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## MEMORANDUM

Date: December 18, 2015  
To: Board Members  
From: Staff  
Subject: Staff Ideas Regarding Homeowner IPM and Outreach

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Below is a list of possible approaches for enhancing homeowner education about Integrated Pest Management (IPM) compiled by the Department staff for the Board's December 18 discussion.

### Point of Sale Possibilities

- Education of sales force
- "In your face" information at point of sale
- PPE display next to pesticide sales area to get people's attention, in addition to other educational materials
- Reconfigure the required signage so that links to the educational websites are more prominent
- Adding some wording to signage pertaining to homeowner education and the importance of safely handling pesticides

### Media

- Collaborate with in-state/regional experts on a series of timely articles about common pest/IPM topics like grubs, ticks, carpenter ants, mosquitoes and general lawn maintenance etc. Distribute the articles, and possibly pictures/images to print and online publications
- Public service announcements on tv, radio, other media
- Free TV/radio appearances on a regular basis
- Timely paid advertisements in Maine publications on common pest topics
- Expand/embellish homeowner IPM websites
- Online ads, banners, crawlers, click-on adds
- YouTube Videos/Maine YouTube IPM Channel
- Twitter/Facebook/Instagram/Pintrest

### Presentations

- Town meetings
- Free Public Seminars on popular topics like tick/mosquito management

### Collaborate with outside organizations

- Municipal offices/boards
- Chambers of commerce
- Libraries
- Soil & Water Conservation Districts
- Other civic, environmental groups

- Business and industry leaders
- Schools
- Garden Clubs

Work with above groups to distribute materials developed by BPC

- Fliers/brochures/fact sheets
- Handbook for towns to use and distribute to residences
- Inserts for water/sewer/tax bills
- Newsletters

Youth/Schools

- Statewide Poster Competition with judging done by BPC and prizes awarded. Create a calendar with the winning entries and use for fundraising and distribute through BPC.
- YouTube IPM Contest
- Teacher summer institute
- Partner with other organizations and environmental education centers to include IPM in environmental education
- Organize mentoring program to mentor MS, HS and Tech School classrooms to develop IPM projects on school campuses and in the community
- Hire local crafter to make puppets and lesson kits and offer them to classroom teachers who agree to teach a set of IPM lessons as part of an environmental education module. Offer a grant to environmental education programs to run the program. Environmental educator partners with participating classroom teachers. Teacher teaches some lessons and environmental educator teachers some. (LC Bates Museum has done this for us in the past).