

National Forest Week 2001
Coordination Report
Canada's Forests: A Breath of Fresh Air

Submitted to
Western Newfoundland Model Forest

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National Forest Week Coordination Report

National Forest Week 2001 Coordination Report

The objective of this project was to create an awareness of the Western Newfoundland Model Forest (WNMF) by promoting National Forest Week. This was to be achieved through public activities, displays and media relations.

The goals defined by the Western Newfoundland Model Forest are as follows:

- To circulate the National Forest Week activity booklet to all the schools in District Three. This kit includes information about the activities taking place during the week.
- Radio interviews regarding the events to take place during National Forest Week, presenting the Model Forest's role.
- Distribute press releases to local papers presenting the dates of the activities to take place.
- Request that Cable Atlantic run the WNMF video during National Forest Week.
- Organize a radio contest with the local radio stations using trivia questions and prize giveaways.
- Organize a poster contest for grades K-6. Prizes would be awarded to the 1st, 2nd and 3rd place winners in two divisions K-3 and 4-6 age groups.

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National Forest Week 2001 ran from May 6-12th and featured the theme "Canada's Forests: A Breath of Fresh Air". Activities for the week included circulating information packages to all schools in District Three; promoting The Western Newfoundland Model Forest and National Forest Week through media relations; interacting with the general public via an informational display; conducting a poster contest for children grades K-6 and awarding prizes; and enhancing awareness of the Western Newfoundland Model Forest through organizing an Open House in conjunction with Natural Resources Canada, Canadian Forest Service Atlantic Division Corner Brook.

Initial Preparations

National Forest Week Webpage

A website updated by the Canadian Forestry Association contained valuable information from which ideas for activities were obtained. A digital copy of last years teachers guide was obtainable and a GIF copy of this years poster could be seen. Most of the activities that were outlined on this webpage were attempted during National Forest Week. The information that was taken off the webpage can be seen in Appendix A. This information was helpful in obtaining information about the theme and a brief history. The most information that I obtained was from the coordination report of 2000.

Distribution of School Information Packages

Informational packages were sent out to teachers in School District Three. The packages that were sent out contained the following:

- National Forest Week Activity booklet: this booklet contained information concerning national Forest Week, activities for children ages 5-17, and a poster depicting the plant hardiness zones in Canada.

- A notice to K-6 students about the poster contest being held (Appendix B)

- A letter to teachers and science department heads introducing National Forest Week and an invitation to visit the Forest Centre (Appendix C).

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Media Relations

Press Releases

Press releases (See Appendix D) introducing National Forest Week and outlining the week's events was prepared and sent out to the following media sources

- The Humber Log
- The Western Star
- CFCB Radio
- KIXX Country Radio
- CBC Radio

Trivia Contests

Local radio stations were approached with the opportunity to conduct radio contests throughout National Forest Week. All three of the local stations agreed to air the contests during their morning shows. People who called in and correctly answered a questions dealing with forests received a prize package which included

- Newfoundland Hardwoods Poster
- National Forest Week Poster
- Model Forest Landsat image poster
- Model Forest book Exploring Canada's Model Forests with Inspector McTree
- Native Trees and Shrubs of Newfoundland and Labrador
- Model Forest Pin
- Smokey the Bear Coin and Zipper pull
- Model Forest T-shirt
- Tree growing Kit
- MF and CFS Bookmarks
- CFS pen and Pencil

The questions used for this contest can be seen in Appendix E. Contests proved to be quite successful and popular on the morning shows and all provided prizes were won.

Media Interviews and Advertisements

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All radio stations were informed that interviews could be conducted with members of the staff. No radio stations requested an interview regarding National Forest Week. The advertisement for the Open House was placed in The Western Star before National Forest Week began (Appendix F)

Television Airing

The Model Forest video was played during National Forest week. Due to the short notice the video could not be aired throughout the entire week. This video gives a good background on the WNMF and how the partners work together to promote sustainable forest management.

Promotions and Public Education

Open House

From Tuesday May 8th to Thursday May 10th the Model Forest in conjunction with Natural Resources Canada, Canadian Forest Service Atlantic Division Corner Brook held an open house. Each group displayed information and provided a number of giveaways. The National Model forest display as well as the Western Newfoundland Model Forest display were used to educate any visitors who attended.

Trivia questions also accompanied the displays and the public had a chance to win three prizes which were drawn for daily. The prizes consisted of a hat, t-shirt and a childrens booklet. Both displays seemed to attract some attention but due to the location the response was minimal. Also since the Canadian Forest Service only held their open house for one day there was some confusion about the types of activities that were taking place on each day.

In future years it is advised that open houses should be held at similar times, i.e, if the Canadian Forest Service is having an open house so should the MF. In past years the local mall (Usually the Valley Mall) has been the centre for a display and this year it was not used. In future years at least one day should be booked to display information due to the increased public turnout.

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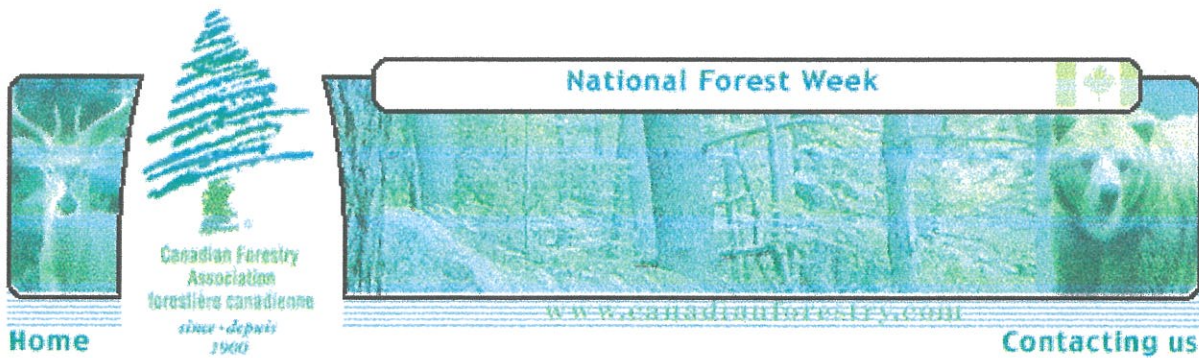
Poster Contest

A notice was sent out to all primary and elementary schools in School District Three informing teachers of a poster contest that was to take place during National Forest Week. There was no response to the poster contest before the assigned due date was reached. This may have been due to lack of prepare time by the teachers or possibly lack of interest.

Conclusions and Recommendations

- Promotion of National Forest Week 2001 seemed to be quite successful in terms of raising the public's awareness of the Western Newfoundland Model Forest. Most of the visitors to the building had never been there before but still seemed to know a little about the Model Forest and its projects. Most of the activity took place when the Canadian Forest Service also had an open house and it is recommended that this relationship be used in future years.
- Mall displays proved to be a useful tool in past years and this year it was not used. In the future at least one day should be assigned to setting up a display in one of the local malls.
- Once again the radio contests proved to be a success and all available prizes were won. It is recommended that these contests continue in the future.

Appendix A



NEWS RELEASE

National Forest Week 2001

A Breath of Fresh Air

National Forest Week has been observed in Canada for over 80 years in one form or another. It was originally called Forest Fire Prevention Week back in the 1920s and these days is always held during the first week in May starting with a Sunday. National Forest Week will be celebrated May 6 - 12, 2001 and carries the theme "Canada's Forests, A Breath of Fresh Air". The term "fresh air" denotes the vital role forests play to purify our atmosphere and at the same time relates to innovation and high ideals applied to forest management, protection and renewal in Canada today.

This special week is sponsored by the Canadian Forestry Association (CFA) and through cooperation from Provincial Forestry Associations, governments and industry and other environmentally concerned partners, Canadians are reminded of the importance of forests in their everyday lives.

Almost 80 per cent of Canadians live in an urban setting. To many, it may not be so apparent that Canada is a richly forested nation, holding about one-tenth of the world's forest cover. What is important to know is that forests have traditionally been the basis economically for our high standard of living and even though Canadians use forest products in their daily lives, they may take this for granted.

Forests play a significant role in Canadian cultural, spiritual and recreational values too. Evidence of this shows up in museums, art galleries and literature of all kinds. Indeed, the whole world looks to Canada for its wealth of forests. National Forest Week is a wonderful opportunity for Canadians to recognize and celebrate our historical and ongoing ties to the forests.

There are many fun activities that communities can take part in to observe National Forest Week. These often include wood crafts and poster or poetry contests in schools, tree planting in parks or tours of woodlot operations and forestry mills. It's a great reason to get outdoors in the spring and discover the forests all around!

The Canadian Forestry Association was established in 1900 and is Canada's oldest conservation organization. In its second century, it continues to promote protection and wise use of forest, water and wildlife resources.

OUR PROGRAMS

[Forest Capital of Canada](#) | [National Forest Week](#) | [Forest Education](#)
[Fire in our Forests](#) | [Smokey Bear Products](#) | [Naturely Speaking](#) | [the CFA Store](#)
[CFA Poster Challenge](#) | [Links to Other Sites](#)

Appendix B



Canadian Forestry
Association
forestière canadienne
since • depuis
1900

National Forest Week



www.canadianforestry.com

National Forestry Week Poster Contest

May 6th to 12th

For Grades K-6

Theme: Canada's Forests: A Breath of Fresh Air

Trees provide oxygen, protect the soil, filter water, provide food and habitat for wildlife and give humans pleasure. You can design a poster which shows the roles that trees play in everyday life or how the forest affects you.

K-3, and 4-6 will be judged and a first, second and third place winner for each category will be chosen on May 12th.

Please submit your posters to the Model Forest Office or mail to the address below. On the back of the poster we will need your name, your grade, the name of your school and the title of your poster.

Western Newfoundland Model Forest
4th Floor, Forest Centre
University Drive P.O. Box 68
Corner Brook, NF
A2H 6C3

Appendix C



WESTERN NEWFOUNDLAND MODEL FOREST
4th FLOOR, FOREST CENTRE
P.O. BOX 68, UNIVERSITY DRIVE
CORNER BROOK, NEWFOUNDLAND
A2H 6C3
Telephone: (709) 637-7300
Facsimile: (709) 634-0255
<http://www.wnmf.com>

Date: May 2nd, 2001

To: Science Department Heads / Teachers

From: Kimberly Childs, National Forest Week Coordinator,
Western Newfoundland Model Forest

National Forest Week is at hand! The management and maintenance of Canada's forests is an integral environmental issue with which Canadians of all ages should become educated. In order to increase awareness of the nature and management of our forests The Canadian Forestry Association promotes **National Forest Week** as a means for Canadians to learn more about issues affecting forests.

National Forest Week 2001 runs from May 6-12 and the theme for this year is; "Canada's Forests: A Breath of Fresh Air". As a partner in environmental education, the **Western Newfoundland Model Forest** in partnership with the **Canadian Forest Service** will be providing all schools in District Three with information packages which are designed to foster interest and discussion on a range of forest related topics. This years package will include 6 National Forest Week activity booklets (5 English and 1 French) containing various student orientated projects, as well as 4 copies of Exploring Canada's Model Forests with Inspector McTree (which should be distributed to grades K-3).

In addition, the Model Forest and the Canadian Forest Service will be hosting an **open house** on May 8th at 1:00 - 4:00 and May 9 - 10th from 10:00 - 4:00 at the Forest Centre Building, Sir Wilfred Grenfell College, University Drive Corner Brook. For further information regarding the events that will be taking place during the week please contact me at 637-7306.

Thank you for your time.

Sincerely

Kimberly Childs

Appendix D

National Forest Week 2001
A Breath of Fresh Air
May 6 to 12

Canada's Forests ... A Breath of Fresh Air. This is the timely theme for this year's National Forest Week (NFW) to be celebrated May 6-12. It's also the title of the Canadian Forestry Association's (CFA) 2001 teaching kit going out to 80,000 classrooms across the country. The Western Newfoundland Model Forest in partnership with Natural Resources Canada - Canadian Forest Service has also distributed the teaching kit to all schools in School District Three. These kits can be used by all grade levels as a tool to educate students about forestry and forest issues.

Use of the term "fresh air" denotes the vital role Canadian forests play in purifying the atmosphere and at the same time relates to the innovation and high ideals applied to forest management, protection and renewal of Canadian forests today.

Sponsored by the century-old CFA - Canada's oldest conservation organization - in cooperation with provincial forestry associations, the Canadian Model Forest Network, governments, industry and other partners, Canadians are reminded of the importance of forests in their everyday lives.

In this day and age, with almost 80 per cent of Canadians living in an urban setting, many may forget that Canada remains a richly forested nation, holding about one-tenth of the world's forest cover: What is important to know is that forests have traditionally been the economic basis for our high standard of living and continue to play a major role in Canadian cultural, spiritual and recreational values.

Locally, grades K-6 will have the opportunity to enter a poster contest being held by the Model Forest. As well, the Model Forest will host an open house from May 8th, 1:00 p.m. - 4:00 p.m. and May 9th - 10th from 10:00 a.m. - 4:00 p.m. at the Forestry Centre, University Drive Corner Brook. The Canadian Forest Service, which is housed on the 2nd, 3rd and 4th floors of the Forestry Centre, will also host an open house on Wednesday, May 9th from 10:00 a.m. to 4:00 p.m. All members of the general public are invited to attend. There will be a number of prizes and giveaways including the new Model Forest satellite image posters.

It's a great reason to get outdoors in the spring and discover the forests all around!

Appendix E

1. Canada is home to what percentage of the worlds forests?

- a) 2%
- b) 10%
- c) 35%

Answer: b)10%

2. Name two of the predominant insect pests in Canada's forests

Answer: Spruce budworm, hemlock looper, forest tent caterpillar, pine beetle, gypsy moth

3. What is eco-tourism, and give an example of it?

Answer: A type of tourism that focuses on nature related experiences (eg. Whale watching)

4. What does CFC stand for?

Answer: Chloroflorocarbons

5. Which of these species are non native to Newfoundland?

Pine marten, caribou, shrew, mink

Answer: shrew and mink are non native

6. How many kilograms of paper does the average american use annually?

- a) 36 kg
- b) 156 kg
- c) 318 kg

Answer: 318 kg

7. In one growing season, one mature tree will produce this many pounds of oxygen?

- a) 10
- b) 50
- c) 100

Answer: a) 10

8. What substance is responsible for making plants green?

Answer: Chlorophyll

9. What species is the largest spruce in the world?

- a) white spruce
- b) black spruce
- c) sitka spruce

Answer: Sitka spruce

10. How much of Canada's forest are protected from harvesting by policy?

- a) 4%
- b) 12%
- c) 25%

Answer: b) 12%

Appendix F



OPEN HOUSE

Western Newfoundland Model Forest and the Corner Brook Division of Natural Resources Canada - Canadian Forest Service - Atlantic

The Western Newfoundland Model Forest and the Corner Brook Division of Natural Resources Canada - Canadian Forest Service - Atlantic, located in the Forestry Centre, Sir Wilfred Grenfell College, University Drive, Corner Brook will be hosting an open house to celebrate National Forest Week. All members of the general public are invited to attend on the following dates:

Western Newfoundland Model Forest:

May 8th from 1:00 p.m. - 4:00 p.m.

May 9th & 10th from 10:00 a.m. to 4:00 p.m.

Canadian Forest Service:

Wednesday, May 9th from 10:00 a.m. - 4:00 p.m.

There will be a number of prizes and giveaways including the new Model Forest satellite image posters! Displays will be located on the main floor. As well, the public is invited to visit the offices and laboratories of the Canadian Forest Service on the 2nd, 3rd and 4th floors of the Centre.

Canada