



Public and Expert Understandings of MPB Preliminary Findings

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Social Complexity of Managing MPB

- Communities differ in social, cultural, and economic characteristics
- Diverse attitudes, perspectives, and preferences
- Impacts & risks change over time with the cycle of the disturbance
- Agency perspectives about impacts & management strategies may differ from the public's





Presentation outline

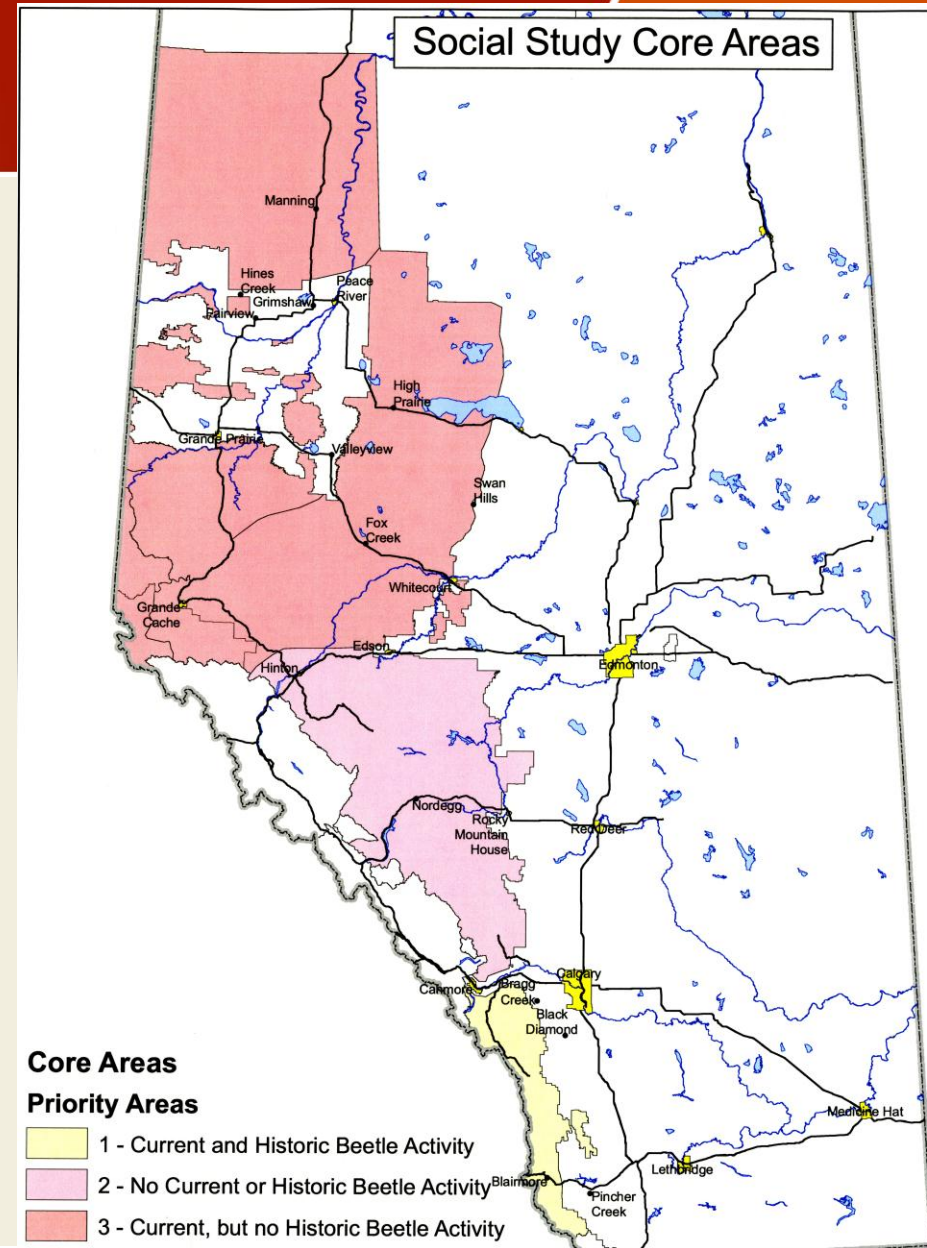
- MPB in the news
- Public awareness
- Public perceptions of MPB and its impacts
- Public acceptance of management options
- Public trust in government & industry
- Compare land managers and the public





What did we do?

- 3 study regions
- Content analysis of newspaper articles
- Recruited residents by telephone in 2009
- Mail survey (n = 1,303)
- Invited 68 land managers
 - 43 completed an internet survey

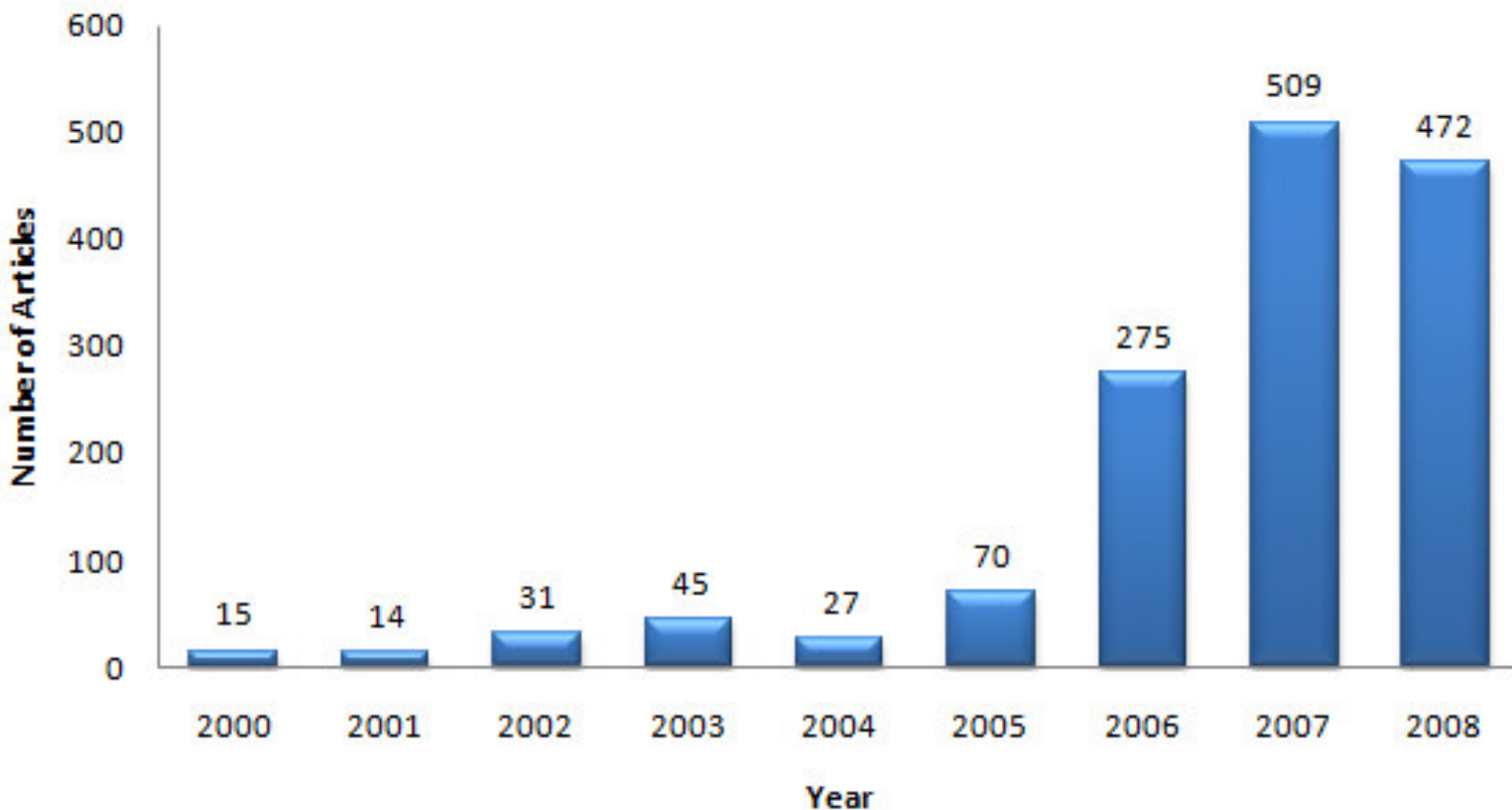




MPB in the News

MPB Newspaper Articles

Number of Articles Published Each Year



Source: Romanowski 2009



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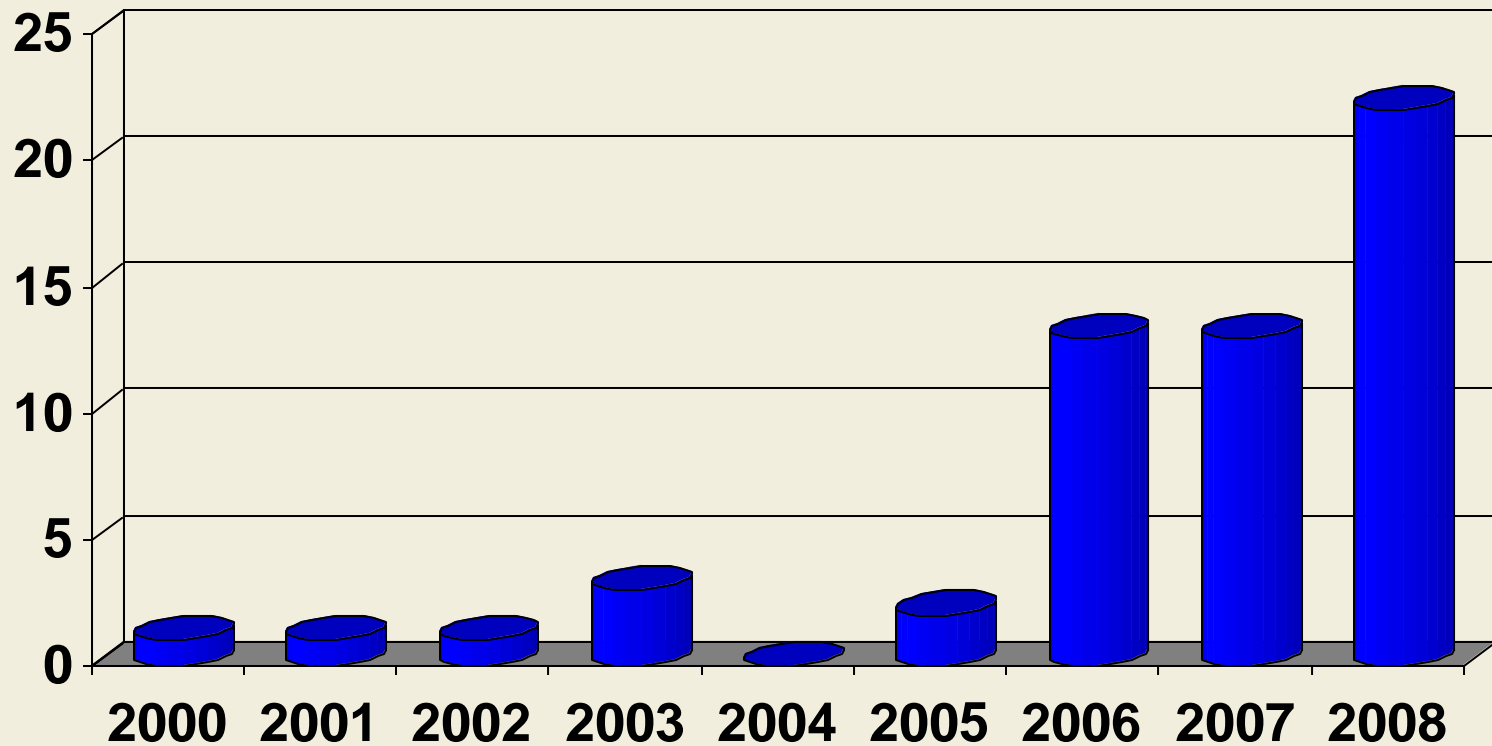
Analysis of AB Newspapers

- Identified key messages
 - Biology and ecology
 - Extent of the infestation
 - Management strategies
 - Potential impacts
- Citizen concerns
 - Management impacts on environment (water quality, wildlife), tourism and recreation
 - Timber grab
 - Uninformed, quick decisions





Number of editorials, opinions, letters to editors expressing concerns



Source: Romanowski 2009





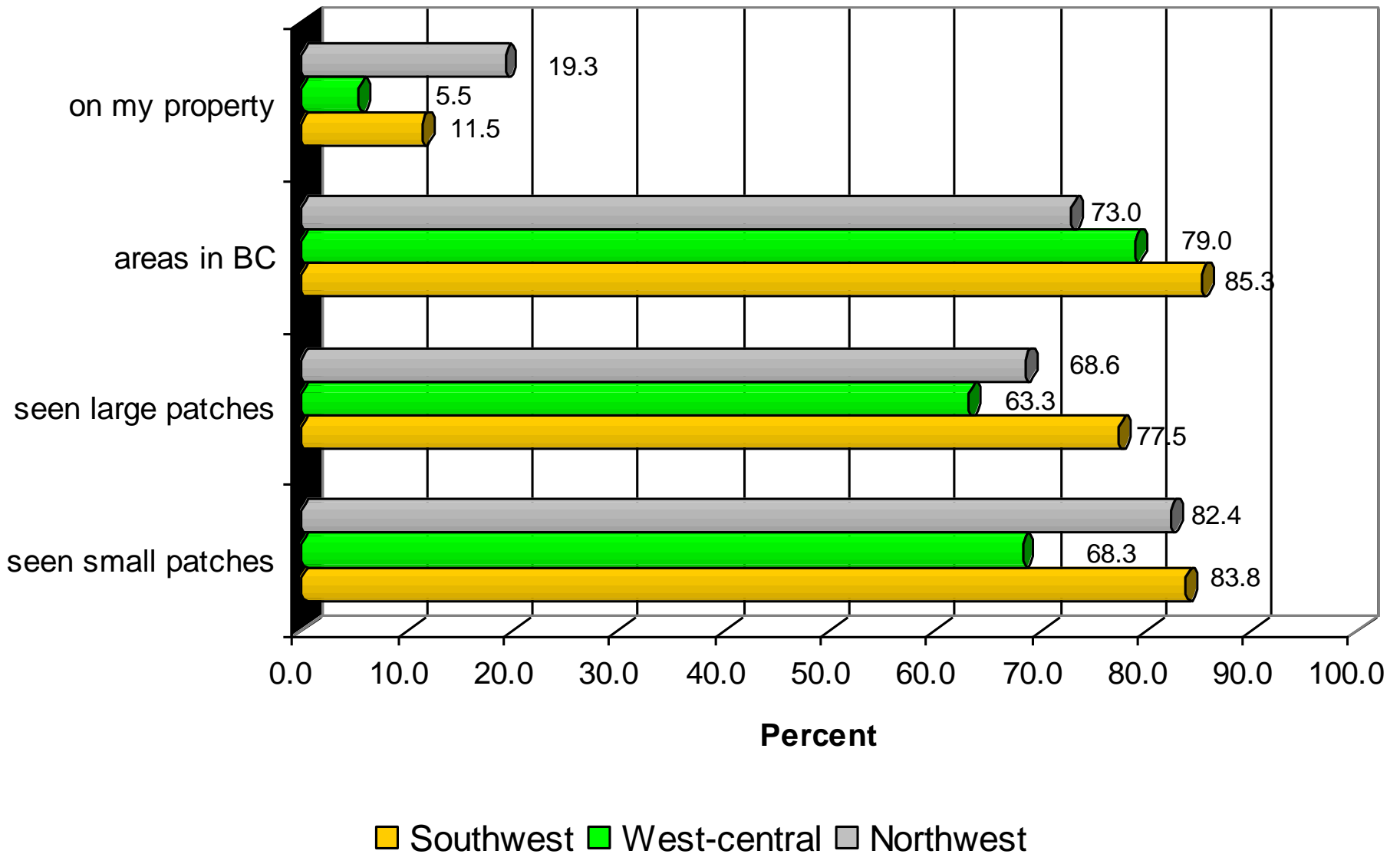
Where do residents get MPB information?

- Media (87%)
- Provincial government (54%)
- Federal government (37%)
- Forest industry (34%)
- Universities (11%)
- ENGOs (10%)





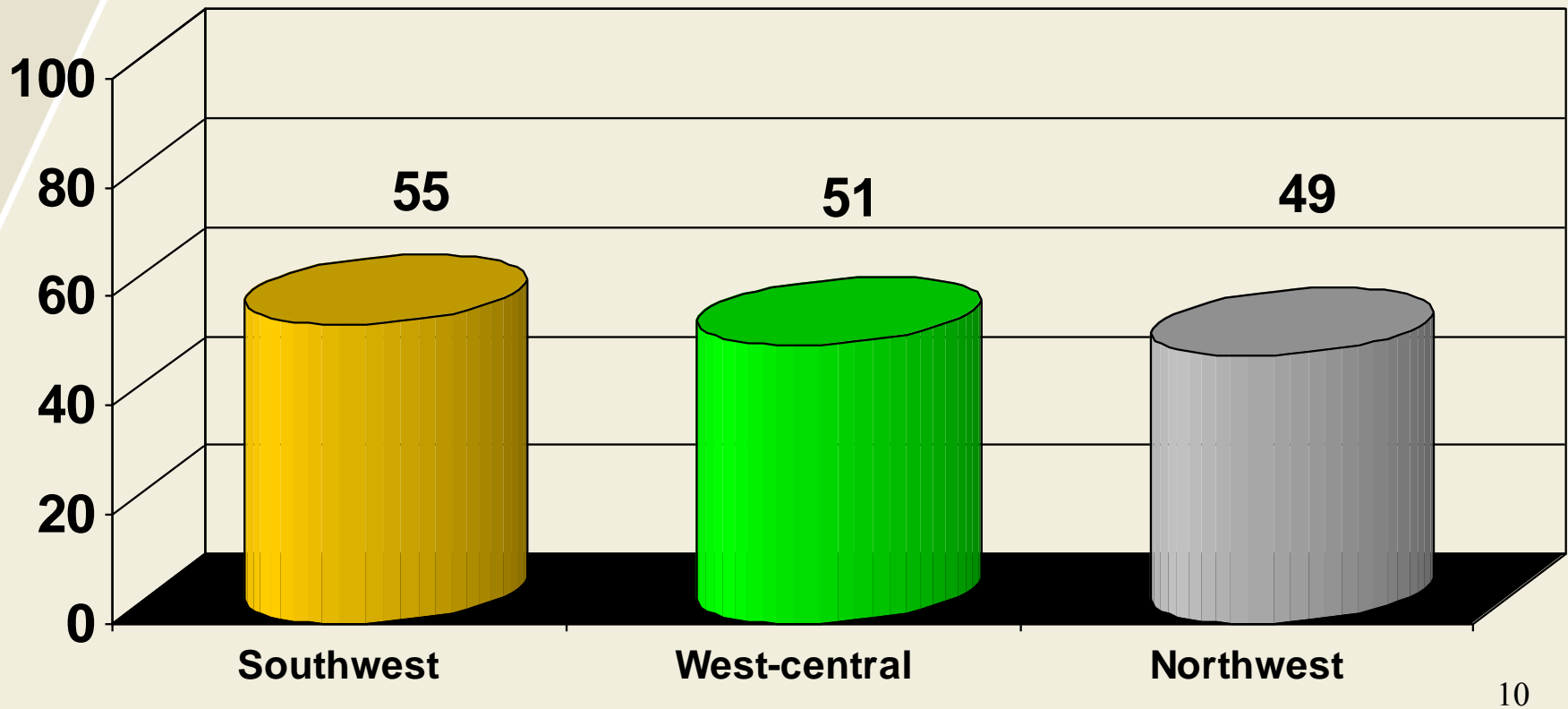
Public's Experience with MPB





Awareness of MPB Management in their Region

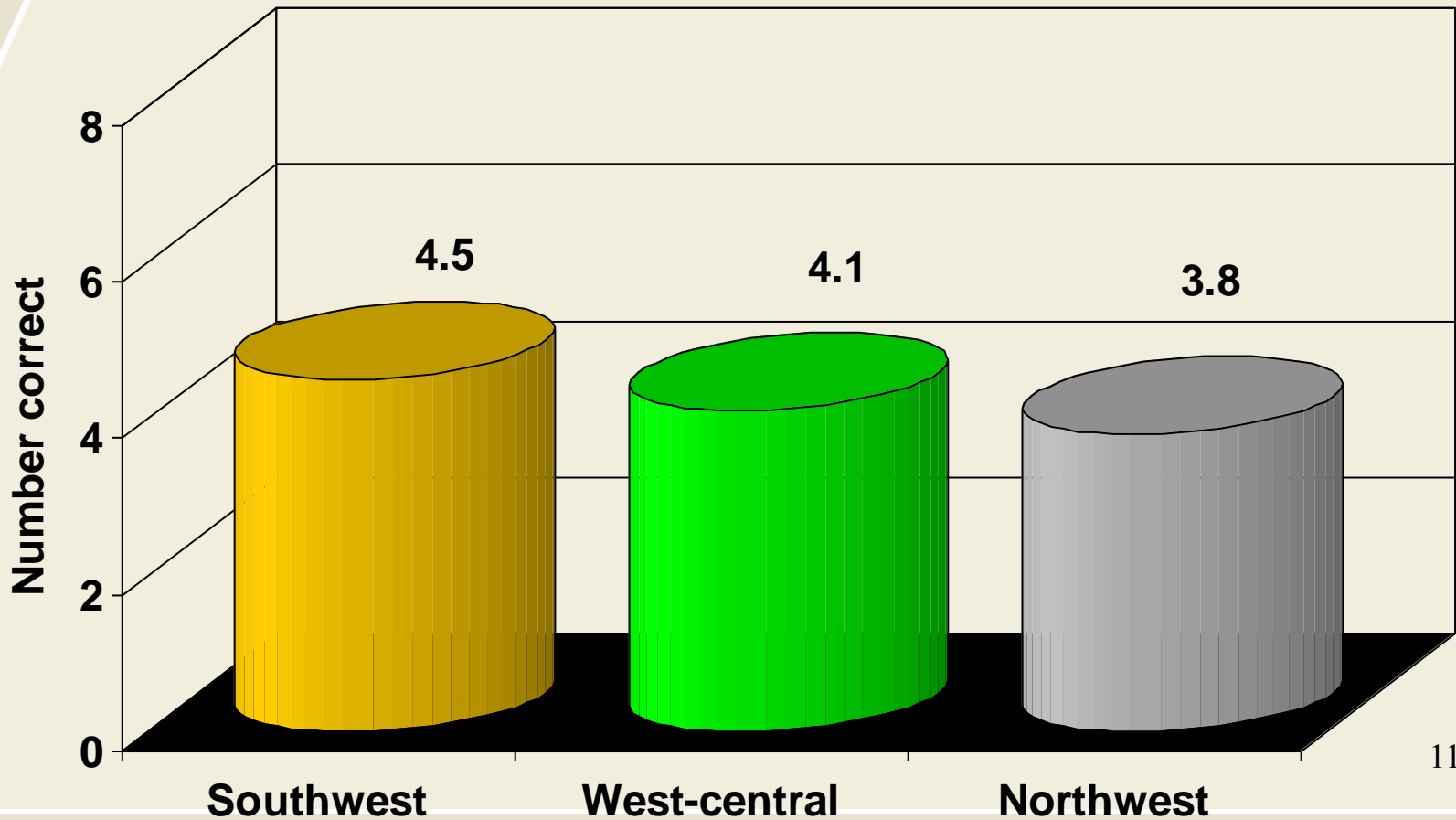
Percent with moderate knowledge





MPB Knowledge

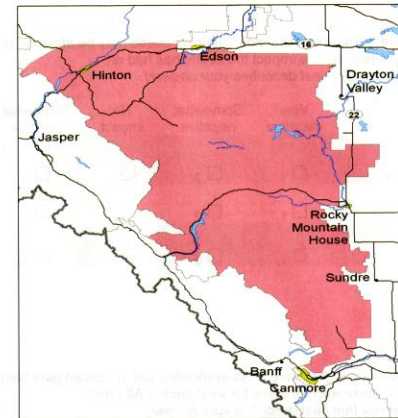
Mean knowledge score





Public and Land Manager Surveys

The Mountain Pine Beetle in West-central Alberta



This survey is being conducted by the Foothills Research Institute in collaboration with researchers at Natural Resources Canada. The purpose of the survey is to help forest managers understand the public's views of the mountain pine beetle, expectations for managing the beetle, and their information needs. All of your responses will be kept confidential. Your name never appears with your answers. Only a summary of everyone's answers will be used in reports and presentations.

Please try to answer all of the questions. If there are any questions you do not wish to answer, leave them blank and move to the next one.

Please return your completed questionnaire in the postage paid envelope provided. Thank you for taking the time to complete this questionnaire.

If you have any questions regarding this survey please contact Bonita McFarlane by phone at 780-435-7383 or email Bonita.McFarlane@nrca.gc.ca

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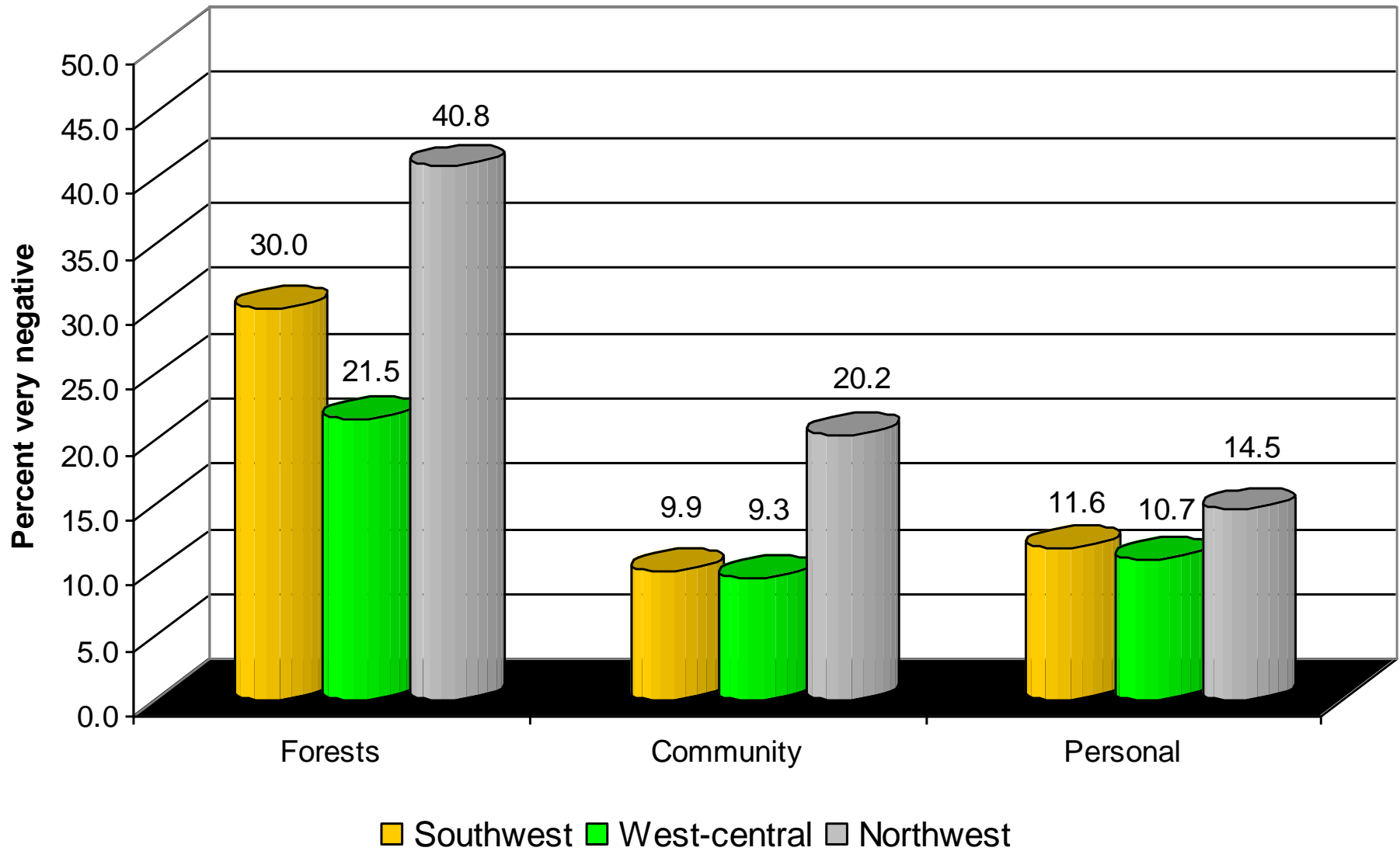


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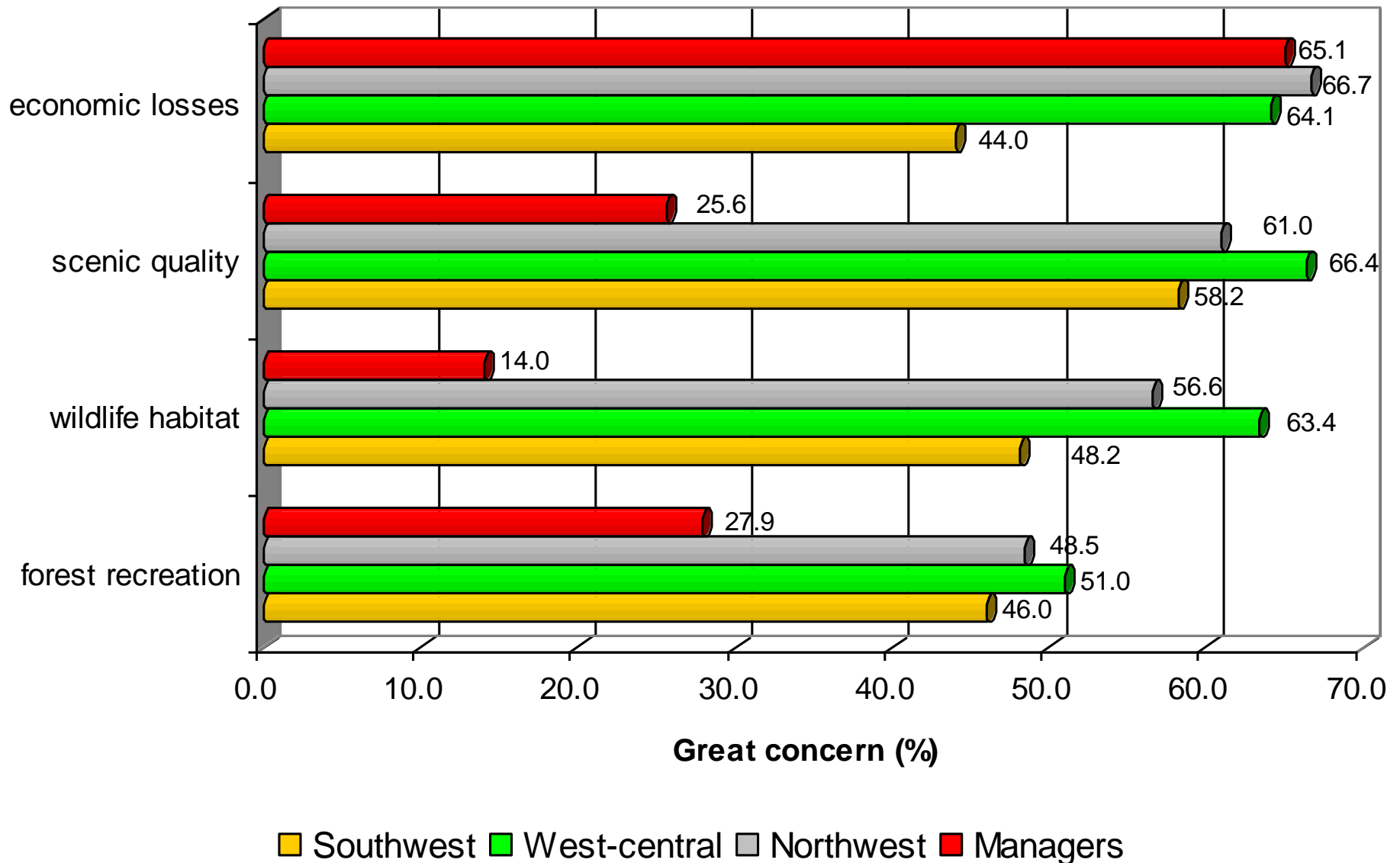


Perceived Impacts



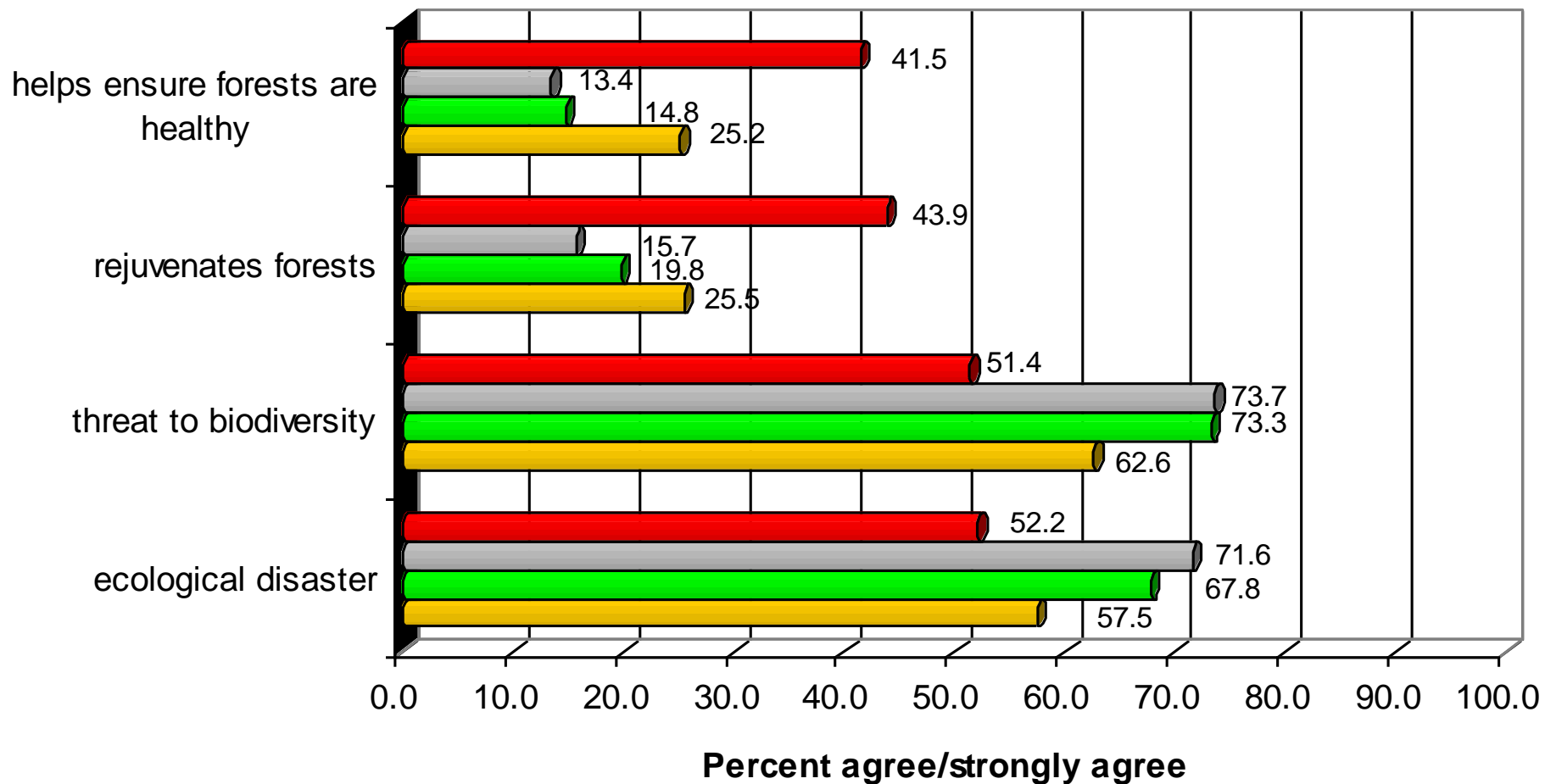


Concern about MPB Impacts





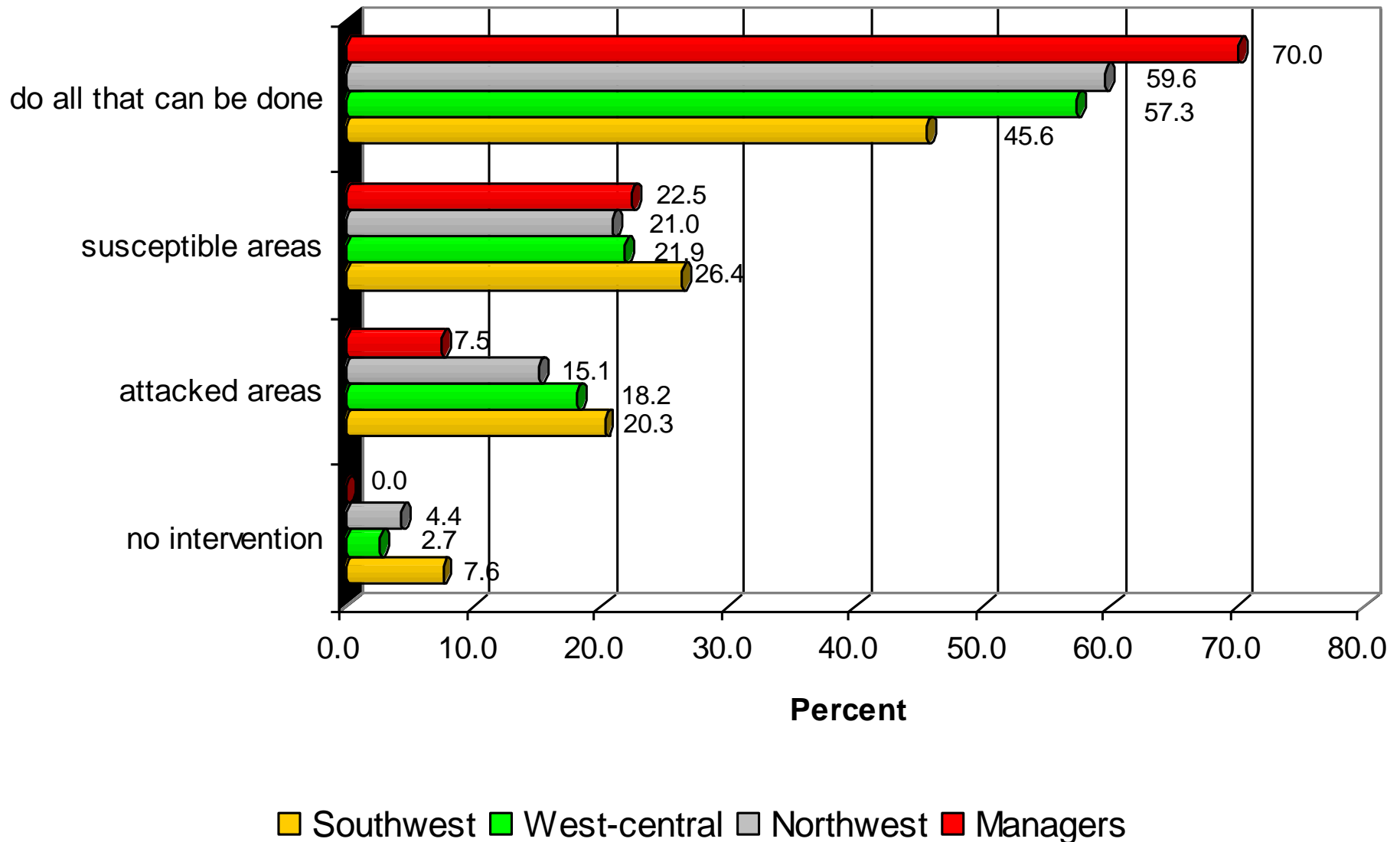
Attitude towards MPB



■ Southwest ■ West-central ■ Northwest ■ Managers



What approach to take on Crown land?





Acceptable Management Options

- Harvesting activities
 - salvage logging (90%), adjusting harvest plans (77%), harvesting infested areas (76%), thinning healthy forests (70%)
- Prescribed burning infested areas (79%); non-infested areas (36%)
- Cut & burn (77%)
- Pheromones (73%)
- Chemical control (carbaryl) (56%)

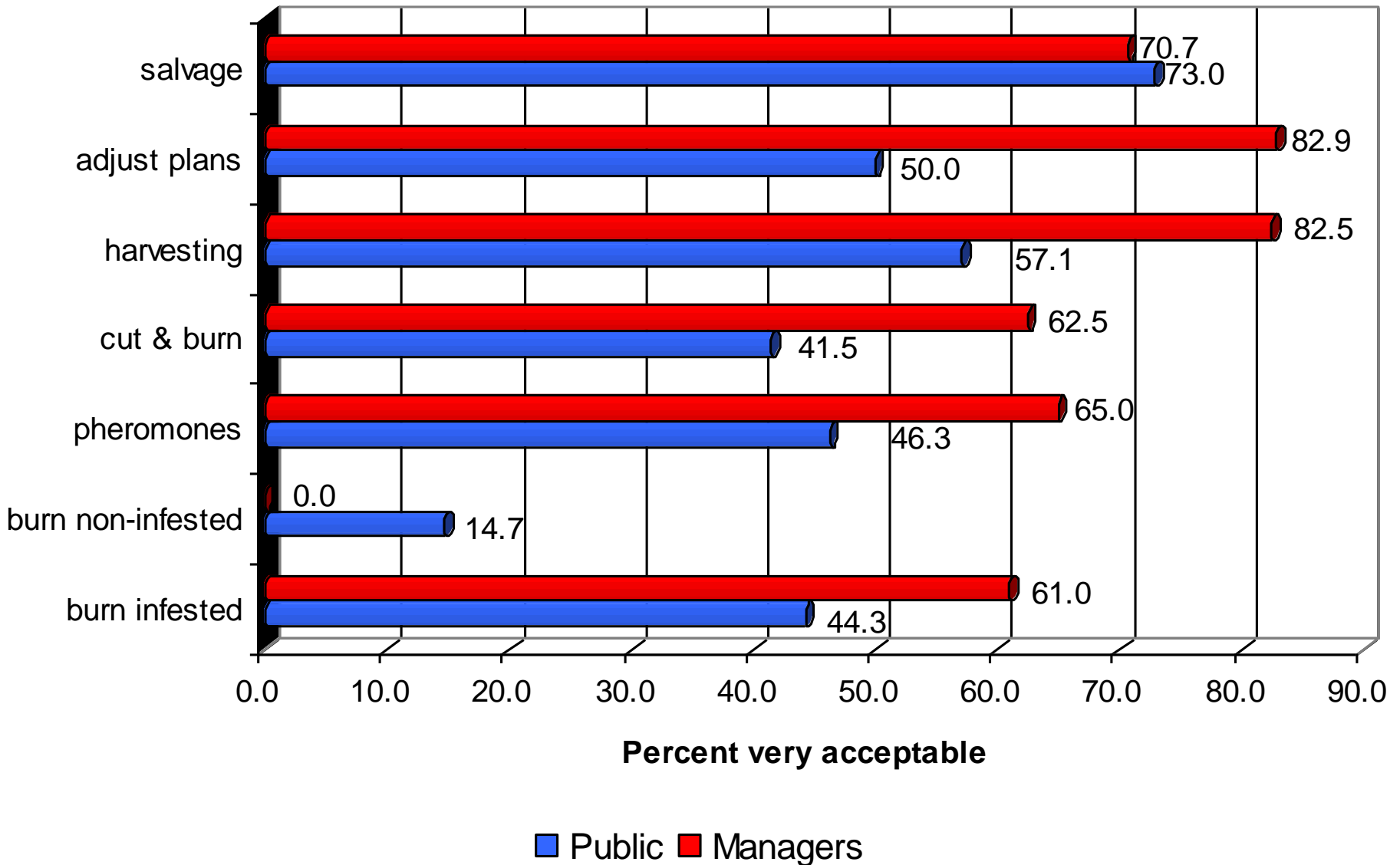


Photo: ASRD



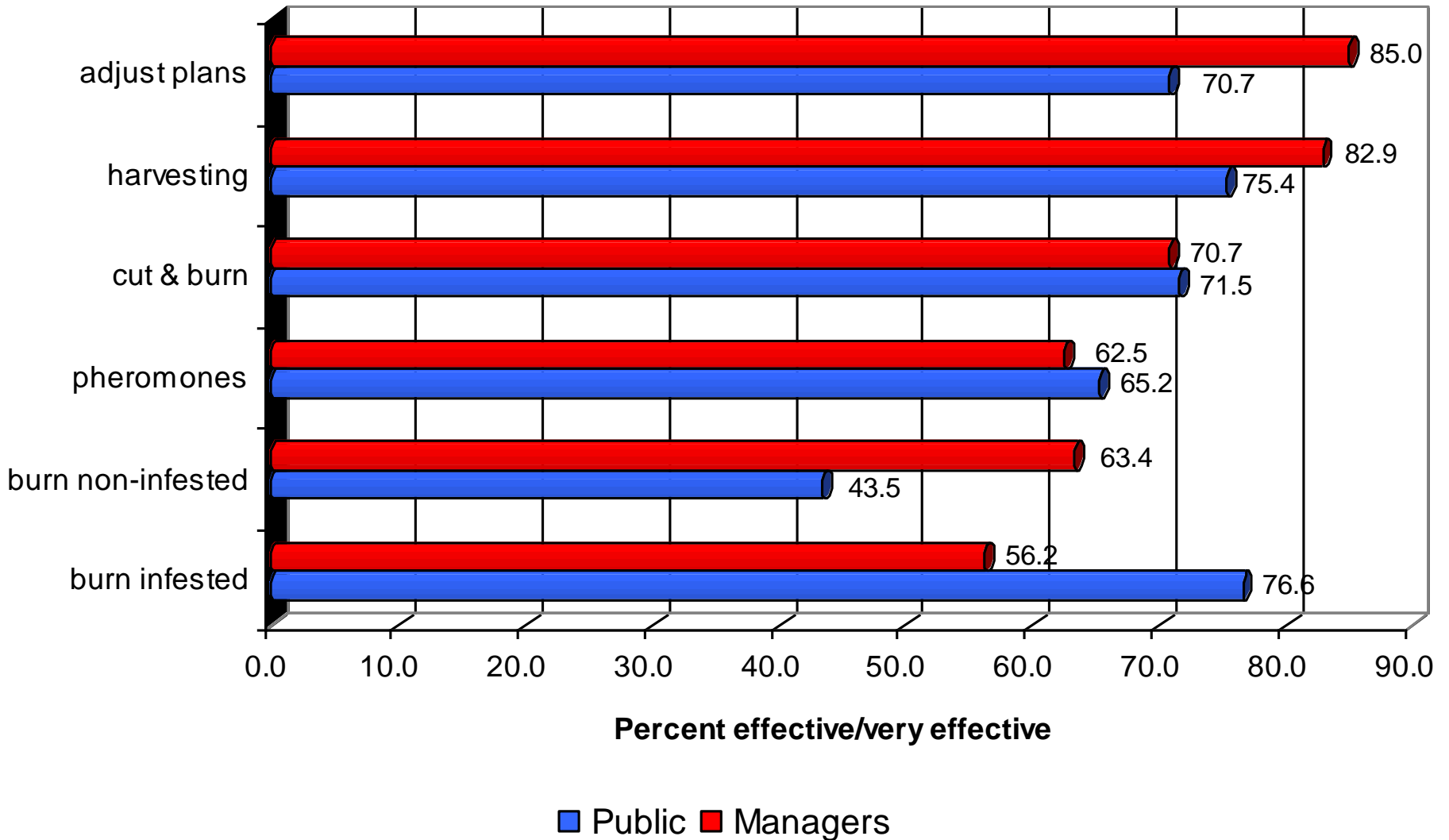


Acceptance: Managers and the Public



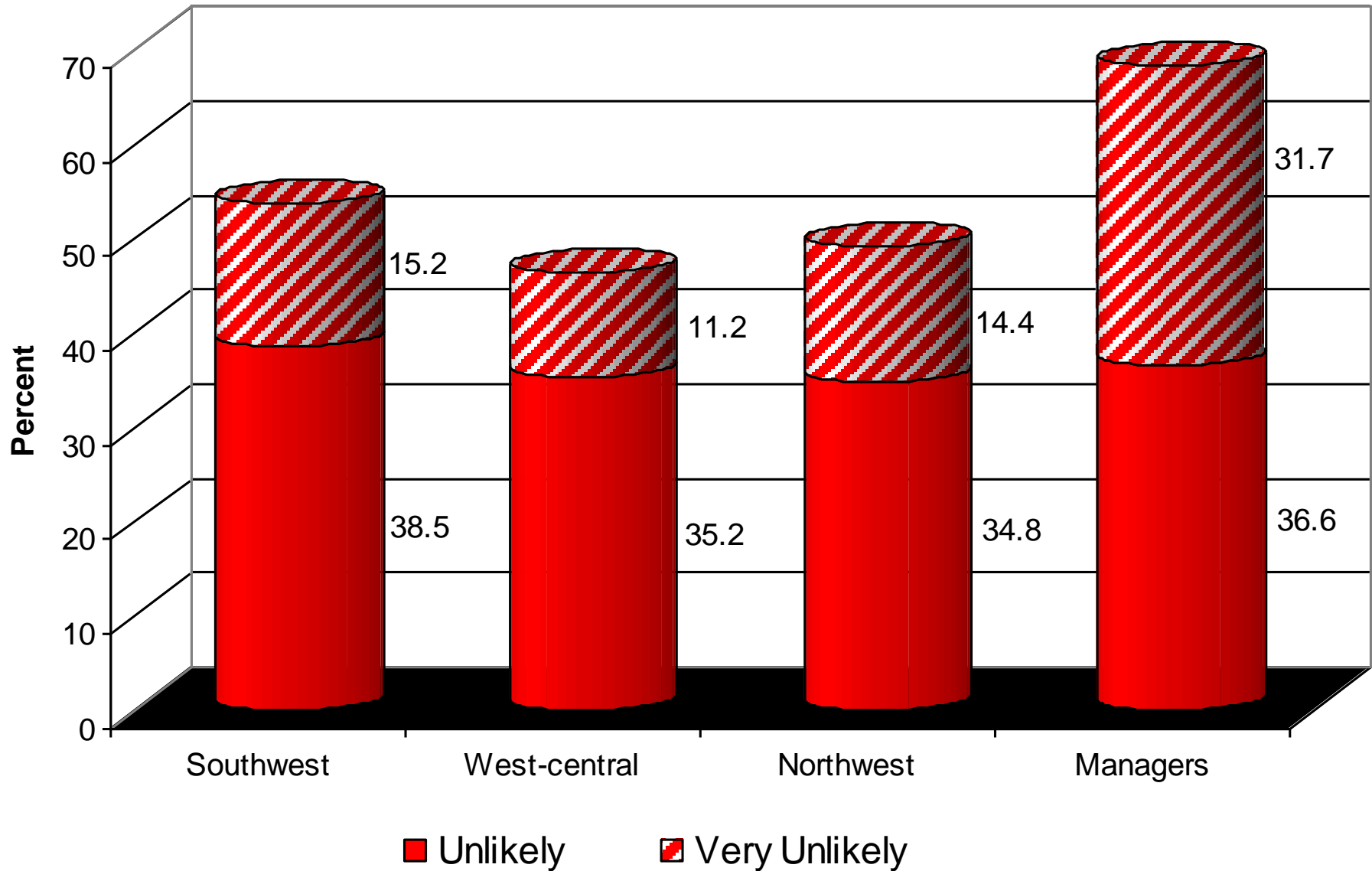


Effectiveness in Controlling MPB



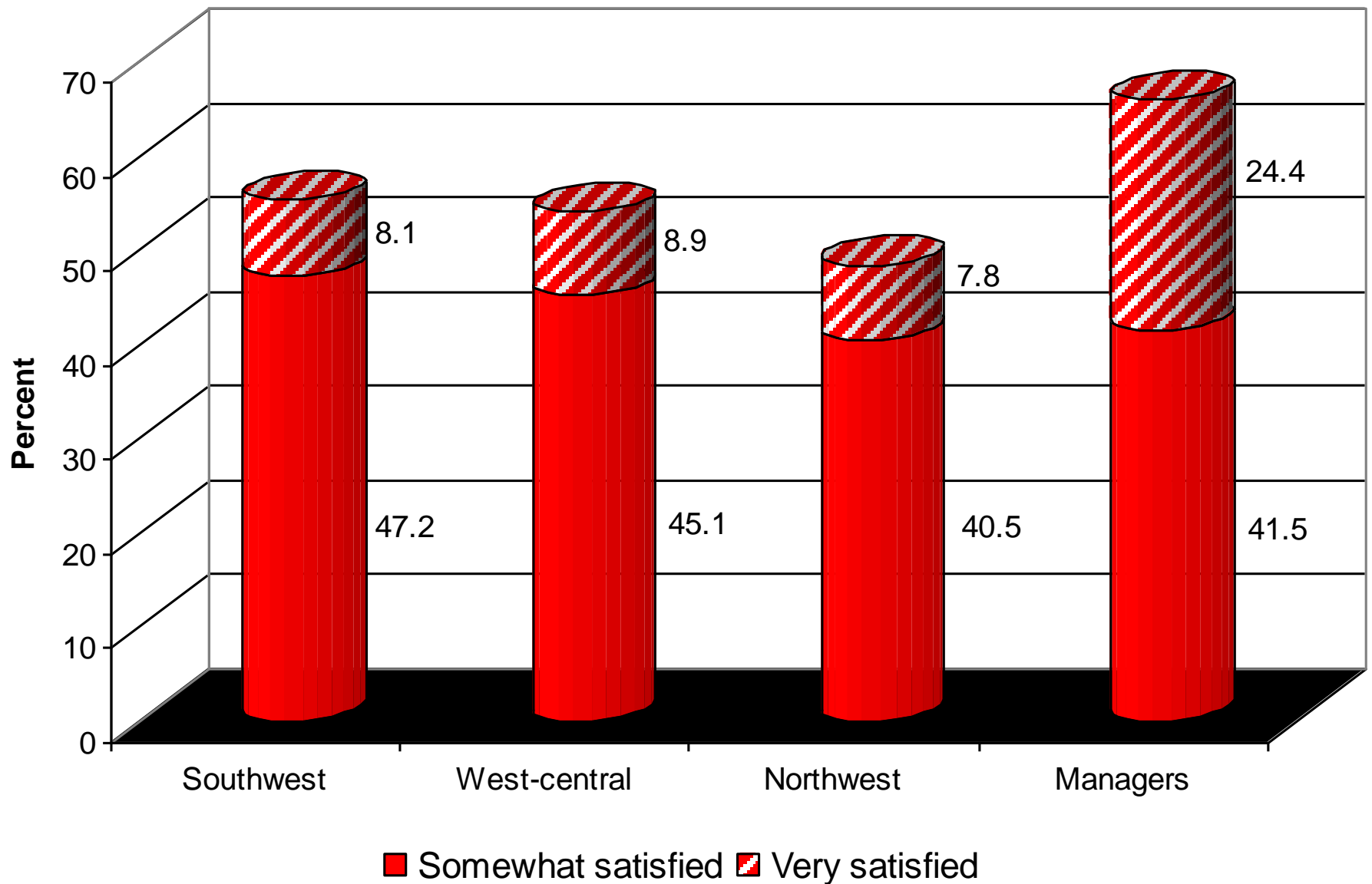


Stop MPB Spread Within 5 years?



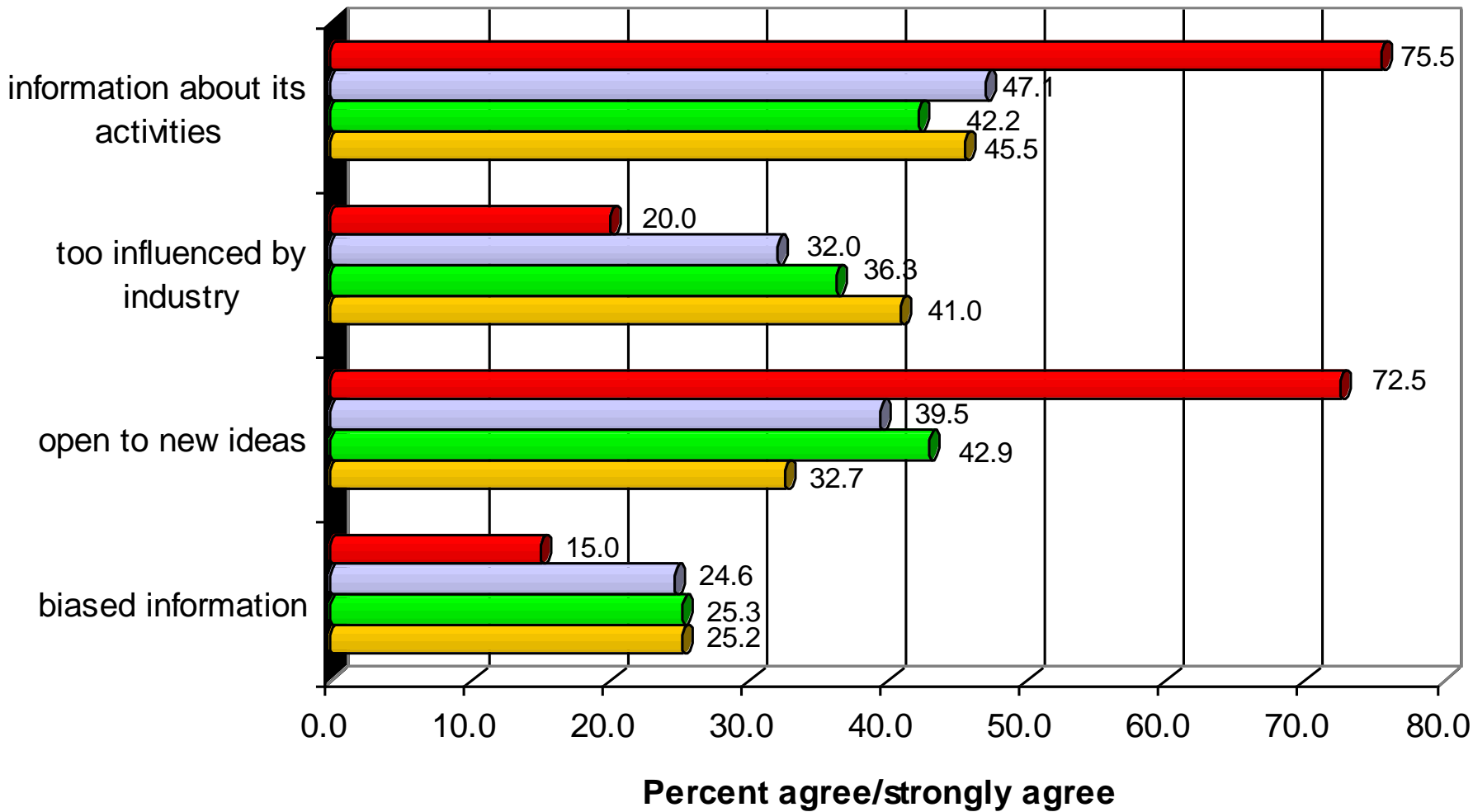


Satisfaction with the Response





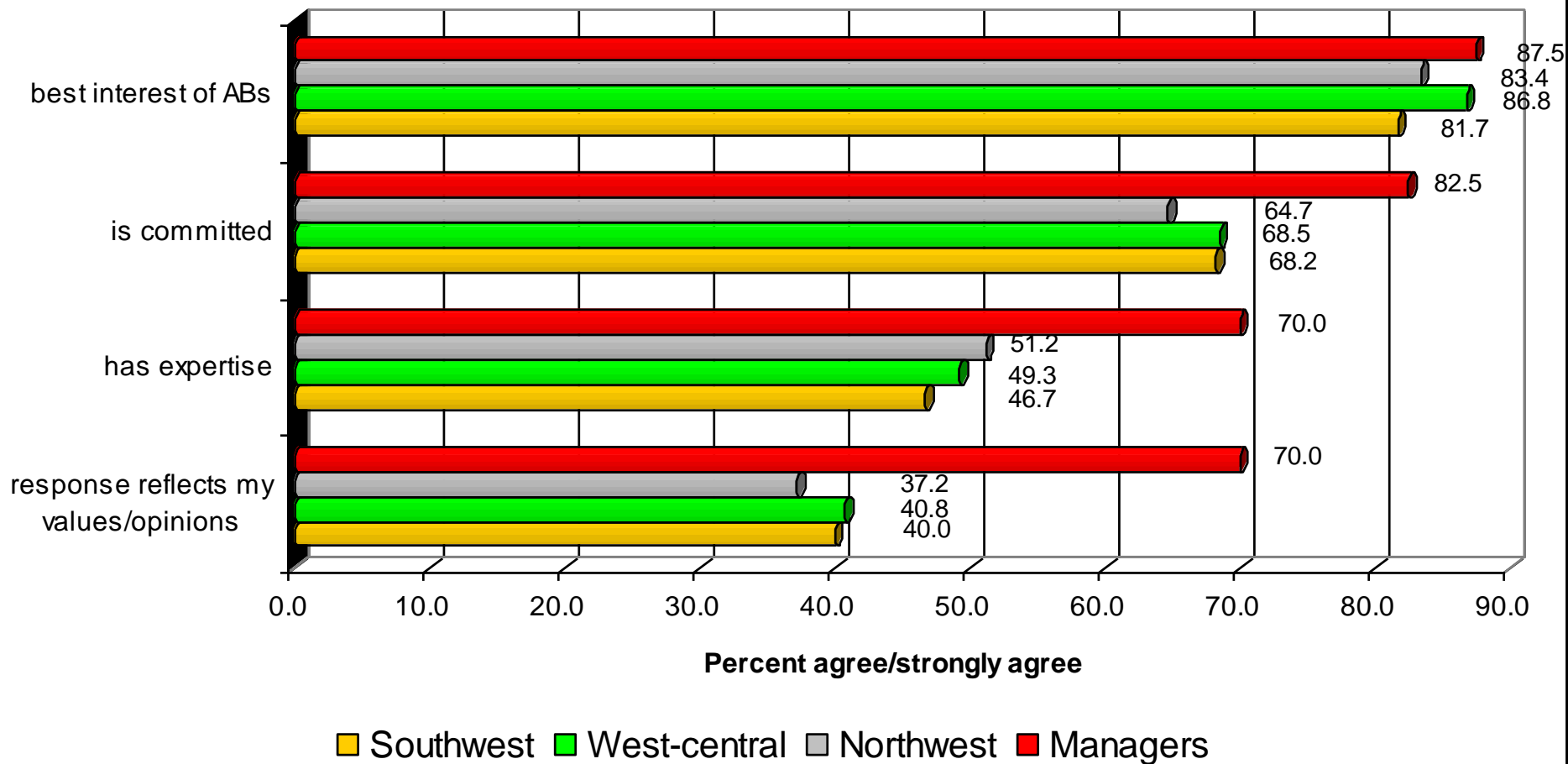
Trust: openness of government



■ Southwest ■ West-central ■ Northwest ■ Managers

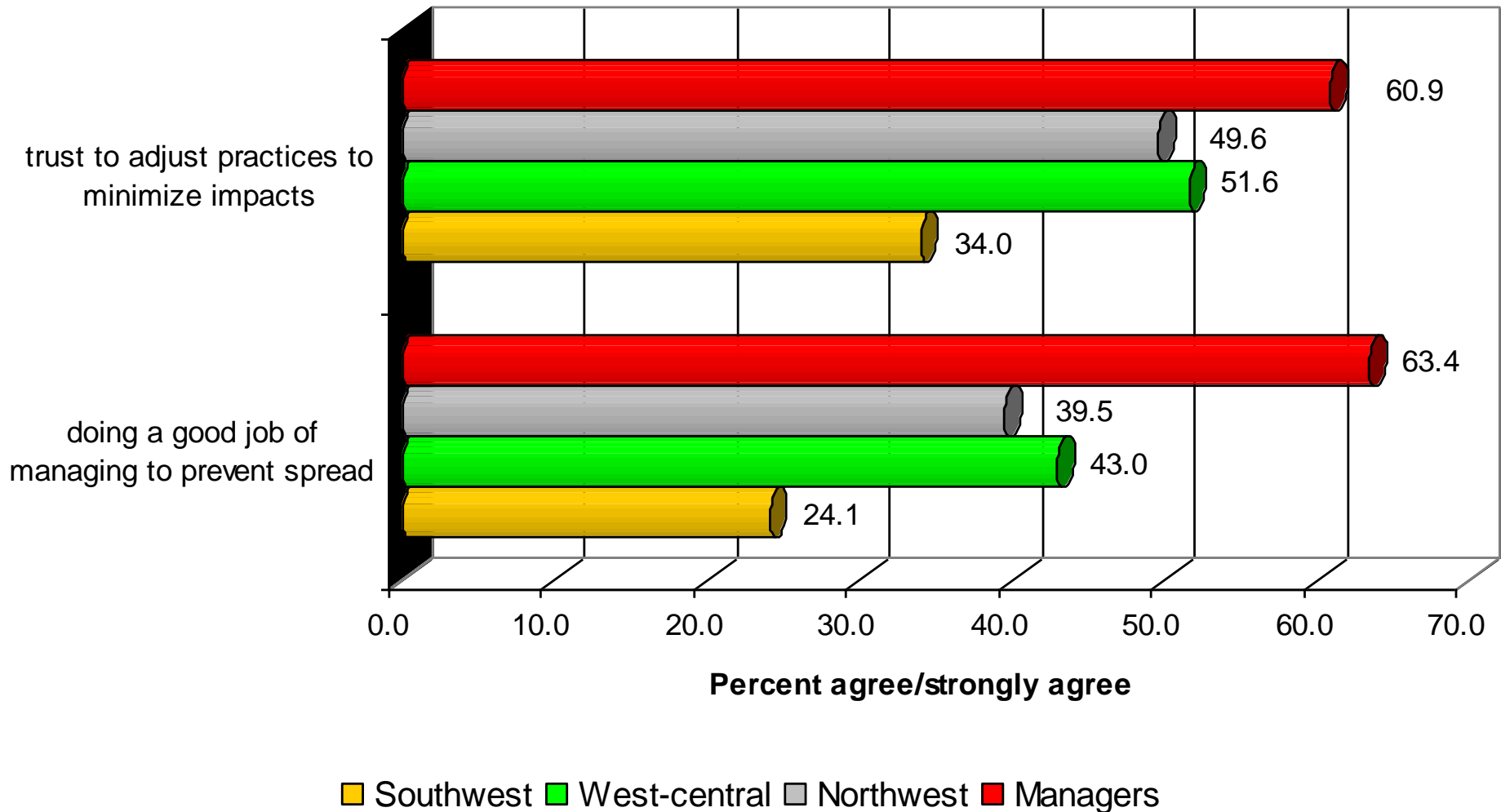


Trust: competency & commitment





Trust in the Forest Industry





Conclusions

- Public is not well informed
- The MPB is viewed as a threat that should be controlled
- High level of acceptance and perceived effectiveness for controls (except prescribed burning non-infested areas)
- A varied response among the regions
- Many similarities and some differences between managers & public





Implications

- Educate the public
- A varied and dynamic response by partnering with communities to incorporate local values and concerns





Thank you

- Foothills Research Institute, Hinton, AB
- Aaron McGill, ASRD
- Sharon Romanowski (media analysis)
- People who provided names of managers/experts for the internet survey
- People who responded to the survey



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