

**Communicating Forest Health
Monitoring Successes
Focus Group Resolutions**

- 1. Forest Health Monitoring regional and state coordinators should identify and communicate successes to the FHM National Program Manager on a monthly basis to be included in the monthly report.**

- 2. Reformat and update the FHM web site to better demonstrate accomplishments and direct the public to significant projects and programs (updates currently at bottom of page), such as:**
 - a. National Insect and Disease Risk Map**
 - b. Aerial detection survey results**
 - c. Evaluation Monitoring results**
 - d. Forest Health Highlights**
 - e. Links to the new FHTET public viewer**
 - f. Current news**
 - g. Related links**
 - h. Update the Forest Health logo (trees do not grow in the ocean)**

Note: Either update or remove the Forest Health Strategic Plan (2003-2007)

- 3. The FHM Management Team should develop social networking strategy to include reporting evaluation monitoring results, forest health updates and accomplishments to popular sites like Facebook, Twitter and Youtube.**
 - a. Create “ForestHealth” Twitter and Facebook profile**
 - b. Create Youtube channel to host narrated PowerPoints, posters, “field videos”**
 - c. Consider supporting a forest health podcast series, i.e. training series, research reports**
 - d. Strategy should include feedback loop with communications staff, states, cooperators and partners**

- e. Links to other agency/state sites.**

- 4. FHM MT work with Conservation Education staff to develop forest health monitoring tool kit to be incorporated into educational programs, including posters, games, “kids plot”**

- 5. The FHM Management Team should encourage forest health monitoring state and university cooperators to build their own forest health social networking presence.**