “Fire and insects are important agents of succession.”
- [Art contest](#) hosted by the Association of BC Forest Professionals and the Truck Loggers Association.

4. Forest/Tree Books & Apps (Here are a few examples – more are available from resources lists under 4. General Resources)

- [A Special Gift](#) – by Andrea Spalding, publ. 1995. Download book from:

<http://www.for.gov.bc.ca/hfd/pubs/docs/sil/Sil472colour150.pdf> or
<http://www.cfs.nrcan.gc.ca/pubwarehouse/pdfs/4049.pdf>

- Canada's Trees (Canada Close Up series) - by Elizabeth MacLeod, publ. by Scholastic, 2011
 Good reference/information book, includes glossary, ~ages 7-11
<http://www.scholastic.ca/books/view/canada-close-up-canadas-trees>
- Picture a Tree – by Barbara Reid, publ. by Scholastic, 2012
 Winner, CBA Libris Picture Book of the Year, 2012; finalist for a number of other awards
<http://www.scholastic.ca/books/view/picture-a-tree>
- The Tree Book: For Kids and Their Grown-ups by Gina Ingoglia, publ. by Brooklyn Botanic Garden, 2008
- Tell me, Tree: All about Trees for Kids by Gail Gibons, publ. Little, Brown Books for Young Readers, 2002
- The Tree I See – Book App for ages 2-8. Check video:
<https://www.youtube.com/watch?v=e6hDHyzyYg>



5. General Resources (lesson plans, forest activity ideas, and other teacher resources)

- **Association of British Columbia Forest Professionals (ABC FP)** – listing of [Educational Resources](#)
- **Scientist in Residence Program – Vancouver School Board** – Scientists collaborate with teachers to excite, inspire and support elementary school children to discover the world through hands-on science, and to engage children in the process of science through six or more visits in classrooms



and on field trips. A product of scientist support is collection of [Lesson Plans](#) for example, [Forest Ecosystems](#)

- **Learn Forestry** <http://www.learnforestry.com/> - program was designed with school curriculum. <http://www.cofi.org/education-careers/teaching-resources/>
- **The Federation of BC Woodlot Association** has an educational package including a colouring/activity book <http://woodlot.bc.ca/education/>. Local association, of the Woodlot group, may be able to organize a Walk in the Woods in a managed forest. <http://woodlot.bc.ca/contact-associations/>
- **Canadian Women In Timber** <http://www.canadianwomenintimber.com/Welcome.html>
- **Interior Loggers Association** – has an educational forestry van which you can book as well as teaching resources <http://www.interiorlogging.org/education>
- **Canadian Forestry Association** – [Canada’s Forests Teaching Kit Series](#)
- **Preschool Express** [Forest Activities](#) (Fleetwood Preschool, Surrey, BC)
- **Forestinfo.org** of Dovetail Partners Inc., based in Oregon. Materials include [Teachers' Tools](#) (teaching units and lesson plans) and [Products](#) (posters and videos), plus animated [Forest Fast Breaks](#) – animated video clips that simplify of complex topics in forestry.
- **Project Learning Tree** - award winning international [environmental education program](#) out of Maine. It uses the forest as a "window on the world" to increase students' understanding of our complex environment. [WALK IN THE FOREST GUIDE](#) – help with planning an event for all ages.
- **Forestry Success Stories** focus on some of the innovation and peer-to-peer collaboration happening in across Canada. <http://www.cif-ifc.org/wp-content/uploads/2014/11/CIF-IFC-SuccessStoriesV9.pdf>

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Past Events



Many varied events were held across the province in 2014 (see the [list of 2014 events](#) or a [BC map](#) for events and their locations in BC). The following table includes links to a few examples of events and detailed descriptions complete with photographs.

Location	Brief Description
Kelowna	Forestry booth for public held in conjunction with another event
North Vancouver Island	Large Community happening with numerous events including booth at Regional Fall Fair, Preschool and Daycare visits by Smokey Bear, Kids Logger’s Sports Day and “Predator Awareness” presentations for Schools and Community.
Neighbourhood Community at University of BC, Vancouver	Walk and Talk in the Forest – local walking group visits big trees on the escarpment overlooking the Pacific Ocean at UBC
Mission	School field trip to Stave Dam Forest Interpretation trail
UBC Botanical Garden	Forest and Canopy walk
Campbell River	Large Community happening with many events including classroom visits and forest walks, public hikes, etc.
Faculty of Forestry, UBC	Week-long program of special events

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Further assistance

The following is a list of **Regional Contacts** who can assist you with your event. For example, they can help you get promotional items such as National Forest Week posters, pencils, stickers and colouring books.

Lower Mainland/Fraser Valley – [Amanda Brittain](#) or [Brenda Martin](#)

North Island – [Brooks Yancey](#)

South Island – [Michel Vallee](#) (Nanaimo) or [Annette van Niejenhuis](#) (Saanichton)

Terrace/Kitimat/Prince Rupert – [Greg Cowman](#)

Prince George, Williams Lake, McBride, Makenzie, Vanderhoof, Peace– [Peter Forsythe](#)

Burns Lake – [Frank Varga](#)

Okanagan – [Lisa Marak](#)

Creston Valley – [Daniel Gratton](#)

Revelstoke – [Diane Millar](#)

If your area doesn't have a representative, please contact [Amanda Brittain](#) or [Brenda Martin](#).

For further information on the BC National Forest Week Coalition or to support us as a sponsor, please contact:

- BC NFW Coalition nationalforestweekbc@gmail.com or
- Bill Bourgeois, BC NFW Coalition Executive Director wwb@telus.net



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