FREE3

COST ACTION

YOU SHOULD KNOW

THE PUBLIC AWARENESS CRISIS



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THE SURVEY

TREE HEALTH MATTERS!

"Tree Health Matters!" is the largest cross-national public survey on tree biosecurity awareness.

- ✦ **2,346** valid responses
- ✦ **31** countries represented
- ✦ Conducted February – July 2025

WE ARE WORRIED

98.9% of citizens expressed concern about tree loss. Nearly everyone cares about losing trees — forests, urban trees, biodiversity.

BUT WE DON'T KNOW

75% did not know what "biosecurity" means. The very word used to protect trees is unknown to **3 in 4 people.**

AWARENESS IS WIDE BUT SHALLOW

People have heard of tree pests. But they can't name them, explain them, or recognize the risks. **"Widespread but shallow"** — exactly how the survey described it.

WHAT WE DON'T KNOW

CAN HURT TREES

High-risk spread pathways poorly understood by the public: **Construction wood, Firewood, Animal transport, Wood packaging materials**

These are the real doors pests use — and most people don't know they exist.

WHAT PEOPLE SUPPORT

Despite the knowledge gap, citizens favor:

- ✦ **Biodiversity enhancement**
- ✦ **Planting resistant species**
- ✦ **Environmentally friendly management**

People want green solutions — they just need the knowledge to back it up.

THE LESSON IS CLEAR

Concern without knowledge is not enough.
We need biosecurity education — not just awareness campaigns.

Protect what you care about. Learn the risks.
#TreeHealthMatters

SAVE

THIS POST FOR LATER

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