

2023 DED Education and Communications

The 2023 Dutch Elm Disease Communication Plan included various tactics to address the rising threat of DED. Parks has an annual campaign to inform and educate residents on how they can help prevent DED, including reminding them of the provincial pruning ban and the City's DED Response Plan. In August 2023, multiple cases of DED were confirmed and the DED response plan was implemented that included additional activities. In October 2023, a campaign ran throughout the month to promote free elm wood disposal at the landfill. Furthermore, development of new educational tools was initiated in 2023 for use in 2024. For enhanced communications and education in 2023, \$30,000 was available from Solid Waste Reduction and Diversion Plan capital project (P.10016).

The following table details the education, communication and enforcement activities carried out in 2023.

	Activity	Details
DED Communication Plan Tactics	PSAs	PSA's at the beginning and end of the pruning ban (April 1 and August 31).
	DED Online Form	Parks created a new online form where residents can submit details and photos of an elm tree they suspect to be infected with DED. The form submissions are sent to DEDinfo@saskatoon.ca
	DED Social Media Campaign	<ul style="list-style-type: none"> - Posts on City's social media channels - CA ads - Website & online form
	Utility Bill Inserts	These inserts were focused on DED and went out in July.
	Radio Ad Campaign	Book paid advertising on local radio stations aimed at raising awareness about Dutch Elm Disease.
	Billboard Campaign	Utilized two distinct creatives with messages like "Protect our Elm. Dispose of elm wood at the Saskatoon landfill" and "Protect our Elm. It is illegal to store elm wood and branches".
DED Response Plan	News Releases	A news release was shared following positive cases and implementation of the DED Response Plan.
	Targeted information to residents within 2km of confirmed cases	If an elm tree is confirmed to be infected with DED, residents living within a 1 km radius of the infected tree are informed that the surveillance and testing of private and public elm trees is underway and that inspectors may be on their property in the coming months. Residents are also informed that an elm infraction notice will be issued if elm wood is found on their property.

October Pilot	News Release	Shared a news release on September 25 th which resulted in numerous news articles and interviews.
	Digital Display Ads	Implemented a geotargeted strategy in Saskatoon Ads published on prominent sites.
	Portable Billboards	Positioned eight billboards in targeted areas to maximize campaign impact.
	Social Media Campaign	A comprehensive social media campaign from September to October to promote the Free Disposal campaign.
Materials for 2024	Renderings of DED potential impact	Renderings of the potential devastation of DED are in the final stages of development to incorporate into new materials in 2024.
	Waste Reduction Wagon Education	New pieces on elm identification are in development to be incorporated into the Waste Reduction Wagon in 2024.

Image 1: Sample of Billboard used for October Pilot



Image 2: Billboard used at 8 Saskatoon locations

