

# **EPA's Burn Wise Outreach Campaign and Tools Available**

## **Hearth, Patio & Barbecue Association**

## What is Burn Wise?

A voluntary partnership program of the EPA that emphasizes the importance of *burning the right wood, the right way, in the right appliance* to protect your home, health, and the air we breathe.

Goal: To promote upgrades to cleaner burning technologies, educate users on how to properly use their wood burning appliance and to ensure they understand the benefits (improved efficiency, safer home and family) of upgrading and proper operation.

## Why is Burn Wise Important?

- Wood burning appliance changeout projects have grown greatly over the last several years
  - Settlement Agreements: Since 2010, EPA has settled more than 15 environmental enforcement cases with \$17M going toward changeouts
  - Targeted Airshed Grants: In 2015, EPA awarded \$7.5M for wood burning appliance replacement projects and more grants funds authorized
- During changeouts, most consumers upgrade to an EPA-certified wood stove, but we still see many smoky chimneys

## Why is Burn Wise Important?

- Trend exists to reduce or eliminate incentives when going from old wood burning appliance to EPA-certified wood stoves
- Some areas providing funds for heat pumps and gas furnaces, but not EPA-certified wood stoves
- With poor wood stove operation, the likelihood of new burn bans and/or state and local regulations increases

# Who is Promoting the Burn Wise Message?

- EPA Regions
- HPBA
- Retailers
- Manufacturers
- Chimney Sweeps/CSIA
- Non-profit Organizations
- States, Tribes and Local Agencies

# Desired Action of the Hearth Industry

- To place more focus on educating wood burners on:
  - how to operate their new appliance (building a hot fire, maintaining temperature and burning only dry season wood)
  - the benefits (less fuel use, less smoke, safer home) to the homeowner of proper operation

## Potential Results

- This effort will:
  - increase the likelihood that EPA-certified stoves will significantly reduce emissions and be looked at by air agencies as a viable options for future change out projects
  - reduce the likelihood of new burn bans or state specific regulations being instituted

# How to Apply the Burn Wise Messages?

- Post Burn Wise logo and website link on HPBA website
- Share Burn Wise message on social media
  - Re-share Burn Wise Facebook and Twitter posts
- Make printed outreach material available at all HPBA regions and conferences



# How to Apply the Burn Wise Messages?

## Retailers

- Post Burn Wise logo and website link on website
- Hand out Burn Wise materials to your customers, e.g.,
  - Wet Wood is a Waste brochure and/or tear sheet
  - Learn Before You Burn tear sheet
  - Your Old Wood Stove's Dirty Little Secret brochure
  - Send the CSIA/Burn Wise inspection reminder post card to customers
- Share Burn Wise message on social media
  - Re-share Burn Wise Facebook and Twitter posts

# How to Apply the Burn Wise Messages?

## Manufacturers

- Post Burn Wise logo and website link \_\_\_\_\_
- Encourage your dealers/retailers to have Burn Wise materials in their stores
- Provide HBPA Burn Wise video “Five Rules to Follow for an Efficient Fire” with every appliance sold.
- Provide wood moisture meter with every appliance sold
- Share Burn Wise message on social media
  - Re-share Burn Wise Facebook and Twitter posts

# How to Apply the Burn Wise Messages?

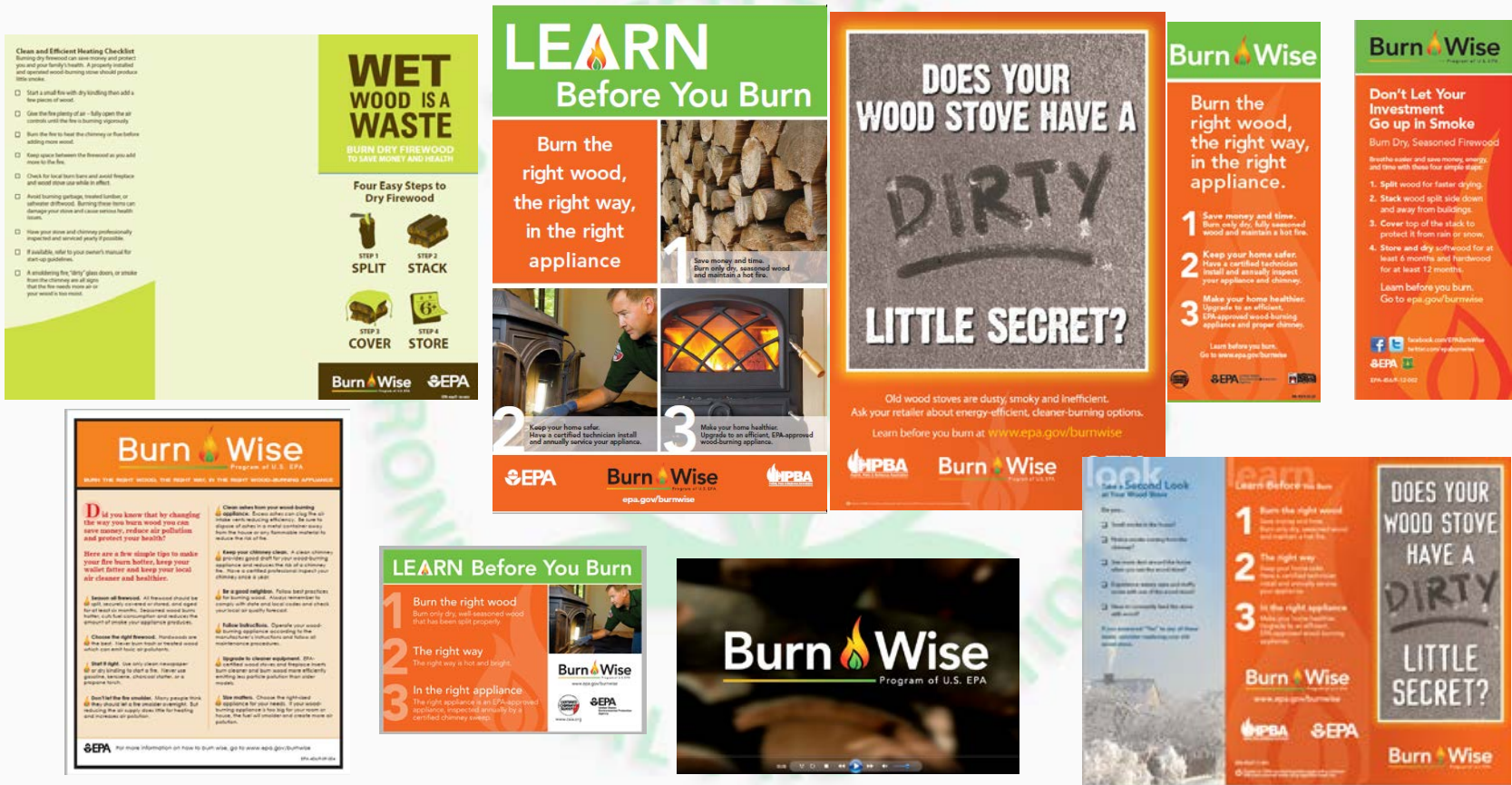
## Chimney Sweeps

- Post Burn Wise logo and website link on website
- Place Burn Wise materials in your store, e.g.,
  - Wet Wood is a Waste brochure and/or tear sheet
  - Your Old Wood Stove's Dirty Little Secret poster and brochure
  - Learn Before You Burn poster and/or tear sheet
- Share Burn Wise message on social media
  - Re-share Burn Wise Facebook and Twitter posts

## **EPA's Timeline**

- EPA will reach out to all HPBA Affiliate regions and provide Burn Wise materials by end of 2016
- By the end of 2016 EPA will have developed new tools that will be made available to HPBA:
  - “How To Build a Wood Shed” video
  - “Why and How to Use a Wood Moisture Meter” one pager
  - Burn Wise articles and ads
  - New “Manufacturers and Retailers” page on Burn Wise website

## Burn Wise Outreach Materials





## What Burn Wise Tools are Available?

- Tip Sheet
- Posters
- Brochures
- Postcard
- Tear Pads
- Wood Shed Construction Plans
- Videos
- Social Media

\* Free hard copies are currently available for most tools



## Burn Wise Tools

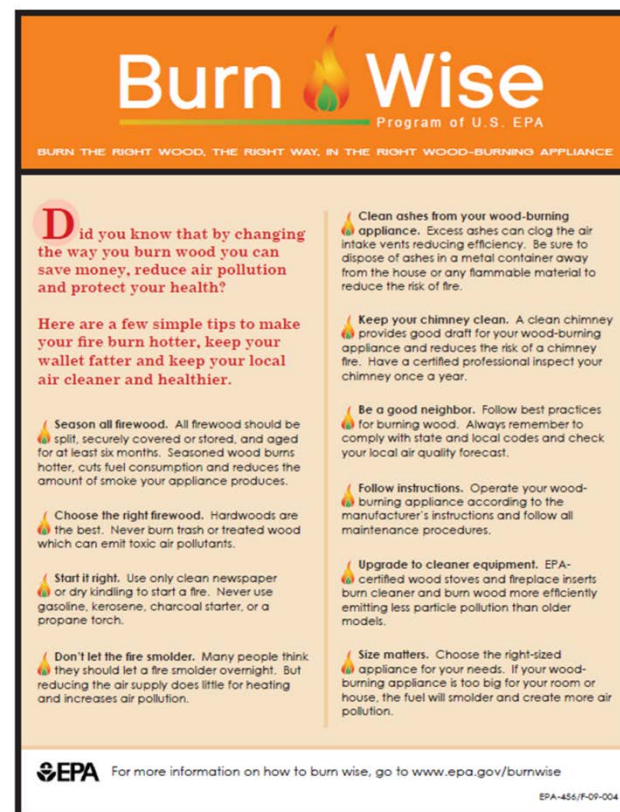
# Target Audience & Distribution Channels

- Target audience: Current and future owners of wood burning appliances
- Industry Related Distribution Channels:
  - Hearth retail stores
  - Wood burning appliance manufacturers
  - Chimney sweeps

## Burn Wise Tip Sheet

### Overview

- Basic tips for starting a fire, seasoning wood, proper operation and maintenance of wood stove, and upgrade to a cleaner burning appliance
  - Available in both English and Spanish (Spanish version is only available online)
  - Size: 8 1/2" X 11"



<https://www.epa.gov/burnwise/tip-sheets>



## Learn Before You Burn Poster

### Overview

- Poster encourages wood burners to “Burn the right wood, the right way, in the right appliance” and outlines 3 benefits and a call to action
  - Available in English
  - Size: 17” X 11”



<https://www.epa.gov/burnwise/burn-wise-posters>

# Burn The Right Wood Tear Sheet

## Overview

- Tear sheet has the same message as our “Learn Before You Burn” poster
- Provides quick tips to review with homeowners
  - Developed in partnership with the Chimney Safety Institute of America and National Fireplace Institute
  - Available in English
  - Size: 3 1/2” X 8 1/2”

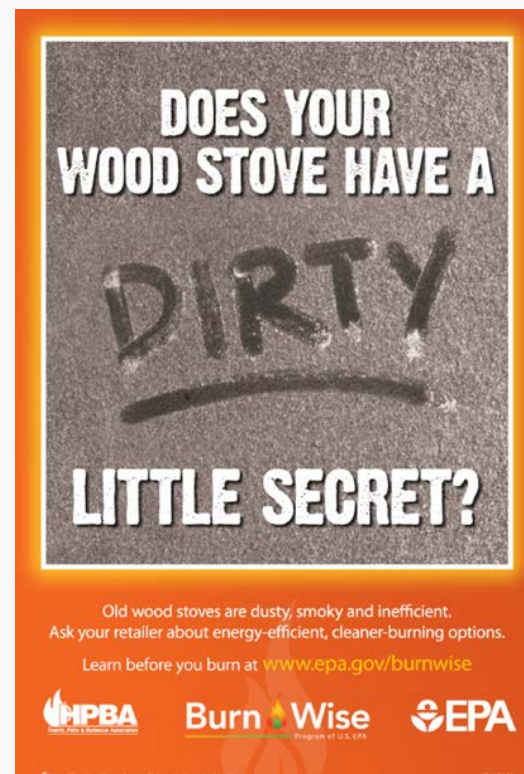


<https://www.epa.gov/burnwise/burn-wise-other-materials>

# Your Old Wood Stove's Dirty Little Secret Poster

## Overview

- Poster focuses attention to the issue of old stoves
- Ideally the similar brochure would accompany this poster
- The brochure explains why it is important to upgrade to a new stove
  - Available in English
  - Size: 17" X 11"



<https://www.epa.gov/burnwise/burn-wise-posters>

# Your Old Wood Stove's Dirty Little Secret Brochure

## Overview

- Brochure spells out the benefits of moving from an uncertified wood stove to a cleaner burning option like an EPA-certified wood stove
  - Available in both English and Spanish (Spanish version is only available online)
  - Size: 8 1/2" X 11"



<https://www.epa.gov/burnwise/burn-wise-brochures>



## Wet Wood Is A Waste Brochure

### Overview

- Brochure spells out four simple steps to properly drying firewood before burning it in a wood burning appliance
  - Available in both English and Spanish (Spanish version is only available online)
  - Size: 8 1/2" X 11"



<https://www.epa.gov/burnwise/burn-wise-brochures>

# Wet Wood Waste Tear Sheet

## Overview

- Tear sheet has a similar message as our “Split, Stack, Cover and Store” brochure
  - Developed in partnership with the United States Forest Service
  - Available in English
  - Size: 3 1/2” X 8 1/2”



<https://www.epa.gov/burnwise/burn-wise-other-materials>

## Learn Before You Burn Postcards

### Overview

- Postcards are a great reminder for homeowners to schedule an annual chimney inspection
  - Developed in partnership with the Chimney Safety Institute of America (CSIA)
  - Available in English
  - Size: 6" X 4"



<https://www.epa.gov/burnwise/burn-wise-other-materials>

# Modular Wood Shed Plans and Materials List

## Overview

- This one pager provides a list of the materials, cost, photo and simple schematics for building a wood shed that holds about one cord of wood
  - Available in English
  - Size: 8 1/2" X 11"

Build a Firewood Storage Shed

**\$270**  
Wood Shed  
(price dependent on locality)

- Holds about one cord of wood
- Light enough to move by hand
- Easy to fabricate with mostly straight cuts and no mitered corners or joints
- Uses outdoor treated wood for the structure and liquid roofing primer for the roof
- Connectors and fasteners are galvanized
- Roof and sides are finished to owner specifications (e.g. composition, metal, wood shakes, etc.)
- Footings provided by owner (concrete post bases or pavers)

[www.epa.gov/burnwise](http://www.epa.gov/burnwise)

ITEM	QTY	DESCRIPTION	UNIT COST	SUBTOTAL
2"x6"x8' Treated Pine	2	Floor Frame	\$5.27	\$10.54
1"x4"x8' Treated Pine	13	Floor Slats, Side & Back Slats	\$4.97	\$64.61
2"x4"x8' Treated Pine	8	Floor Frame, Joists, Roof Rafters	\$3.37	\$26.96
4"x4"x12' Treated Pine	3	Posts	\$13.17	\$39.51
4'x8'x1/2" CDX Plywood	3	Roof	\$15.77	\$15.77
1/2"x8' Hex Lag Screws	12	Secure posts to 2"x6"x8' Floor Frame	\$0.54	\$6.48
2" Galvanized Deck Screws	1lb. Box	Secure Floor Frame, Joists & Roof Rafters	\$9.89	\$9.89
1 1/2" Galvanized Deck Screws	1lb. Box	Secure Floor Slats, Side & Back Slats, Roof	\$9.89	\$9.89
Liquid Roofing	1-5 Gal	Weather Protection	\$47.00	\$47.00
1 1/2" Deck Bolts	6	Raise Woodshed off ground	\$6.55	\$39.30
<b>TOTAL</b>				<b>\$269.95</b>

To view a 6 minute video on how to build this firewood storage shed, go to:  
[www.epa.gov/burnwise/burn-wise-videos](http://www.epa.gov/burnwise/burn-wise-videos)

- 1) 4"x4"x12' CDX Plywood Roof
- 2) 2"x6"x8' Floor Frame
- 3) 1"x4"x8' Floor Slats
- 4) 2"x4"x8' Floor Joists
- 5) 4"x4"x12' Posts
- 6) 1/2"x8' Hex Lag Screws
- 7) 2" Galvanized Deck Screws
- 8) 1 1/2" Galvanized Deck Screws
- 9) 1 1/2" Deck Bolts
- 10) 1 1/2" Hex Washers
- 11) 1 1/2" Hex Nuts
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- 100) 1 1/2" Hex Bolts

Based on and modified from the Makah Tribe's Modular Wood Shed design

<https://www.epa.gov/burnwise/burn-wise-other-materials>



## Asthma and Wood Smoke Videos

### Overview

- The videos highlight the health effects (e.g., asthma) related to particulate matter (PM) exposure from residential wood smoke



### Videos

- Wood Smoke and Asthma: Breathe Easier  
<http://www.youtube.com/watch?v=sJQ4IVDDA6Q>
- Wood Smoke and Asthma: Reduce Smoke  
<http://www.youtube.com/watch?v=aXj9j3g7EM>
- Wood Smoke and Asthma: Dry Firewood  
<http://www.youtube.com/watch?v=Z-OfbPjXPUU>

# Split, Stack, Cover and Store Video

## Overview

- Demonstrates the four simple steps to properly drying firewood
- Wet wood can create excessive smoke which is wasted fuel
- There is also a “Split, Stack, Cover and Store” brochure that relays this same message

## Video

<http://www.youtube.com/watch?v=y01--Zrh11s>



## How to Use a Moisture Meter Video

### Overview

- Moisture meters allows you to test the moisture level in wood
- Tips on how to properly use a moisture meter to test firewood
- Burning dry, seasoned firewood with a moisture content of 20% or less can save money and help reduce harmful air pollution - indoors and out

### Video

<http://www.youtube.com/watch?v=jM2WGgRcnm0>



## Social Media

- Subscribe to RSS content

- Join us on Facebook

<http://www.facebook.com/EPABurnWise>

- Follow us on Twitter

<http://twitter.com/epaburnwise>

- Find photos on Flickr

<http://www.flickr.com/photos/epaburnwise/>



**For more information or to request free  
copies of outreach materials contact**

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