

Community IPM Outreach Efforts for 2017

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Abstract:

The core mission of the Community IPM Program is to provide New Yorkers with safe and effective solutions to manage pests where people live, work, learn and play. Because the field of Community IPM is vast, including all aspects of life that are not associated with growing food or commercial horticultural, the practices promoted by this program apply to all New Yorkers, and help to reduce health and environmental risks associated with pests and pest management practices. In 2017, Community IPM staff engaged diverse audiences in New York and other states in two important and effective ways.

The Community IPM Program provided over 7,500 contact hours of in-person presentations, workshops, seminars, and webinars. These face-to-face meetings offer participants the opportunity to ask questions of experts in a comfortable environment, obtain contact information, and learn about resources available from the NYS IPM. Program staff provided site visits to address specific pest problems and appeared in public media.

To complement the appearance of IPM staff at events, meetings and on television, social media and other internet-based resources continued throughout 2017. In this age of technology, countless sources of information related to pest biology and management are available. However, many non-university resources are inaccurate and may provide recommendations that are illegal, unsafe, or simply fail to address the issue. Therefore, IPM staff used social media to point individuals to research-based information while also generating new fact sheets and blogs. IPM staff also contributed to trade magazines. Because this content is available in several formats, this increases the reach of the Community IPM program and the possible adoption of IPM strategies.

Background and Justification:

Among New Yorkers, familiarity with the term “integrated pest management” is somewhat low. However, when the tenets of IPM are explained, a majority of people feel that an integrated approach is most desirable because it reduces the risks presented by household and public health pests, and the methods used to control them. Therefore it is essential to the mission of the NYS IPM program that community outreach efforts generate an increase in awareness of IPM, ideally leading to increased adoption of IPM strategies. This is accomplished by changing decision-making behaviors of people seeking to control pests, which occurs over time with persistent effort.

Educational programs that result in an improved ability to identify pests can reduce the reliance on pesticides for management. This is because accurate identification provides information about an organism's food preferences, life cycle, and preferred harborage sites. While Master Gardener Volunteers can use this information to provide management recommendations for homeowners, pest professionals can hone in on infestation sites and employ sanitation and exclusion techniques to directly reduce pest populations. Thus, a major emphasis of education by IPM staff is to enhance the ability of New Yorkers to accurately identify pests.

In order to reach diverse audiences in New York State, including those in various age groups, program staff promoted the IPM Image Gallery on Flickr, the NYS IPM Facebook page, YouTube Channel and Twitter account, and the NYS IPM and School IPM Blogs. The use of multiple outlets for disseminating information is based on the premise that different generations obtain information in various ways. Whereas older generations prefer hard-copy materials, such as fact sheets, younger generations gather most of their information in short posts and through social media. By adjusting our messages to appear in different formats, we are able to reach diverse audiences and enhance adoption of IPM principles.

Objectives:

- To increase the awareness of New Yorkers about integrated pest management and the best ways to reduce their risk from household and public health pests, including the pesticides used to manage them.
- To create educational materials for community IPM awareness that are easily accessible to New Yorkers and beyond.
- To promote sustainable landscapes as a method of implementing IPM to manage both indoor and outdoor pests.

Activities:

I. Traditional Outreach

Collaboration and Information Sharing

Each year, the Community IPM Coordinating Council meets to provide updates on funding, projects and other endeavors of participating individuals and organizations. In 2017, the Council invited stakeholders to speak at meetings on topics relative to IPM:

- Dr. Laura Harrington, Professor, Department of Entomology, described the Northeast Regional Center for Excellence in Vector-borne Diseases: targeting training, collaboration and applied research for mosquito and tick vector control
- Peter Jentsch, Hudson Valley Research Lab Director, Department of Entomology gave a presentation on his research project, Managing the Invasive Brown Marmorated Stink Bug Across the Urban Agricultural Interface
- Jennifer Grant, Jody Gangloff-Kaufmann, Nassau County D.A. Madeline Singas, and Nassau County Asst. D.A. René Fiechter discussed the Nassau County Bed Bug Task Force
- Dan Gilrein, CCE, Suffolk County, gave a presentation on Enhancing Efficacy of Biological Control for Greenhouse Pests

- Andrew Wilson and Yael Weiss, Bethpage State Park, provided an update on IPM and pollinator enhancement projects within the park

IPM Staff Contributions to Media Outreach

- Matt Frye was interviewed about rat population trends by the Great Lakes Echo: <http://greatlakesecho.org/2017/02/15/rats-rejoice-for-warm-winters/>
- Joellen Lampman warns about late fall tick activity: <http://wnyt.com/news/peak-tick-season/4664637/>
- Jody Gangloff-Kaufmann talks ticks: <http://www.newsday.com/news/health/scientists-say-tick-population-is-exploding-across-long-island-1.13666113>
- Jody Gangloff-Kaufmann was interviewed about bedbugs in NY city: <http://ezramagazine.cornell.edu/SPRING17/CoverStory.html>
- Jody Gangloff-Kaufmann talks ticks: <http://www.fios1news.com/longisland/sen-gillibrand-researchers-push-for-federal-funding-to-fight-against-ticks#.Wc6R4ltSzIV>
- Jody Gangloff-Kaufmann was interviewed about Tickproofing Your Yard without Spraying: <https://www.consumerreports.org/pest-control/tick-proof-your-yard-without-spraying/>
- Jody Gangloff-Kaufmann was interviewed about How to Get Rid of Ants: <https://www.consumerreports.org/pest-control/how-to-get-rid-of-ants-in-the-house/>
- Jody Gangloff-Kaufmann was interviewed about How to Keep Mosquitoes Away: <https://www.consumerreports.org/insect-repellent/how-to-keep-mosquitoes-away/>
- Jody Gangloff-Kaufmann was part of a news piece on NBC about mosquitoes: <http://www.nbcnewyork.com/on-air/as-seen-on/Local-Mosquitoes-Test-Positive-for-West-Nile-New-York-433223483.html>
- Matt Frye was interviewed for an article on what ticks look like: www.petmd.com/dog/slideshows/what-does-tick-look
- Matt Frye was quoted in a pair of articles about fleas and ticks on cats [www.catster.com/cat-health-care/the-regional-guide-to-fleas-and-ticks-on-cats] and dogs [www.dogster.com/dog-health-care/the-regional-guide-to-fleas-and-ticks-on-dogs]

II. Internet-Based Outreach

Social Media, Blogs and YouTube

NYS IPM Facebook Page - <https://www.facebook.com/NYSIPM/>

Images, news stories and announcements are posted almost daily to the NYS IPM Facebook page by IPM staff. In 2017, the page rose from 617 followers to 703, with hundreds of people talking about the 629 posts, and a total reach of almost 84,000 of unique views.

NYS IPM Twitter Account - <https://twitter.com/NYSIPM>

In 2017, Twitter account @NYSIPM gained 1,041 followers and generated almost 91,403 impressions (interactions) from 86 tweets; @IPM_School&Childcare gained 46 new followers and generated 30,495 impressions from 233 tweets. These numbers illustrate a continued need to improve online reach and presence in the minds of New Yorkers. Social Media provides a platform to accomplish outreach to otherwise unknown and under-reached audiences.

The NYS IPM and School IPM Blogs were created to offer useful information in a narrative format. The NYS IPM blog, *ThinkIPM*, covers all IPM commodities (fruit, vegetable, livestock, greenhouse, community, etc.) and is distributed to 107 subscribers. Blog posts can also be accessed when Facebook and Twitter users click on links posted in these platforms. Thus, in 2017 there were 18,966 unique visitors and over 30,133 pageviews. Community-related posts have addressed the biology, management and regulations regarding rodents, stinging insects, invasive species, turf management, mosquitoes, and ticks. To date, the *ABCs of School and Childcare Pest Management* blog is distributed to 38 subscribers and posts have been promoted on the NYS IPM Facebook page and Twitter feed leading to 1,875 unique visitors and 5,145 pageviews. Our goal in 2018 is to increase subscribers to both NYS IPM blogs.

Image Gallery on Flickr

The IPM Image Gallery continues to grow, with over 3,500 unique images and 26 videos categorized into 67 albums. A name and brief description is given to each image and key words are added to help users find the images on common search engines such as Google. In many cases, links to resources from the NYS IPM website are present in the image's description.

Since its inception, there have been over 611,000 views. Images are posted to the program's Facebook page, have been used in professional presentations, and are linked to IPM resources. One expected outcome of the image gallery is that individuals using Google Image search will encounter our photographs when looking up a pest and will subsequently have access to accurate information, including identification and treatment methods. We continue to tag images with key words and cross-reference them with pertinent pest management information on the IPM website as it becomes available.

Many of the most popular community IPM images highlight bed bugs, stinging insects, pollinators, and NYS IPM events. Flickr views are being monitored to help determine public interest for information on a variety of subjects and will help to inform a list of resources to be developed in the coming year.

IPM Staff Contributions to Trade and Professional Publications

- Frye, MJ. "[New York PMPs Needed for Rodent Research Project](#)". Pest Control Technology Magazine, GIE Media, 31 August 2017.
- Frye, MJ. "[New York PMPs Needed for Rodent Research Project](#)". Quality Assurance & Food Safety Magazine, GIE Media, 31 August 2017.
- Mader, EM, D White, M Frye, G Meredith, L Kramer, P Armstrong, M Diuk-Wasser, T Daniels, D Fonseca, B Backenson, T Andreadis, & LC Harrington. 2017. Vector-Borne Disease Surveillance & Control Training Needs Assessment. 75 pp.

Service

All staff responded to e-mails, phone calls, walk-ins, eXtension, Facebook, etc. on a variety of topics related to pest management in private homes, office buildings, schools, childcare facilities, sleep-away camps, nursing homes, public housing, private lawns, and sports fields.

Presentations

Presentations (including school, tick, and wildlife IPM presentations that are also listed in other reports). Contact hours are a measure of the number of participants and the duration of time spent (ex. for 10 participants in a 1 hour session, the contact hours would be 10 * 1 = 10 hours).

Date	Location (County)	Conference/Meeting Name	Presentation Title	Contact Hours
1/9/2017	NYC (Manhattan)	NYC APS Staff Training	Bed Bugs- What You Need to Know	140
1/10/2017	West Lafayette, IN	81st Annual Purdue University Pest Management Conference	Rodents: an Update on their Importance and Management	300
1/11/2017	Yonkers (Westchester)	NYS Turf & Landscape Professional Conference	Sustainable Disease Management of Trees and Shrubs: 2017 and Beyond	115
1/18/2017	Atlantic City, NJ	National Pest Management Association's Eastern Conference	Understanding the Disease Potential of Urban Rodents	325
1/19/2017	Atlantic City, NJ	National Pest Management Association's Eastern Conference	Controlling Mice in Residential Settings	200
1/19/2017	Atlantic City, NJ	NPMA Eastern Branch Meeting	Ant IPM – Controlling America's #1 Pest	350
1/20/2017	Atlantic City, NJ	NPMA Eastern Branch Meeting	Pest Exclusion – An Old Concept with a New Life	350
1/26/2017	Fishkill (Dutchess)	Southeast Regional Conference	Annual and Perennial Disease Management in Low-Input Landscapes	45
1/26/2017	Hauppauge (Suffolk)	PCALI Annual Meeting	Ant IPM – Controlling America's #1 Pest	65
1/31/2017	Lynbrook (Nassau)	Annual Meeting and Training Event	Fleas: Biology and IPM	65
1/31/2017	Lynbrook (Nassau)	Arrow Annual Worker Training	Ant IPM – Controlling America's #1 Pest	45
2/2/2017	Rochester (Monroe)	Horticulture school	Wildlife Damage Management	75
2/6/2017	Rochester (Monroe)	Horticulture school	Structural Pest Management	75
2/7/2017	Henrietta (Monroe)	Plant GFLX	Canker Diseases of Trees and Shrubs: What to expect this year	45
2/10/2017	Rochester (Monroe)	Employees meeting	Bed Bugs Suck	52.5
2/14/2017	Irondequoit (Monroe)	Horticulture School	Plant Pathology	165
2/15/2017	Newark, DE	57th Annual Short Course	Rodentology and Pest Management	180
3/1/2017	Latham (Albany)	Pesticide Recertification Day	Biocontrol for landscape and turf	45
3/6/2017	Plattsburgh (Clinton)	30 hr. Pesticide Applicators Course	Structural IPM	8
3/6/2017	Plattsburgh (Clinton)	30 hr. Pesticide Applicators Course	Bird Management in Food Facilities	4
3/6/2017	Plattsburgh (Clinton)	30 hr. Pesticide Applicators Course	Hantavirus	4
3/10/2017	Rochester (Monroe)	Employees meeting	Bed Bugs Suck	22.5

3/22/2017	Conference Call	Weekly Training	How to Avoid Getting and Spreading Bed Bugs	190
3/22/2017	Saratoga (Saratoga)	Forest Pest Awareness Train the Trainer	Forest Pest training	16.5
3/23/2017	Lake Placid (Essex)	Southeast Regional Conference	Annual and Perennial Disease Management in Low-Input Landscapes	37.5
3/29/2017	Westampton, NJ	Hands-On Pest Identification Workshop	The Structural IPM Short Course	200
3/30/2017	Binghamton (Broome)	Forest Pest Awareness Train the Trainer	Forest Pest training	9.5
3/30/2017	Howard Beach (Queens)	NYPMA Spring Workshop	Stinging Insect IPM	120
3/30/2017	Webinar	SFMI webinar series	Geese on School Grounds	46
3/31/2017	Buffalo (Erie)	Cornell Extension Master Gardener Training	IPM and Sustainable Landscape Management	70
4/5/2017	Somerset, NJ	NY/NJ Workshop	The Structural IPM Short Course	200
4/5/2017	Warsaw (Wyoming)	Forest Pest Awareness Train the Trainer	Forest Pest training	5.75
4/5/2017	Rensselaer (Rensselaer)	Staff training	Keeping Away from Ticks	10
4/6/2017	Oneonta (Otsego)	Pest Management for Today's Schools	Tenets of School IPM	9.5
4/6/2017	Oneonta (Otsego)	Pest Management for Today's Schools	Structural Pest Management	28.5
4/7/2017	Oneonta (Otsego)	Pest Management for Today's Schools	Wildlife Problems on School Grounds	14.25
4/7/2017	Oneonta (Otsego)	Workshop	Pest Management for Today's Schools	28.5
4/12/2017	Delmar (Albany)	Elsmere Elementary Earth Day	Ticks	52.5
4/14/2017	Skaneateles (Onondaga)	Forest Pest Awareness Train the Trainer	Forest Pest training	8
4/24/2017	Albany (Albany)	NYS Senate Earth Day	Ticks and Other Creepy Crawlies Table	1.6
4/25/2017	Oakbrook, IL	Annual Pest Invasion Seminar	Exclusion: The Future of Pest Management	350
4/27/2017	Schenectady (Schenectady)	Asthma Healthy Housing Training Workshop	Pest Management Strategies to Reduce Pest Triggers with a Whole-Structure Strategy; The Big 2: Mice and Cockroaches	33.75
4/28/2017	Manhattan (Manhattan)	Staff Trainer	Bed Bugs – What You Need to Know	32
5/1/2017	Farmingdale (Nassau)	Horticulture class	"Pollinator Protection"	17.5
5/5/2017	Victor (Ontario)	Burrough Audubon Nature Club meeting	Protecting Yourself from Ticks & Tick-borne Disease	25
5/12/2017	New Hartford (Oneida)	Pest Management for Today's Schools	Tenets of School IPM	10
5/12/2017	New Hartford (Oneida)	Pest Management for Today's Schools	Structural Pest Management	30
5/12/2017	New Hartford (Oneida)	Pest Management for Today's Schools	Walk-Through Exercise	15
5/12/2017	New Hartford (Oneida)	Workshop	Pest Management for Today's Schools	42.75
5/16/2017	Delmar (Albany)	Meeting	Tick Assessment and Education	5

5/18/2017	Geneva (Seneca)	NYS IPM Staff Meeting	Rodent Realities: IPM at Food Distribution Centers	4.4
5/22/2017	Delmar (Albany)	Meeting	Tick Assessment and Education	5
5/23/2017	Webinar	School IPM Webinar Series	Managing Stinging Insects of School Grounds; NYS Case Studies	130.5
5/23/2017	Delmar (Albany)	Meeting	Tick Assessment and Education	6
5/25/2017	Plattsburgh (Clinton)	CVES BOCES school facilities managers	School IPM	8.25
5/25/2017	Watertown (Jefferson)	Watertown Bed Bug Training	Bed Bugs for Landlords	40
5/25/2017	Watertown (Jefferson)	Watertown Bed Bug Training	Bed Bugs for Caseworkers	60
5/26/2017	Watertown (Jefferson)	Watertown Bed Bug Training	Bed Bugs for Tenants/City Residents	70
5/31/2017	Latham (Albany)	StopPests in Housing	How to Avoid Getting and Spreading Bed Bugs	80
6/6/2017	Glenmont (Albany)	Presentation	Keep Ticks Away	20
6/15/2017	Hauppauge (Suffolk)	Staff Trainer	Bed Bugs- What You Need to Know	35
6/22/2017	Rochester (Monroe)	Networking meeting	Pest Management Strategies to Reduce Pest Triggers with a Whole-Structure Strategy; The Big 2: Mice and Cockroaches	7
6/27/2017	Mahopac (Putnam)	Presentation	Tick IPM	17.5
6/28/2017	Hyde Park (Dutchess)	Think you Know Ticks? Think Again!	Debunking Tick Myths	109.5
7/13/2017	Loudonville (Albany)	2017 NYS IPM Conference	Did not present-moderated	826
7/13/2017	Loudonville (Albany)	Invasive Species IPM Conference	Alternatives to Invasive Species, Agriculture Invasive Species	33
7/14/2017	Guilderland (Albany)	Docent Training	Ticks – Avoiding the Bite	35
7/24/2017	Orchard Park (Erie)	Tick Forum	How to Identify, Avoid and Remove Ticks	25
7/26/2017	Webinar	NPMA Technical Webinar	Overwintering Pests: A Tale of Home Invasion	30
8/1/2017	Guilderland (Albany)	Docent Training + Public	Ticks – Avoiding the Bite	31
8/3/2017	Coxsackie (Greene)	Presentation	Tick IPM	19
8/10/2017	Glastonbury, CT	CT School IPM Meeting	Tick IPM	75
8/15-20/17	Altamont (Albany)	Altamont Fair	IPM Table	100
8/20/2017	Greenwich, CT	Science on the Silver Screen	Alien: Fact or Fiction?	21
8/23/2017	Akwasne (Franklin)	Integrated Plant/Pest Management and Pollinator Protection	Lawn and garden pollinator protection issues	8
8/23/2017	Fulton (Montgomery)	School Health Professional Meeting	Bed Bug Awareness	16
9/12/2017	Webinar	SFMI webinar series	It's not your job alone	12.5
9/16/2017	Johnstown (Fulton)	Goderie's Tree Farm Open House	Christmas tree IPM update	10
9/16/2017	Delmar (Albany)	Fall Festival	Tick Table	300

9/20/2017	Riverhead (Suffolk)	Suffolk CCE 30-Hour Course	“Hazards of Pesticide Use”	23
9/26/2017	Cazenovia (Madison)	NYS Conference of Environmental Health Directors	Fight the Bite! IPM Practices for Bed Bugs and Healthy Homes	52.5
9/26/2017	Canandaigua (Ontario)	Tick Forum	Debunking Tick Myths	50
10/18/2017	Rensselaer (Rensselaer)	CIPMCC	A Tour of the NYS IPM Image Gallery	15
10/21/2017	Albany (Albany)	NYSUT SRP Leadership Conference	Keeping Critters out of the Workplace	20
10/24/2017	Auburn/Cayuga	Auburn CSD Health & Safety Committee meeting	School IPM	10
10/27/2017	Baltimore, MD	Pest World	“Exclusion: The Future of Pest Management”	161.25
10/27/2017	Baltimore, MD	PestWorld 2017	Developing a Pest Exclusion Program for Cockroaches and Rodents	161.25
11/1/2017	Rochester (Monroe)	Staff meeting, asthma study program	Bed bugs suck	20
11/3/2017	Albany (Albany)	2017 Adult Abuse Training	Stop the Bite: Bed Bug IPM	52.5
11/8/2017	Voorheesville (Albany)	CCE Staff Meeting	Stop the Bite! Ticks and IPM	18.5
11/8/2017	Utica (Oneida)	MVEIE	School IPM	16
11/9/2017	Fairfield, CT	MetGCSA Fall Seminar	Don’t Get Ticked! Understanding and Avoiding Ticks and Tick-Borne Disease	55
11/14/2017	Ithaca (Tompkins)	Ag in-service	Site Specific Management of Nuisance Geese on School Properties (poster)	N/A
11/14/2017	White Plains (Westchester)	Downstate Recreation Conference	Understanding & Avoiding Ticks – Know Your Risks	10.35
11/14/2017	N/A	Lunch ‘N’ Learn Webinar	Rodent Management	23
11/15/2017	Ithaca/Tompkins	Agriculture, Food, & Environmental Systems In-service	NYS IPM Program Tick Research & Outreach	52.5
11/15/2017	Long Beach (Nassau)	Tenant Meeting	“Bed Bugs: What You Need to Know”	22.5
11/16/2017	Rochester (Monroe)	Turf & Grounds Expo	Sports Turf and Schools Communication Panel Discussion (Moderated)	21.7
11/16/2017	Rochester (Monroe)	Turf & Grounds Expo	Tick Treatments: Getting the Most Out of Private Control Programs While Protecting Water Quality	21.7
11/16/2017	Rochester (Monroe)	Turf & Grounds Expo	Greening Your Turf Care Facility on the Cheap	21.5
11/27/2017	Ithaca (Tompkins)	Applied Entomology Class Lecture	Urban Pest Management	16
11/29/2017	Voorheesville (Albany)	Master Gardener Training	Stop the Bite! Ticks and IPM	70
11/29/2017	N/A	Virtual Rodent Control Summit	Developing a Comprehensive Rodent IPM Program	81
12/5/2017	Geneva (Seneca)	Turf Team Meeting	NSY IPM Program Tick Research & Outreach	6
12/5/2017	Geneva (Seneca)	Turf Team Meeting	Comparing methods for establishing perennial beneficial insect habitat	2.75

12/6/2017	Geneva (Seneca)	IPM Staff Meeting	NYS IPM Annual Conference Wrap up	3.5
12/6/2017	Geneva (Ontario)	IPM Staff Meeting	Biological Control for Lily Leaf Beetle	25
12/7/2017	Rochester (Monroe)	Perennial Society Meeting	Landscape Pest Updates	47
12/12/2017	Albany (Albany)	Fight the Bite! Bed Bug IPM	Fight the Bite! Bed Bug IPM	50
TOTAL				7,279.25

Results and discussion:

Although much of the work done by NYS IPM educators is area-specific (school IPM, turfgrass management, bed bug outreach) some does not fall into such a category, and yet it represents a significant need in New York. The variety of pests encountered in homes and landscapes is large and the means of controlling such pests are varied from doing nothing to using pesticides that may pose risks to human health. Annually there are stories across the country of an individual catching their house on fire trying to eliminate pests. The need for IPM awareness and adoption is as strong as ever.

Social media continues to expose more people as likes and followers increase annually. These followers then share posts, which vastly increases the number of viewers to any given post. Between our social media platforms, nearly 2,000 followers has translated to over 850,000 impressions, many of which link back to NYS IPM Program resources.

NYS IPM staff members helped train professional pest managers in structural, wildlife and landscape management. Over the past decade a shift toward the adoption of IPM has been apparent in the professional pest management industry. From the promotion of key IPM tenets, such as pest prevention, to support of the adoption of IPM in schools, the National Pest Management Association has embraced IPM and the extension programs supported by IPM funds. In 2017, Community IPM staff offered 115 presentations in 30 New York counties, seven additional US States, the Virgin Islands and Puerto Rico, resulting in over 7,200 contact hours of training. Topics included: IPM in schools, childcare centers, buildings, turf (golf, sports field, grounds), and food establishments. Programs were developed to help individuals and organizations better manage geese, bed bugs, stinging insects, ticks, rodents, public health pests, and landscape pests. Presentations also covered pollinators, wildlife damage, overseeding research, and pesticide safety.

In 2017, presentations using content developed for the Structural (Urban) IPM Short Course were offered to pest management professionals. These workshops emphasize pest identification, and use actual pinned specimens of arthropods in vials to reinforce on-screen identification. Two trainings were offered in 2017 for a total of 400 contact hours. The Structural IPM Short Course remains in demand, with two presentations to the pest management industry scheduled for 2018.

Samples of Resources Developed

Flickr: <http://www.flickr.com/photos/99758165@N06/>

Fact sheet: <http://tinyurl.com/nmcpyxr>

Facebook Page: <https://www.facebook.com/NYSIPM>

NYS IPM Blog: <http://blogs.cornell.edu/nysipm/>

School IPM Blog: <http://blogs.cornell.edu/schoolchildcareipm/>

YouTube Channel: <https://www.youtube.com/user/NYSIPM>