

2024 National Forest Week-BC Coalition Accomplishments Report

By Bill Bourgeois, executive director, NFW-BC Coalition

Coalition Strategy

In 2024, the National Forest Week (NFW)-BC Coalition continued to focus on delivering its mission priority activities: engagement, education, and partnership.

In addition, the fundamental principle of identifying lessons learned and adapting to improve the products and services delivered through the feed back during the program were applied.

Coalition Niche and Audience

In developing the 2024 strategic action plan to guide actions, the coalition considered other programs throughout the province providing student field trips or classroom lessons relative to forestry. Most of these programs are delivered by non-government organizations and municipal governments, and commonly focus on the ecological aspect of forests. Also, they charge for the service delivered by volunteers and/or staff. Exceptions include those provided by forest companies and the provincial government.



The coalition focused on actions that would produce a program that is dynamic. In achieving these objectives, a marketing strategy positioned the program within a niche that covers services related to the full scope of forest stewardship, forest environment, and integration of forest values. These program services were free to teachers, separating the coalition from others offered. The program was delivered year-round with a greater level of influence on public and teacher awareness leading up to and during NFW in September.

The primary audiences continued to be teachers, students, and parents, with a delivery approach that provided services to teachers in educating students according to the provincial curriculum. Adult awareness was provided beyond parents and teachers by supporting organizers of community public events that bring awareness of forests and forestry.



2024 Program Results

The 2024 marketing strategy focused on utilizing social media and online ads to drive traffic to the BC NFW [website](#) and specific content on the site such as the tree posters.

In advance of NFW, we created an ongoing series of posts on Facebook counting down the weeks to NFW and highlight a 'tree of the week' and linking to that specific tree poster on the website. Paid ads were also created and posted on Facebook, Instagram, and TikTok.

Results:

- Both Instagram and TikTok campaigns achieved high reach and impressions, driving substantial traffic with over 227,000 impressions on Instagram and 332,000 on TikTok;
- The 18-24 and 25-34 age groups were the most engaged across both platforms, indicating a strong connection with younger demographics;
- TikTok showed near-equal engagement from males (51%) and females (48%), while Instagram had a higher proportion of female engagement at 72%;
- the campaigns successfully converted engagement into action, with TikTok generating 2,537 link clicks and Instagram driving 1,980 landing page views;
- 76% increase in web page views;
- strong engagement when combined with advertising in the BC teacher newsletter, specifically five to 10 visits/day in 2023 to the website increased to 50-100 during the campaign.

The coalition program expanded available lesson kits for loan by teachers to a total of seven available, to be delivered by a teacher and/or a volunteer forest professional:

- a tree-cone-seed matching teacher kit (new) – for lessons about the different cones and seeds of BC trees;
- display panels on wildfire adaptation basics lesson plan (new) – for a Grades 8-12 lesson on the basics of wildfires;
- BC wood products kit for a Grades 7-12 lesson plan with panels and samples of a wide range of products from BC trees;
- a teacher resource kit – for Grade K-7 basic lesson on BC trees, their characteristics, and major products;
- a graphic panel on the topic of 'How forests make us better' directed toward Grades K-7;
- a set of 28 wood samples of BC trees for Grades K-12; and
- a set of 35 wood samples of Canadian trees for Grades K-12.



In addition, the website provides teachers with a catalogue of free handout materials that can be [requested](#) and a list of teaching materials from other organizations for students to learn about the forest and forestry.

In 2024, there were 26 events involving 2,111 students and 2 public events involving 463 adults for a total of 2,574 participants. The coalition maintained interacting with more than 2,000 students from all regions of the province.



The Township of Langley invited the coalition to participate in its Forest Fest event to promote BC forests during NFW. The offer was accepted and 600 people visited the NFW-BC displays. Of those, 200 were students, who were excited with the handouts and the seedlings provided by PRT nurseries.

Many of these events were organized and lead by volunteers in all regions of the province. Without their commitment, the field trips, classroom lessons and public

events would not be possible. The coalition is greatly thankful for this cornerstone commitment of the program.

It is interesting to note that over the years the coalition materials have been requested from non-traditional sources. In 2024, the BC Wildfire Service asked to utilize the BC Tree posters in its 2025 training program. It is encouraging that the coalition services go beyond the core activities of the program.



In 2024, the 36 coalition [sponsors](#) and three in-kind contributors continued to be a cornerstone of forest

education and celebration of BC forests. This is very much appreciated. The coalition is always looking for new sponsors to provide support in purchasing and development of materials and services.

The coalition is thankful for the long-term commitment by the existing sponsors (27 with more than 10 years of financial support, five with five to nine years support, four with recent support, and three continuing to provide in-kind assistance). They are recognized in the appendix of this report and on the coalition's website. This long-term support by sponsors suggests they are a valuable contribution to forest education and emphasized by such examples of teacher responses such as the following:



Nusdeh Yoh Elementary, Prince George teacher: “Your [*Coalition* volunteer] genuine excitement for the subject matter and your patience and easy-going manner with the kids really made the trip a great success! Our kids aren't the easiest bunch to engage, and you had them hooked! We were at Shane Lake the other day and they were (correctly!) IDing conifers and really taking in the biodiversity around them. We'd love to have you join us again if you're available.”

CIF-Cariboo Section-Walk in the Woods, Prince George: A notice is sent to all teachers and Principals in school district 57 during the summer and the schedule is finalized in mid September. Those teachers that cannot be accommodated will be placed on a waitlist and be given preference the following year. All the teachers gave very positive feedback about the guides, group sizes and the trail.

Cawston primary, Cawston teacher: “I am just writing to let you know that we have wrapped up our forestry study this week. It was the first time me and the other Grade 2 teacher have taught a unit like this. Thanks to your support we both found it very successful and a lot of fun. In fact, the field trip we took to Ashnola River to learn about forests is one of the best field trips we have ever done in our 25-plus year careers. We plan to make it an annual event.”

Unity Christian, Chilliwack: “I was given your contact information from my colleague. I teach Grade 4 at Unity Christian and I have heard fantastic things about the forestry field trip that you offer. I would love to know your availability/some more information/details about this field trip!”

Capilano elementary, North Vancouver: “The resources were used in lessons, prompting questions, investigation, and thinking skills from the students. They also developed their observational and research skills from the material. One student used the slides on the yellow cedar for their personal research project. Students gained a greater understanding of the local trees and plants from the resources.”

Evergreen Independent, Vancouver Island: “Thank you so much for the support you have given for the forestry program at our school. I need to let you know how especially pleased I am with the teacher’s resource kit. I teach forestry/horticulture to all the children at the school on a weekly basis and the resources in the teacher's kit get used every week.”



Nelson Forestry Days

2025 Strategic Action Plan

In developing the 2025 action plan, the following items will be considered by the coalition executive committee under the commitment of continuous improvement and maintaining a progressive and dynamic program:

- continuing with the niche focus developed through the mission statement that contains components of engagement, education, and partnerships;
- expanding the emphasis on Grade K-7 students and including more educational materials for Grade 8-12 students relative to current forest, forestry and integrated forest management topics;
- continuing to provide handout materials for students;
- encouraging more volunteers to become involved;
- continuing to maintain a program that encourages long-term sponsors to provide support;
- continuing to expand the use of social media to make teachers aware of the program and opportunities; and
- maintaining the key partnerships with the Canadian Institute of Forestry and the Forest Professionals of BC.



Appendix – 2024 NATIONAL FOREST WEEK-BC COALITION SPONSORS

Long-term support sponsorships – **Super Legacy** (10 or more years) and **Legacy** (5-9 years) are identified.

Platinum (\$2,000+)

- Canadian Forest Products Ltd. (*Super Legacy*)
- Drax Canada
- Forestry Innovation Investments (*Super Legacy*)
- ForesTrust of FPBC (*Legacy*)
- Ministry of Forests (*Super Legacy*)
- Ministry of Water, Lands & Resource Stewardship
- Tolko Industries Ltd. (*Super Legacy*)
- Truck Loggers Association (*Super Legacy*)
- Western Canada SFI Implementation Committee (*Super Legacy*)
- Western Forest Products (*Super Legacy*)

Gold (\$1,000-1,999)

- BC Timber Sales (*Super Legacy*)
- Coastland Wood Industries (*Super Legacy*)
- Fortis BC Energy
- Interior Lumber Manufacturers Association (*Super Legacy*)
- Kruger (*Legacy*)
- Mosaic Forest Management (*Super Legacy*)
- UBC Forestry (*Super Legacy*)
- West Fraser Mills (*Super Legacy*)

Silver (\$500-999)

- A&A Trading (*Super Legacy*)
- Arbutus Grove Nursery (*Super Legacy*)
- DWB Consulting Services (*Super Legacy*)
- Conair (*Super Legacy*)
- Forsite Consultants (*Super Legacy*)
- Gorman Group (*Super Legacy*)
- Industrial Forestry Service (*Legacy*)
- IRL Supplies (*Legacy*)
- Manulife Investment Management (*Super Legacy*)
- City of Mission - tree farm (*Super Legacy*)
- Private Forest Landowners Association (*Legacy*)



- Southern Interior Silviculture Committee (*Super Legacy*)
- University of Northern BC Forestry Program (*Super Legacy*)

Bronze (\$100-499)

- Coastal Silviculture Committee (*Super Legacy*)
- Princeton Wood Preservers (*Legacy*)
- Selkirk College-Forestry Program (*Super Legacy*)
- Sylvan Vale Nursery (*Super Legacy*)
- Yellow Point Propagation

In-kind

- Forest Professionals BC – marketing and communications support (*Super Legacy*)
- Federation of BC Woodlot Associations – coloring books (*Legacy*)
- Yellow Point Propagation – wood samples for teacher kits (*Legacy*)