

Northeastern IPM Center Partnership Grants Program Community IPM Working Group Progress Report for late 2008-2009

A. Grant Data

- Grant #:8705
- Title: Northeastern IPM Center Community IPM Working Group Plan of Work for 2009
- Type: IWG
- Lead investigator: Jody Gangloff-Kaufmann, IPM Area Specialist, NY State IPM Program, Cornell University, 228 Thompson Hall, Farmingdale State University, Farmingdale, NY 11735
- Co-Project Director: Mary Kay Malinoski, Home and Garden Information Center, University of Maryland Extension
- States involved: Working Group members from Maryland, Massachusetts, New York, Pennsylvania, Rhode Island, and Washington D.C.
- Funding Year: 2009
- Funding amount: \$15,000

B. 2009 Summary. This report details the accomplishments for the NEIPM Center Community IPM Working Group. Members represent the broad range of stakeholders that are covered in the Community IPM area. They have been proactive in passing information from the Center to their own organizations and peers. This process serves to engage stakeholders with the Northeastern IPM Center and among the diverse stakeholders in Community IPM. The Community Working Group addresses priorities covered in one of the primary focus areas in the National IPM Road Map: “residential and public areas”. “The greatest general population exposure to pests and the tactics used to control them occurs where people live, work and play.”

The Community IPM Working Group had broad participation in the Sixth National IPM Symposium through organizing and participating in a mini-symposia, workshops, tour, poster, and committee assignments. The group held two very productive meetings which are detailed below. The fall meeting included a meeting with representatives from the North Central IPM Center and ways of collaborating were discussed. We updated community IPM priorities for 2009 and they are posted on the Northeastern IPM Center’s web site.

Several new projects have been started including the Bed Bug transit project, Bughelp.org web site, construction of a new growinggreenlawns.org web site, a new sustainable plant poster project as well as new plans for 2010.

C. Accomplishments and Success Stories for late 2008 – 2009 in chronological order.

The working group continued to develop outreach and communications projects for residential IPM in collaboration with stakeholders from environmental groups, the pest management industry, Master Gardeners, the US EPA and others. The primary goal is and has been to develop a common language for IPM recommendations and to compile effective and new outreach methods to deliver them to residents, pest control and landscape/lawn care companies. Several members of our working group plan are members of the IPM Evaluation working group of the Northeastern IPM Center in order to learn and develop more effective evaluation techniques.

- Mary Kay Malinoski was invited to give a Community IPM Working Group accomplishment presentation to the Northeastern IPM Center Advisory Council at the November, 2008 meeting in Beltsville, MD.
- **Members of the working group organized a mini-symposia, three workshops, a field demonstration, and a poster for the Sixth National IPM Symposium, March 2009, Portland, Oregon.**
 - **“Reaching Out to the Public: Developing and Delivering Residential IPM Messages”**: Workshop focused on the process of simple message development for the public regarding correct gardening/lawn care practices, and outreach products. The projects were highlighted and included an open exchange of ideas with the audience. Organizers and presenters: Mary Kay Malinoski, Rick Johnson, Dave. Clement, ~60 attendees/participants.



- **“Tools for Fostering IPM Success in Residential Environments”**: Workshop focused on identifying essential elements for success in IPM public education and adoption of IPM practices in and around homes. Organizer and Moderator: Lori Bushway, 20 participants.
- **“Bed Bugs and Public Health: Establishing the Connections”**: Mini symposium focused on the public health aspects of bed bug infestations, need for public education and research needs. Organizers and presenters: Jody Gangloff-Kaufmann and Steve Jacobs, >100 attendees/participants.
- **"Structural Pest Control and Water Quality: Issues, Needs, Approaches, Collaborations"**: Workshop focused on identifying key areas of known or potential impact of structural pest management on water quality and strategies for addressing these impacts. Organizer and presenter: Lynn Braband, 20 participants.
- **Educational tour/poster display at Heron Lakes Golf Course**: Joellen Lampman joined Audubon International Stewards David Phipps, Steve Kealy,

and Jesse Goodling along with Karen Armstead, Executive Director of First Green, at Heron Lakes Golf Course as a pre-conference tour which focused on the opportunities that golf courses have to teach homeowners about proper lawn care and environmental issues. 18 participants.



- **“Reaching Out to the Public – Developing and Delivering Residential IPM Messages”**: Poster focused on deliverables from outreach campaign highlighted in workshop above. Mary Kay Malinoski, Rick Johnson, Dave Clement and Jody Gangloff-Kaufmann
- **Committee participation**: Program Committee: Mary Kay Malinoski, Dave Clement. Site Selection Committee: Mary Kay Malinoski. Poster Committee: Steve Jacobs
- **Senate Earth Day**: Our group was invited by the Architects of the Capital to participate in the 2009 Senate Earth Day event. The event was held in the Hart Senate Office Building atrium in Washington, DC, April 2009. Our display included the “Landscape Blooper” poster series, Lawn care poster series, a Garden Q&A, and distribution of educational materials including “Growing Green Lawns” magnets and multi-regional lawn care fact sheet. Mary Kay Malinoski, Dave Clement and Rick Johnson partnered with Sandy Farber of UDC Extension to answer gardening and pest questions. This was the only Extension exhibit and attracted approximately 300 participants/attendees.



- **Community IPM Working Group Facebook Page** – Jody Gangloff-Kaufmann constructed a Facebook page for our working group and continues to update it with working group activities, accomplishments, topics of interest, and other communications.
- **Bed Bugs and Spiders/Ticks Train the Trainer Sessions:** 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 recorded and made into a three-part video. It 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. The video has been utilized in Maryland by many county educators, health departments, and citizens. Steve's presentation focused on Spiders and Ticks. Both Steve and Jody provided valuable printed training materials to supplement their presentations. This training was held in conjunction with the June Community IPM Working Group Meeting. It showcases the regional cooperation and generous sharing of resources and time of Working Group Members.
- **June Working Group Meeting:** In addition to the above train the trainer sessions, the meeting involved lengthy discussions regarding the Bed Bug transit project and Bughelp.org web site, a presentation by Lee Tanner of EPA focused on EPA's new community program directions, and additional possible collaborations including the North Central IPM Region's Consumer Horticulture Working Group. Our group also updated priorities for 2009: the most important focus within all the areas covered by the Community IWG is **IPM in residential settings**.

The following are this year's priorities:

- Use diverse media to educate the public on implementing IPM in their homes, lawns, and landscapes.
- Develop creative tools for measuring the impact of public education related to IPM practices in residential settings on changes in awareness and behaviors of target audience.
- **New Sustainable Plant Poster Project:** This project was started with seed money (\$1000) from the University of Maryland Extension and was coordinated by Dave and Mary Kay. The purpose of the project was to develop a series of fifteen educational plant posters that focus on plants that have few if any pest problems and require little inputs. The posters will be formatted for multi-use: posters in retail nurseries, gardens, arboreta, and events. They will also be used as information sheets to give to the public. The plant selection list has been reviewed by specialists in horticulture from Cornell University, Longwood Gardens, Brookside Gardens, the United States Botanic Garden, the National Arboretum, and University of Maryland Horticulturists. Posters are in the design phase, final content and design will be reviewed by the previously mentioned cooperators. Additional funding will be sought to expand the production of the posters to include

additional plants, printing, and distribution within the Northeast and to collaborators in the North Central Region. Funding will also be sought to print re-designed Lawn Care posters and production of five new Pest Control posters.

- **“Landscape Bloopers” and Lawn Care Educational Outreach Posters:** Selected blooper posters used at the University of Maryland College of Agriculture Open House (October, 2009) and at Maryland Day (open house at University of Maryland, College Park, April, 2009), and at a variety of extension outreach events in New York state.
- **Community IPM Logo:** A new working group logo was designed by Jody Gangloff-Kaufmann with assistance from Joellen Lampman and feedback from working group members. The logo was officially approved at the 2009 Northeastern IPM Center Advisory Council Meeting.
- **Development of a New IPM Outreach Campaign: A Bold Website (Bughelp.org) and IPM Messages on City Buses.**

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 is to reach under-served groups in inner cities and provide them with safe, viable IPM solutions that solve their pest problems. This project proposes an innovative, evidence-based approach through the use of pest specific posters on and in buses in Baltimore. The first campaign will address the reemergence of bed bugs. These posters will direct inquiries to a new, easily remembered, structural IPM web site - www.bughelp.org . This site will provide linkages to university-based fact sheets and other web sites containing recommendations and suggestions on a wide range of household pests. The project is currently advertising on buses and 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 estimates on viewership are 17 million impressions over a 4 week period.



- **Growing Green Lawns web site:** Funding has been provided by the Director of the North Central IPM Center (\$2,000) and Co-Director of the Northeastern IPM Center (\$2,000) to cover construction of a new web site. The site will be a portal for lawn care

information for the public. It will also have a section for pet owners with tips and links to videos on novel ways to maintain lawns, multi-regional publications, Growing Green Lawns Publications, a section on Audubon International's sustainable communities, an order form for the Lawn Care posters, and other educational but entertaining features. Construction of the site is just getting underway. The project is coordinated by Mary Kay Malinoski. Content will be developed by other working group members and reviewed by turf specialists in the North Central and Northeast regions as the project proceeds.

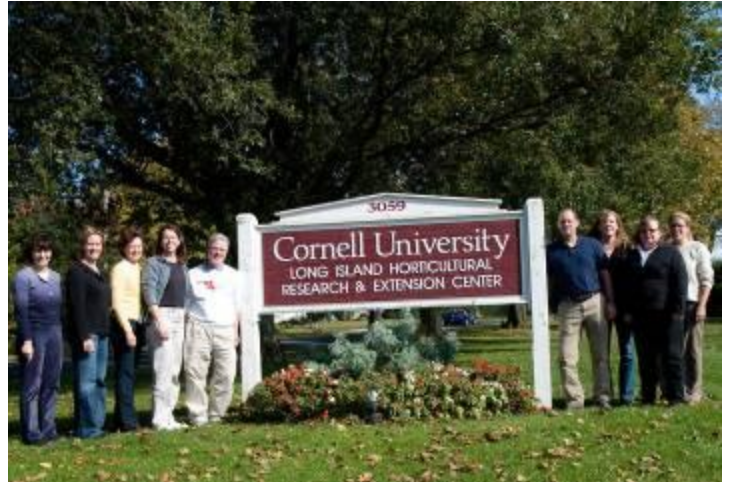
- **Redesign of lawn care posters:** \$1500 has been secured by Dave Clement and Mary Kay Malinoski to redesign the Lawn Care posters to make them more user-friendly and easier to read. The donor is Kevin Mathias of the Institute of Applied Agriculture of the University of Maryland. We will coordinate redesign of posters with other Working Group members.
- **Structural Pest Posters:** Design in progress on five educational posters on ants, bed bugs, cockroaches, termites, and rodents.
- **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. Members answered lawn, gardening, and pest questions. A survey regarding a selection of educational posters was conducted. 24 customers responded to surveys and provided feedback on design and content of the posters.

Results of the poster indicate:

- 66% do their own lawn and landscape care (16/24)
- 21% hired a "professional" (5/24)
- 25% said professional lawn care only – meaning they garden (6/24)
- The most attention grabbing poster was the "Anatomy of a Murder"
- It is also the item 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.



- **Meeting with representatives of the North Central IPM region:** Mary Meyer of the Consumer Horticulture Working Group and Lynnae Jess, Associate Director of the North Central IPM Center attended the fall Working Group Meeting. Several areas of collaboration were discussed including the new plant poster project, Growing Green Lawns web site content, advice on diagnostic tools for master gardeners, and a possible joint meeting in fall of 2010. Additional topics discussed with Community IPM Working



- Group members included asking a social marketing specialist to attend one of the meetings as a guest speaker, working with marketing specialists and evaluation specialists to assist with outreach projects such as the educational posters, transit projects, and web sites.
- **Wiggio Account/Page for Community IPM Working Group:** Lori Bushway set up a Wiggio account (which serves as a collaborative work site, a wiki) for members to communicate on working group issues as well as work on documents and projects collaboratively.
- **Jody Gangloff-Kaufmann** was invited to give a Community IPM Working Group accomplishment presentation to the Northeastern IPM Center Advisory Council at the November, 2009 meeting in Simsbury, CT.

Projects planned for 2009, but unable to complete:

- Reuse of “Growing Green Lawns” transit posters in Rhode Island and Pennsylvania: They were not used due to a lack of funding.
- Landscape Bloopers and Lawn Care posters not widely distributed: Poster contact member changed positions and was unable to work on the project. The posters were originally created by a staff person in the Graphics Department in the Penn State College of Agriculture and unavailable to other working group members.
- A portfolio of the Landscape Bloopers and Lawn Care posters was developed to solicit the project to other public gardens and non-traditional venues, such as zoos. The portfolio has not been distributed due to the contact person (see above) changing positions.
- EPA community liaison: The EPA changed administration and direction of their programs. There is still some community IPM program focus, however EPA representative Lee Tanner is now interested in a particular IPM outreach project in sports facilities, which is currently outside the scope of our plan. Our working group still has

strong Community IPM EPA contacts and dialogue with members John Butler (Region 3) and Steve Hopkins (National EPA, OPP).

Working Group Membership.

Leaders:	
<p>Mary Kay Malinoski University of Maryland Home and Garden Information Center 12005 Homewood Rd Ellicott City, MD 21042-1542 mkmal@umd.edu 410-531-5568</p>	<p>Jody Gangloff-Kaufmann Cornell University-NY IPM Program Community IPM Specialist 228 Thompson Hall Farmingdale State University Farmingdale, NY 11735 Phone: 631-420-2022</p>
Active Members	
<p>David Clement Regional Specialist, Plant Pathology University of Maryland Home and Garden Information Center clement@umd.edu</p>	<p>Lori Bushway Leader of Adult Outreach Cornell Garden-based Learning Program Cornell University, ljb7@cornell.edu</p>
<p>John J. Butler Regional Pesticide Expert EPA - Region III Land and Chemicals Division Pesticides and Asbestos Programs Branch butler.john@epa.gov Visit http://www.epa.gov/pesticides</p>	<p>Joellen Lampman Audubon International jlampman@audubonintl.org www.auduboninternational.org</p>
<p>Steve Jacobs The Pennsylvania State University Department of Entomology sbj2@psu.edu</p>	<p>Rick Johnson The Pennsylvania State University The Arboretum at Penn State rhj3@psu.edu</p>
Associate Members	
<p>Marion Gold Director of the URI CE Education Center URI CE Education Center MGold@uri.edu</p>	<p>Steve Hopkins EPA, Office of Pesticide Programs Environmental Stewardship Branch hopkins.steve@epa.gov</p>
<p>Donald V. Rivard Rivard's Resources IPM Environmental Mgmt. Consultants donrivard22@comcast.net</p>	<p>Casey Sclar Longwood Gardens csclar@longwoodgardens.org</p>
<p>Lynn Braband NYS Community IPM Program at Cornell University lab45@cornell.edu</p>	
<p>NEIPM Center Representative: Allison A. Taisey</p>	

aat25@cornell.edu Northeastern IPM Center www.stoppests.org NYS IPM Program www.nysipm.cornell.edu	
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Co-leaders and active members are actively engaged in working group meetings, decision making, projects, and have very regular communication. We freely call and email each other frequently in addition to conference calls, Wiggio messaging, and Facebook postings. Associate members have been active at one point or periodically. They provide a valuable resource for advice and collaborative efforts. We also have at least two face-to-face meeting a year. We feel that it is very important to maintain frequent contact, including the meetings to keep the momentum moving forward. Open communications gives us the ability to change directions or make decisions quickly when needed.

Our group will continue to seek out new and productive partnerships to coordinate regional residential IPM programming with government, private industry, non-profit organizations, and land grant institutions.