



**September
18-24. 2022**

#NationalForestWeek

"Canada's Forests: Solutions for a Changing Climate"



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About National Forest Week

National Forest Week brings attention to our forests and trees from coast to coast across Canada. Maple Leaf Day (or National Forest Day) takes place the third Wednesday of September, which in 2022 is September 21. National Forest Week are the days around Maple Leaf Day.

Tree planting initiatives, environmental stewardship work together to prevent, enhance nature aesthetics, biodiversity habitats and reverse degradation of the environment honouring the United Nations Decade on Ecosystem Restoration 2021-2030. What is the 'triple environmental emergency we are facing?

1. Loss of biodiversity
2. Climate change
3. Out of control pollution.

Our native biodiversity needs wild spaces, food and homes such as trees and forests provide in which to thrive. Forests, tree planting, and forest conservation initiatives are nature-based solutions towards climate action. Pollution, pesticides, herbicides are escalating the extinction events. Creating safe, organic forest spaces is a large step to halt and slow down the silent sixth mass extinction event of invertebrates, the planet's bird food on wings. Ornithologists and botanists have noticed that the songbird, and raptor populations have declined by a staggering 48%. The monitored wildlife populations are reduced by a catastrophic 68%. A loss of forests and habitats have caused over 2/3 of our animal populations to totally disappear.

Richard St. Barbe Baker said it this way, "If a person loses one third of his or her skin, the person will die; if a tree loses a third of its bark, the tree will die, and if the world loses a third of its trees, the world will die.

We live less than five minutes without air and the trees give us air we breathe. We live less than five days without water, and trees are absolutely essential in the water cycle. We live less than five weeks without food, and without the trees we could not grow food." (Filson, Bruce K. October 7, 1982, *Western People*, p. 5)

Tree planting events, forest tours, a heritage film "Wildwoods of Saskatoon", in person and virtual events will take place during National Forest Week. PaRx has arrived in Saskatchewan attesting to the increased health and wellness benefits people experience when getting out to enjoy our forest greenspaces. Nature enriches the lives of visitors. #NationalForestWeek events are wonderful ways to help create new healthy biodiversity habitats, to discover new trees and unexplored forest places, or perhaps it is a time to return to celebrate a favourite forest you love and are familiar with.

During this era of climate change, it is hoped that a large audience is reached to take advantage of the opportunity to engage in virtual and in person events. #NationalForestWeek is a change to tie events together to enhance the multifaceted experience of all visitors.

Purpose of the Tool Kit

Environmental organizations rise to the challenge of adopting online and virtual events during the COVID-19 pandemic. Engaging in outdoor activities is a great way to open in person to engage with new audiences. That being said, whether the #NationalForestWeek event is virtual or in-person, a digital and social media presence can expand the reach, and engage participants to explore nature, and connect with forests and trees throughout the commemorative celebration.

NATIONAL FOREST WEEK SOCIAL MEDIA TOOL KIT

National Forest Week – Reconciliation, Diversity and Inclusion

National Forest Week also overlaps Culture Days 2022: September 23 - October 16 **which** is the national celebration of arts and culture that takes place each Fall. This combination opens the conversation, and call to action, to come together in harmony to bring audiences and members of the public together to explore forests with the insight from different cultures. Traditional Ecological Knowledge combines with horticulture and expands into deep ecology. During National Forest Week and Culture Days, delve into the significance of experiences, understandings, relationships, attitudes and contributions from various cultures towards trees, standing peoples and forests.

As part of our commitment to the International Decade of Indigenous Languages 2022-2032, we pay attention to how nature around us is named in various cultures and traditions. This autumn as the celebrations begin for #NationalForestWeek, explore the opportunity to respond to cultural diversity and inclusion. It is a time to tell lost or forgotten stories, share cultural differences, and similarities, and immerse in trees and forests with all of our senses.

Getting Started

Register your event and tell everyone what makes your #NationalForestWeek special. Tell everyone about your forest story or event and why it is important. Email: friendsafforestation@gmail.com

1. Remember to name your event,
2. add the day of the week,
3. time of day,
4. place,
5. description of the event,
6. registration link,
7. event link,
8. website,
9. email,
10. health and safety,
11. any amenities, and
12. directions.

Promote your event

Connect with your local media, newspaper, television and radio station for paid advertising or a public service announcement remembering to add the contact's name and phone number.

Use a poster to get the word out. In the social media kit are sample posters you can use to add your event.

Add the #NationalForestWeek events to Facebook groups pages, and share information about your participation in #NationalForestWeek and any information about upcoming events with your FB community.

Add your event to TikTok, Instagram, and Twitter to find new visitors to your #NationalForestWeek event.

Mention #NationalForestWeek2022 hashtag so others can retweet and share your post.

Use Hashtags

#NationalForestWeek

#MapleLeafDay

#Saskatoon, #Saskatooning, #forest,

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Sample Social Media Posts

Add a great picture or video to your posts. Only use pictures of people whom you have permission to share online. Use only your own videos or pictures, those from the public domain, or credit photos and videos from creative commons libraries. Canva, Visme, Crello, Piktochart and Gimp are great ways to get started.



Twitter.

#NationalForestWeek events Sept 18-24 are great nature-based solutions for climate action. Join us in the celebrations online and in-person. www.friendsareas.ca @friendsareas 🥰👍👨👩👧👦🌳🌲🌳🌲🌳🌲🌳🌲👨👩👧👦🥰😊👍

Celebrate #nationalForestWeek Sept 18-24! Special events and incredible opportunities await you! Visit www.friendsareas.ca to get involved today. 🥰👍👨👩👧👦🌳🌲🌳🌲🌳🌲🌳🌲👨👩👧👦🥰😊👍

Celebrate the 30th anniversary of Maple Leaf Day, and the 50th birthday of Saskatoon's Afforestation Areas. Explore trees, urban forests, grasslands and woodlands www.friendsareas.ca @friendsareas



Save The Date

#NationalForestWeek commences Sept 18, 2022. Join us for a week of festivities as we discover trees, culture and explore the biodiversity forests around us support. Save the date to explore nature around you. www.friendsareas.ca @friendsareas 🥰👍👨👩👧👦🌳🌲🌳🌲🌳🌲🌳🌲👨👩👧👦🥰😊👍

Promoting Virtual Visits and Events

Events taking place virtually and on film commemorate our rich and diverse tree and forest heritage! Become inspired by environmental protection and re-wilding cultural stories and events. Share local initiatives globally.

www.friendsareas.ca @friendsareas 🥰👍👨👩👧👦🌳🌲🌳🌲🌳🌲🌳🌲👨👩👧👦🥰😊👍

National Forest Week photo extravaganza

From now until the end of #NationalForestWeek, get creative with a selfie or photo taken with your favourite tree or in a forest, and post it on Twitter, Facebook or Instagram with the hashtag #NationalForestWeek.



Do you have a great forest trail, a unique and special tree friend, a beautiful spot to meditate amidst the rustling of leaves in the forest? Post a selfie with a story telling everyone about your tree or forest space with the hashtag

#NationalForestWeek. 🥰👍👨👩👧👦🌳🌲🌳🌲🌳🌲🌳🌲👨👩👧👦🥰😊👍

Facebook and Instagram

Enjoy forests, and trees on the prairies during #NationalForestWeek by taking part in events between Sept 18-24, 2022! Participate this year for enjoyment, biodiversity discovery during #NationalForestWeek Sept 18-24.

www.friendsareas.ca @friendsareas 🥰👍👨👩👧👦🌳🌲🌳🌲🌳🌲🌳🌲👨👩👧👦🥰😊👍

Save the Date

Wildwoods of Saskatoon launches #NationalForestWeek at the Remai Modern Film Sept 18 at 2:00 ushering in a cavalcade of virtual and in-person events Take part in the photo extravaganza. Plant a tree, sing with a chickadee,

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protect a tree and support biodiversity. www.friendsareas.ca @friendsareas



#NationalForestWeek social media themes

Social media themes spark conversations and engage people to connect with biodiversity, forest habitats and tree planting. Forests, tree planting and tree protection play an important role for nature-based solutions for climate action and to take action to reverse the sixth mass extinction event of our biodiversity.

Find your forest and share the story about your tree friend

In the days leading up to #NationalForestWeek

- ✓ Let people know about a forest you like to visit
- ✓ Share the location of a unique tree
- ✓ Tell a story about your favourite native tree
- ✓ Create a post on social media letting everyone know what event you have to offer about your favourite tree or forest
- ✓ Get together with other environmental groups to promote your forest or tree places by a networking event

Social media post

We are talking about forests and trees during #NationalForestWeek. Come out and find and connect with trees in your community. Did you know that [your forest] is [located at]? We can help you explore and discover the culture and biodiversity of [your forest] [Eventbrite URL] 😊👍👥🌳🌲🌳🌳🌳🌳👥😊👍

Do you love visiting [name] forest? Share your experience during #NationalForestWeek. Let others know the location so that they can have a wonderful experience in [name] forest and what they may experience. Invite people to [name] forest with you on a tour. [Eventbrite URL] 😊👍👥🌳🌲🌳🌳🌳🌳👥😊👍

Cultural Stories

Discover the name of your favourite tree in another language. Learn how forests and trees have served various cultures though the ages. Learn about other cultures, perspectives, ways of seeing, other points of view about trees and forests.

- ✓ Connect with a cultural group, to share a story about native trees in another language
- ✓ Respectively engage an elder to bring an indigenous forest or tree story to your group
- ✓ Collaborate with another culture that uses pine cones or leaves in their artwork

Social Media Post

Come to the [your forest name] forest and connect with trees and their value to the [name of a cultural tradition]. Perhaps you knew that [English name for a tree species] is named [tree name in another language], but did you know that the ethnobotanical uses of [tree name] included [one cultural use]. Visit us during #NationalForestWeek to learn more about our forests and trees. [Eventbrite URL]

Forest habitats

Forests are part of the re-wilding experience. Immerse yourself in a forest to discover the birdsong, insect life, and home for wildlife. Do your part for biodiversity, plant a tree, or better yet, plant a forest.

- ✓ Host a forest tour paying attention to the interactions between flora and fauna
- ✓ Host a tree planting or forest planting event.
- ✓ Learn what tree sustains your favourite bird, animal and insect for shelter or food. Plant three corresponding trees to commemoration this bird, animal and insect.

