

2024 DED Education and Communications

The 2024 Dutch Elm Disease Communication Plan includes various tactics to address the rising threat of DED. The goals of the DED Communications Plan include:

- Educate Saskatoon residents on how to prevent the spread of DED.
- Focus DED messaging on knowledge gaps identified in research:
 - Elm tree/ wood identification
 - Signs and characteristics of DED
 - Handling and disposal regulations
 - What to do with elm wood if a tree/ wood is infected
- In the event of a positive DED case, keep residents informed and updated on the City's DED Response Plan.

The Parks Department 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.

The following table details the education, communication, and enforcement activities carried out in 2024.

	Activity	Details
Annual Communication Plan Tactics	PSAs	PSA's at the beginning and end of the pruning ban (April 1 and August 31). Includes information on the preventative measures to stop the spread of DED in Saskatoon.
	News Release	News Release on July 5 th on free residential elm disposal at the Landfill.
	Social Media	Run organic and boosted posts throughout the spring/summer to remind Saskatoon residents of the preventative measures they can take to stop the spread of DED in Saskatoon. Shared renderings of what two streets in Saskatoon with great elm canopies would look like if all were lost to DED.
	Utility Bill Inserts	Utility bill inserts included in June and August 2024. Remind Saskatoon residents of preventative measures they can take against DED. Overrun of utility bill inserts could possibly be distributed at the City Landfill to targeted customers and by Parks staff.
	Photography	New Parks photography happened in August 2024 included new elm photos for DED campaign use.
	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."
	Community Associations	Provide content to Community Associations that have a high concentration of elm trees for their social media and newsletters regarding DED.
	Stakeholder Communication	Work with Sustainability to include information in the Greener Together e-newsletter.

DED Response Plan	News Releases	A news release was shared following positive cases and implementation of the DED Response Plan.
	Media Advisory and Scrum	Met with media in Leif Erickson park September 5 to talk about the confirmed cases.
	Social Media	Paid and organic social media following announcement of confirmed cases reminding people of free disposal and measures to take to prevent the spread of DED.
	Door Hangers	Place door hangers on residences within a 1km radius of the infected tree informing residents of the DED Response Plan and that inspectors may be on their property in the coming months for surveillance and sampling purposes.
	Community Associations	Provide Community Associations located near the positive DED tree with information to include in their newsletters and on their social media and websites.
2025	Radio ads	Update radio ads for 2025
	Waste Reduction Wagon Education	Using new photos and renderings, update all materials
	Value of Trees Campaign	Work with Sustainability on a campaign that highlights the value of trees in our community.

Image 1: Door Hanger

Important Notice

The City has confirmed positive cases of Dutch Elm Disease (DED) in elm trees within your area. **As a result, inspectors may be on your property in the coming weeks to complete important surveillance work.**

The Forest Resource Management Act, the Provincial Dutch Elm Disease Regulations, 2005 allow inspectors to enter private property to inspect for elm wood, remove elm wood and sample private elm trees. In accordance with the regulations, property owners will be asked to remove and dispose of infected elm trees. If residents are not home, staff will remove the elm wood and leave an Elm Infraction Notice.

You can help prevent Dutch elm disease by:

1. **Never storing elm wood or branches.** Don't buy or take elm wood from anyone and don't burn it.
2. **Not pruning elms during the provincial pruning ban** (April 1 to August 31).
3. **Disposing of elm wood at the Saskatoon Landfill.** Do not take elm to the compost depot or put it in your green bin. Dispose of it immediately, even if it is during the provincial ban!

Need help with tree identification?
To request a tree inspection, identify elm wood, or to learn more about Dutch elm disease and the City's DED Response Plan, visit saskatoon.ca/dutchelmdisease.

City of Saskatoon
saskatoon.ca/dutchelmdisease

Image 2: DED Web and Social



Image 3: DED Billboard

