

Outreach Efforts of the Community IPM Program, 2009

Project Leaders:

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Cooperators:

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Abstract:

Increasing public awareness of the practice of IPM has always been among the priorities of the Community IPM program, and is also a published priority of the Community IPM Working Group of the Northeastern IPM Center. In 2009, NYS IPM members led and participated in workshops and presentations and also collaborated in expanded outreach efforts, including IPM Center work groups, eXtension communities of practice, and web-media projects, among other activities.

Background and Justification:

Awareness and knowledge of the term “integrated pest management” among New York residents is fairly low and remarkably stable. However, when the tenets of IPM are explained, a majority of people feel that the IPM approach is most desirable. Therefore it is essential to the mission of the NYS IPM program that outreach efforts generate an increase in awareness of IPM, ideally leading to increased adoption of IPM and a reduction of the risks presented by pests and methods used to control them. However changing behaviors is challenging and only happens over time with persistent efforts. Collaborative arrangements of the NYS IPM program with other IPM experts reduce the duplicity of efforts region and nation-wide, and result in strong networks of land-grant specialists, private industry, and federal and state agencies. These elements are vital to the success of IPM initiatives that seek to raise awareness about IPM and to ultimately change behaviors. The use of traditional outreach methods, such as seminars, workshops, and written materials is consistent and reliable, and these methods are enhanced through incorporation into web-based media. For example, webinars can attract larger and more diverse audiences, and web pages can be accessed from anywhere in the world (and distribution can be tracked). With increasingly limited funds for research and outreach in IPM, clever and resourceful projects with measureable impact will become more important.

Objectives:

1. Increase public IPM awareness in a measureable way
2. Increase IPM adoption through awareness and demonstration
3. Increase the visibility of the IPM program and its efforts and successes to encourage more awareness and adoption.

Activities:

Northeastern IPM Center Working Groups

The Northeastern IPM Center funds several working groups, each focused on a commodity or area to promote IPM adoption. The NYS IPM Program has maintained an ongoing participation with the IPM Center since its inception. Currently in 2009, Lynn Braband serves as co-leader of the School IPM Working Group as well as a member of the IPM Evaluation Working Group. Jody Gangloff-Kaufmann serves as a co-leader of the Community IPM Working Group. Together, these working groups engage stakeholders, set priorities in the focus area, and carry out projects region-wide to accomplish the goals set forth by the IPM Centers. Activities of the School IPM Working Group are detailed in the Annual School IPM Report for 2009. Outreach activities of the Community IPM Working Group are as follows:

- Bed Bug In-Service at HGIC – Univ. of Md.

Jody Gangloff-Kaufmann and Steve Jacobs were invited to conduct train-the-trainer sessions at the University of Maryland's Home and Garden Information Center for 25 extension educators. Jody conducted the bed bug session which was video-recorded and made into a three-part video which can be found on the Home and Garden Information Center's web site (hgic.umd.edu), on Bughelp.org and linked to by the Northeastern IPM Center as a valuable educational resource. It is hosted on www.YouTube.com. The video has been utilized in Maryland by many county educators, health departments, and citizens.

- Hicks Retail Nursery Outreach Project:

As part of the Community IPM Working Group's Fall Meeting, members participated in an outreach project at Hick's Retail Nursery in Westbury, New York, coordinated by Jody Gangloff-Kaufmann. Members answered lawn, gardening, and pest questions from Hick's customers as they passed by the poster display. A survey regarding a selection of educational posters was conducted. Twenty-four customers responded to surveys and provided feedback on design and content of the posters.

Results of the survey indicate:

The most attention grabbing poster was the "Anatomy of a Murder"

It is also the poster most people indicated was new and they would use.

The "bloopers" posters scored higher than the turf care posters.

The lawn care posters represented techniques that most people (87% for weeds, 82% for feeding) felt as if they were doing correctly. Additional posters were placed around the nursery to provide educational information on related subjects.

Community IPM Working Group on Facebook

Jody Gangloff-Kaufmann constructed a Facebook.com page for the Community IPM Working Group and continues to update it with working group activities, accomplishments, topics of interest, and other communications. The page has 32 "fans" and growing, and content is received by over 250 people.

- Collaboration on Bughelp Campaign (see pictures)

The public can access structural pest information on numerous web sites. Their challenge is to determine which sites offer effective IPM solutions. The goal of this project was to

reach under-served groups in inner cities and provide them with safe, viable IPM solutions that solve their pest problems. This project used an innovative approach of placing bed bug-specific posters on and in buses in Baltimore. These posters direct inquiries to a new, easily remembered, structural IPM web site - www.bughelp.org. This site provides linkages to university-based fact sheets and other web sites containing recommendations and suggestions on a wide range of household pests. The project has begun to collect data on the viability of using mass transit systems to promote IPM. Project funded by a NEIPM Center Partnership grant of \$20,000 received by Steve Jacobs and project partner Jody Gangloff-Kaufmann. The initial estimate on viewership is 17 million impressions over a 4 week period. Results of the campaign are pending.

- Workshops:

The 6th International IPM Symposium was held in Portland OR, in March 2009. Members of the NYS IPM Program were instrumental in developing workshops for two community IPM areas:

Structural Pest Control and Water Quality: Issues, Needs, Approaches, Collaborations.

By Lynn Braband (and collaborators);

Bed Bugs and Public Health: Establishing the Connections, by Jody Gangloff-Kaufmann (and collaborators) with over 100 participants.

- Interactive Plant Manager:

The Interactive Plant Manager website is a comprehensive, searchable database of insect and disease identification, problem diagnosis, IPM, and prevention for woody ornamental plants in New York State, and much of the Northeast region. This project is a significant addition to web-based IPM outreach geared toward the ornamental horticulture industry, including landscapers, cooperative extension, and the public.

Until this website was developed, there had been no comprehensive online diagnostic and management tool available for pests of trees and shrubs for New York State. The website is a learning tool for those who care for trees and shrubs that compliments the Cornell Pest Management Guide for Commercial Production and Maintenance of Trees and Shrubs. It also stands alone in the amount and type of information presented, and it includes such IPM aspects as monitoring and management. The resource concentrates on over 200 pests occurring in New York State, but applies to the Northeast region. In 2009 there were nearly 8,000 visits to home page and close to 13,000 database views.

- Participation in eXtension:

The eXtension project is a significant example of a cooperative effort to provide outreach to the public from land-grant experts around the country. Lynn Braband attended an Urban IPM Community of Practice workshop in Alabama and a Wildlife Damage CoP workshop in Saratoga Springs. He also participated in a national eXtension webinar and arranged for an eXtension session at the NYS IPM staff meeting.

- Presentations:

1/23 Pesticide Safety and Environmental Concerns – NYC Department of Health staff – 30 hour course, 45 participants. (J Gangloff-Kaufmann)

2/10 Integrated and Green (CCE Monroe Co. pest management course)
Rochester/Monroe, Structural pest control operators & master gardeners, 12 participants
(L. Braband)

3/18 Rodent IPM (CCE Clinton Co. 30 hour course), Plattsburgh/Clinton (Presentation
via polycom from Geneva) Structural pest control operators, 6 participants (L. Braband)

4/23 The Interactive Plant Manager – SUNY Farmingdale Horticulture Club. Students
and faculty, 20 people (J Gangloff-Kaufmann)

6/8 Structural Pest Management (Rochester Healthy Home in-service) Rochester/Monroe
Aides 3 people (L. Braband)

10/6 Structural IPM Basics – Nassau County Master Gardeners Training workshop 3
hours, 30 participants. (J Gangloff-Kaufmann)

- Consultations:

The Environment Division of the St. Regis Mohawk Tribe contacted the program about their concerns over the tribal casino's plans to spray for mosquitoes. After some e-mail exchanges, Lynn Braband arranged for a conference call including members of the Environment Division, casino management, the pest control contractor, Ron Gardner, and Andrea Malik, Director of Mosquito Control for the Town of Colton. After site visits, follow up information was provided and the interaction could result in both short-term and long-term approaches that will be satisfactory to all concerned.

Rochester's Healthy Home demonstration closed in December 2009. Before that date Lynn Braband gave a short in-service on structural pest management to a group of interns/aides and had a table with our literature at their neighborhood picnic. Lynn also arranged a meeting with University of Rochester's Katrina Korhmacher and CCE of Monroe Co. to discuss future healthy home type collaborations with our program and the county.