

# Issue: Forest Health: Forestry / Forest Product Awareness (Urban Forest, Traditional Forest)

**Work Group Names:** Eric Taylor, Gene Bobo, B. Higginbotham, Whitney, McFarland, Kelm

**Region:** EAST      Circle which primary base program it addresses -      ANR

## Section 1. Relevance

### **Where did this issue surface?**

Commodity / Industry / Special Interest Groups  
Specialist(s)

### **What is the issue/problem?**

22 million Texans use forest products (timber, recreation, water, air, soil) on a daily basis but few appreciate the value of forest industry in Texas and are implementing policy that demotes good forest management opportunities.

### **Problem size and scope? (How many people does it affect? How wide spread?)**

All Texans.

### **Problem severity? (How serious is this issue?)**      *High*

Description: Changing socio-economic values is causing industry to decline.

### **Target Audience? (Who does the problem impact and how many?)**

Forest product consumers (all Texans) especially those outside of East Texas

### **What are some general characteristics of the audience this program targets? How will you market this program to others?**

Mostly urban/non landowners and disjointed from the land and the products they provide

## Section 2. Response

### **State the goal of the program.**

Increase the appreciation of urban and traditional forest in Texas and the products /attributes they provide.

### **State the outcome objectives.**

Client Change	At the end of this program, will....
---------------	--------------------------------------

<i>Knowledge</i>	increase knowledge on.... <ul style="list-style-type: none"> <li>- What deforestation really is</li> <li>- Products (including intrinsic values) that come from forests &amp; urban forest</li> <li>- How proper forest management promotes a healthy ecosystem</li> <li>- Where wood fiber comes from Globally</li> <li>- Overseas forest management versus U.S. management and the environmental impact (air &amp; water quality)</li> </ul>
<i>Skills</i>	develop skills.... <ul style="list-style-type: none"> <li>- making wise choices when purchasing forest products - choices of forest product versus non-renewable</li> </ul>
<i>Attitude</i>	change their attitudes pertaining to... <ul style="list-style-type: none"> <li>- forest &amp; urban forest management; public policy; environmental regulation.</li> </ul>
<i>Behavior Change</i>	adopt.... <ul style="list-style-type: none"> <li>- active/strong forest industry in the state</li> </ul>
<i>New Technology</i>	adopt.... <ul style="list-style-type: none"> <li>- engineered lumber products; - tree care</li> </ul>
<i>Best Practice</i>	adopt ..... <ul style="list-style-type: none"> <li>adopt buying practices of U.S. lumber and other forest practices</li> </ul>

### Program Design

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
What "wood" we do? (things that come from trees)	county-level meetings CD-Rom, VHS video, Web (available at home improvement stores)	none	Eric Taylor - Forestry Specialist
Health Forest Ecosystem Management	county-level meetings		
How Urban Forests Improve Quality of Life	county-level meetings		
What it means to buy wood fibre overseas	county-level meetings		

Wood versus steel and other non-renewable resources	county-level meetings		
Trees are the Answer	county-level meetings		
Non-native Invasive Species/Impact	county-level meetings		
Policy Making	county-level meetings		
Healthy Forest = Clean Water & Air	county-level meetings		

### **Section 3. Results**

No evaluation examples at this time

**Economic Indicators.** Are there economic indicators that can be measured concerning this issue?

YES

Please list them below.

- Water availability (increase)
- Increased forest industry
- stumpage sales

**Interpretation.** The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

<b>Internal to Extension Stakeholders</b>	<b>External Stakeholders</b>
---	------------------------------

Forest Science Wildlife Development Texas A&M University Administration	Legislators Texas Forest Service NRCS USDA - Forest Science Texas Forest Association SFASU
--	---

**Additional Resources.** What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.