

# JOIN THE REGIONAL INTEGRATED PEST MANAGEMENT (IPM) ALLIANCE

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## BACKGROUND

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As we enter the 21<sup>st</sup> century, we find ourselves at a critical point and with very little time – years, not generations – in which to undo environmental damage. We must now think in terms of **“sustained development”** using and managing resources and the environment to maintain a strong economy and preserve a healthy environment today and in the years to come.

The most important challenge we face today is lack of significant integrated eco-system management solutions to the overall sustainability & quality of the environment. The scientific community does not fully understand the risks that synthetic pesticides pose to our environment and our health. Many problems await potential solutions, which will be evaluated and demonstrated. It may take years of research to uncover the answers. The economics of potential solutions are also under scrutiny. Lack of training is also often cited as an obstacle to the wider adoption of sustained development practices. This includes development and adoption of **“Integrated Pest Management”** (IPM) strategies.

Frequently the knowledge or technology supporting new pest management solutions is in its infancy, and the economics appear unacceptable. Economic judgments at this early stage can be premature, and may prevent IPM practitioners from implementing the programs that may turn out to be economical in the long run. Both long and short-term perspectives are in the best interests of the public, toward reducing environmental impacts and increasing adoption of IPM practices. This is a topic with important applications to local government practices, and to public agency personnel whose job it is to make the experience of public places safe, enjoyable and pest free. In the long-term, everyone benefits from a healthier environment. All of us must do our part – government, industry, public interest groups, individuals – at home, at school, at the workplace, while working, while playing, while traveling. It is time to re-examine our values, make thoughtful choices, and adjust our

lifestyles to give more consideration to the environment. It is important for each one of us to act – not only for our children and ourselves, but also for future generations and for the other living things sharing the **Earth** with us. We need to continue to work together.

The Regional IPM Alliance is a unique collaborative of Northern California Public agencies, other organizations and industry with a primary objective to provide a technical platform for the diverse group of Eco-System management to promote pest prevention and minimize pesticide use. The Alliance works to address issues that go beyond city or county boundaries.

The Regional IPM Resource Manual is one of the outcomes of the **Regional IPM Alliance's** collaborative work strategy. It supplements the Annual Regional IPM Conference and provides **public agencies, communities and industry with access to information, tools and networks that maximize opportunities for pesticide reduction in Non-Crop Production Agriculture & Structural IPM Programs.**

## PURPOSE

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Most of the public agencies have some type of responsibility for pest control associated with public health, natural resource management, maintenance of open spaces, maintenance of turf & landscape, maintenance of rights-of-way around roads, airports, parks & facilities, public works, maintenance of structures such as office complexes, libraries, correctional facilities, hospitals, schools, yards, animal shelters etc. These pest control services include use of [pesticides](#). Frequent pesticide use in highly populated urban municipalities increases the risk and probability of pesticide exposures.

**Consumers** have diverse views and preferences about pesticide use. The public generally believes that insects, diseases, and other pests need to be controlled but also believes that there are effective alternatives to pesticides. This diversity has important implications for public policy, marketing, and risk communication. Public is becoming increasingly concerned about the impact of pesticides on their health and the [local ecosystem](#). While the debate continues about whether pesticide residue problems are real or perceived, there are real problems all should be directing their efforts toward solving. Pesticides are not a homogeneous group of chemicals. There are many different chemicals with many different characteristics, potential health risks and potential environmental effects.

**Regulatory agencies** are also highly concerned about [non-point source pollution](#) due to the use of pesticides and its effect on land and [water resources](#). Local governments have a particularly difficult job of complying with new regulations due to the size and complexity of the areas they maintain. Increasingly their managers are asked to develop pest management plans for many different ecosystems, from athletic fields to rose gardens, to public housing and public buildings.

**Public Agency's workers** must be experienced in maintaining very diverse ecosystems while dealing with many different types of pests. In many instances, the staff may not have the ability or resources to develop long term pest management plans or to evaluate the competence of contracted pest control services. This has led to problems with continued reliance on pesticides with greater impacts on fragile ecosystem.

**Public Agency's** need a more integrated, systematic approach to managing pests, an approach known as [Integrated Pest Management \(IPM\)](#). Public Agency's must be willing to invest time and money to increase employee knowledge of pest ecology and biology and reduced risk control strategies. The implementation of IPM programs for pest control in public agencies would reduce the amount of pesticide introduced into the environment.

[Integrated Pest Management \(IPM\)](#) a long term, sustainable strategy is an evolving process where Government agencies, universities, and other organizations must come together to provide up-to-date, accurate information for pest management. Prevention, education and technical assistance continue to be the keys to the success of this program.

## **STRATEGY FOR REGIONAL ALLIANCE**

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Communications channels will be effective only if all parties can consistently access the same reliable information. Research-based information is essential to our ability to make sound pest management decisions in any context, from a backyard garden to national regulatory offices. Regional Alliance will work towards building a comprehensive database that eventually will hold all kinds of scientifically tested pest management information. As funds are made available, this database will be available on the World Wide Web for use by everyone.

A steering committee representing participating agencies, will coordinate continuous improvement of the Regional IPM Resource database/manual and organize the annual conference. The activities also include development of an information network, creation of regional pest profiles and pest management strategic plans, arrange review of technical documents, identification of IPM priorities for the region, cooperative efforts, grant opportunities with universities, state and other federal agencies, and establishment of advisory committees as needed. Funding for the Regional Alliance network will come from contribution by participating public agencies, from the industry & other groups, joint grant opportunities and cost recovery from the annual conferences. It will assist participating members to understand IPM programs project and to make recommendations on implementation to their respective administrations.

# IMPORTANCE & BENEFITS OF COLLABORATIVE WORK IN PEST MANAGEMENT

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**Regional IPM Alliance** will to work to connect a diverse array of people who have an interest in pest management policy and implementation throughout the Northern California. These include pest management users (pollution prevention, source reduction and resource conservation managers, park and turf managers, right of way managers, building superintendents, pest control operators, lawn & landscape maintenance contractors, homeowners, gardeners, nurserymen, and others), consumer and environmental groups, governmental regulatory agencies, researchers, and educators.

A regional strategy will encourage responsible use of pesticides, encourage alternative pest management practices and make people aware of the possible effects of pesticide use. The collaborative approach will create a strategy recognizing growing community concerns about human and ecosystem health, pest management costs and initiation of individual municipal government programs to reduce pesticide use that could result in duplication of effort, patchwork actions and sometimes unnecessary problems and confrontation.

**Benefits of this collaborative approach:** [Back to TOC](#)

- IPM Resource Manual: This comprehensive instructional text dealing with public agency's fundamental IPM policies, principles & practices will continue to evolve using consultants, subject matter specialist from variety of sources for example Industry experts, UC Statewide IPM Program, BIRC and other educational Institutions, San Jose state university, University of California cooperative extension service & UC Davis publications, and departmental fact sheets. A copy of the manual will be given to all participants at Annual Regional IPM Conference. Additionally, the information contained within the manual will be made available in the form of CD ROM version or transformed into the Web Site (subject to funds availability) and hyperlinked to the respective Agency's IPM Web portals.
- Developing Subject Matter Specific training modules, interactive videos, brochures, PSA's, and other professional & public education & outreach programs
- Policy Support to promote IPM as an integral part of each agencies administrative & work portfolio.
- Exposure to Industries best experts & speakers at one platform with variety of IPM Topics each year best suited to local needs
- Certification Credits for Pesticide applicators and Pest Control Advisors from CA Department of Pesticide Regulation, CA Structural Pest Control Board, CA Department of Fish & Games, International Society of Arborist, Air & Water

Quality Associations, Landscape Professional Association, Medical & Nursing Professional Associations & other related agencies

- On the Job Training in the Northern California counties in their own backyard: Information sharing & site visits on local research & field trials among the participating agencies.
- Practicing IPM locally & finding sustainable pest management solutions
- Connecting IPM practitioners within the counties, cities & other government jurisdictions.
- Economizing training through cost sharing and developing sustainable workshop through revenue generation.
- Obtaining possible collective grants for annual IPM workshop serving the larger community base with similar goals and objectives
- Information sharing on IPM product & services providers
- Annual Pest Management Surveys: Pest Management practices among local governments; Pesticide use reduction strategies, education & outreach; Type of pests that require the most resources in Northern California Counties & Cities; Pest Management practices among commercial applicators in Santa Clara County; Pest Management practices among private applicators in Bay Area Counties & Cities; Pest control product surveys for availability of effective cutting-edge non-chemical or least-toxic products from Manufactures, Suppliers.
- Individual County or City managements may decide to cost share projects with other Counties & cities through this platform such as Electronic Pesticide Use Reporting system, Log Book Preparation, IPM promotional brochures etc.
- IPM awards or recognition to promote/motivate individuals or group contributions towards the environment
- Promoting IPM collectively, while preserving through sustainable precautionary, proactive and preventive maintenance practices.

## STEERING COMMITTEE

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No one person can have all of the expertise and skills needed for the diverse activities of a regional alliance. These activities include general management, grants management, overall IPM field and technology knowledge, pesticide regulation and use experience, and telecommunications expertise.

It is necessary to partition these responsibilities among eleven primary representative positions, Regional IPM facilitators (6) with diverse knowledge in various Structural/Non-Crop Production IPM, pollution prevention programs (One representing Pesticide Regulations, One from University representing education, outreach & extension publications, One from Private Industry responsible to search & represent innovative IPM product & services, Three from Public Agencies IPM & Pollution

prevention related programs), One Annual Conference Champion (Host Agency), One Administrative Assistant (Host Agency), One Editor/Writer and One Communication & Outreach specialist.

## TARGET AUDIENCE

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- Air & Water quality management agencies, which are interested in promoting and practicing IPM
- Arborists, Horticulturists, Agriculture Biologists, Entomologists, Weed Control Specialists, Plant Pathologists, Vertebrate Biologists etc.
- Commercial and Private pesticide applicators
- Commercial gardeners, Landscape Maintenance companies
- Commercial IPM Service providers
- Environmental conservation groups & private foundations, which are interested in promoting IPM
- Environmental Resource Management, Waste Management, Hazardous Material Control, Occupational Safety, Green Building specialists
- Facility or Building managers
- Health & Hospital staff such as Nurses, Medical professionals
- Hospital management, ground & custodial staff, who are interested in practicing IPM
- IPM consultants & practitioners, IPM Teachers or Lecturers, Pest control advisors
- IPM Program Managers, Department IPM coordinators
- Master Gardeners, General public, private gardeners & homeowners, who are interested in Integrated Pest Management
- Policy makers, Budget Planners or Administrators
- Private Foundations who promote/fund environmental initiatives
- Procurement specialists, Project control specialist, Real Estate Planners, Capitol Project Planners
- Public Agency's custodial and landscape maintenance managers, supervisors, maintenance staff, Landscape planners & architects, Pesticide applicators
- Right of Way (Park, Roads, Airports, Watershed, Drainage, Urban Landscape) managers, supervisors, engineers, maintenance workers
- School management, ground & custodial staff, who are interested in practicing IPM

- State & Federal government departments, who are interested in promoting IPM, Grant facilitators
- Students, who are studying pest management or related field (Environmental Health/Public Health) as their career
- Utility companies, Department of Transportation who have vested interest in vegetation management and pesticide use reduction
- Vector Control District Staff, Department of Agriculture and University Cooperative Extension Staff

## **PARTICIPATING AND SPONSORING REGIONAL IPM ALLIANCE ACTIVITIES**

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The [Santa Clara County \(SCC\)](#) Office of the County Executive-IPM Program has created an IPM Trust fund of contributing agencies with a Memorandum of Understanding (MOU). Under this agreement among the steering committee members the Santa Clara County will manage the financial transactions until fiscal year 2008. This will safeguard the contributions by contributing agencies (who have signed the MOU) and the revenue generated from the workshop. Each year, this fund will be used for the annual conference or other related proposed alliance activities (as proposed in the benefits of the collaborative approach), and will continue to serve the larger community throughout Northern California.

### **Please join use in this important environmental education & outreach initiative!**

Your contribution will go a long way to serve this cause. Promoting environmental resource conservation, source reduction and pollution prevention activities contributes to cleaner air, water, and a healthier environment-- a legacy we all want to leave for our children and future generations to come. We ask you to support this environmental initiative.

We welcome your sponsorship, regardless of whether you are able to exhibit in the trade show. The sponsorship amount is in addition to the registration fee for an exhibit booth, and there are several levels of sponsorship to fit each organization's budget. Would your organization consider giving \$500, \$1000, \$2500 or more in sponsorship? You can designate your contribution to be used for a specific function or expense, such as helping to cover the costs of a particular breakfast, refreshment break, or luncheon. Instead of the meals, you could designate your sponsorship to help cover the expenses of bringing in guest speakers and instructors or as a scholarship for students to attend the conference. In addition to contributing to the success of the conference, your sponsorship benefits include the following:

## Levels and Benefits of Sponsorship:

**Green Level:** \$100 to \$499: Contribution toward scholarship for students or non-profit groups to attend the conference. Your organization's name on a sign prominently displayed to acknowledge your sponsorship, also printed in the Regional IPM Training Manual and posted on the conference website.

**Bronze Level:** \$500 to \$999: Includes your organization's name on the sign proximity and publicity, contribution toward refreshments, complimentary registration for three (3) representatives, and a ¼ page advertisement in the Regional IPM Training Manual.

**Silver Level:** \$1,000 to \$1,999: Includes the sign proximity and publicity, contribution toward refreshments, complimentary registration for six (6) representatives, and a 1/2-page advertisement in the Regional IPM Training Manual.

**Gold Level:** \$2,000 to \$2,499 includes the sign proximity and publicity, contribution toward refreshments, complimentary registration for nine (9) representatives, and a ½ page advertisement in the Regional IPM Training Manual.

**Platinum Level:** \$2,500 or more: Includes the sign proximity and publicity towards Welcome Note Name on banner displayed in registration area, one (1) exhibit booth (second choice of exhibit booth location), complimentary registration for twelve (12) representatives and a full-page advertisement in the Regional IPM Training Manual.

**For Sponsorship of \$5,000 or more,** includes the sign proximity and publicity towards Welcome Note Name on banner displayed in registration area, one (1) exhibit booth (First choice of exhibit booth location), complimentary registration for fifteen (15) representatives, and a full-page advertisement in the Regional IPM Training Manual.

Please include your sponsorship when you submit your [sponsorship registration](#). We will contact the silver, gold and platinum sponsors regarding the specifications and deadlines for ads to be placed in the final program.

## Contact Us



Please join us in this important regional environmental education and outreach initiative. For more information, visit the [Santa Clara County](#) IPM website or contact Naresh Duggal at 408-299-5159, email: [Naresh.Duggal@ceo.sccgov.org](mailto:Naresh.Duggal@ceo.sccgov.org). Thank you and we hope to hear from you soon. [Back to TOC](#)

## Regional IPM Alliance Steering Committee **Collaborative approach towards IPM Education & Outreach**