

Minutes
Contra Costa County IPM Advisory Committee
Subcommittee on IPM Outreach
August 23, 2018

Members Present: Jim Cartan, Susan Heckly, Michael Kent (Chair)

Members Absent: Carlos Agurto, Gretchen Logue

Staff Present: Tanya Drlik, IPM Coordinator

Members of the public: Debi Tidd, Our Water, Our World; Dave Shoemaker, Parents for a Safer Environment

1. Introductions

2. Public comment on items not on the agenda

There was none.

3. Approve minutes of June 28, 2018

A motion was made and seconded to approve the minutes as written. (SH/JC)

Ayes: Cartan, Heckly, Kent

Noes: None

Abstain: None

Absent: Agurto, Logue

4. Presentation from Debi Tidd on the Our Water, Our World program

Our Water, Our World (OWOW) is a statewide program that is more than 20 years old. It was started by Contra Costa Central Sanitary District and is overseen by the Bay Area Association of Stormwater Management Agencies (BAASMA). Each County runs its own program, and in Contra Costa OWOW is run by the Clean Water Program. OWOW is in pretty much every hardware store and nursery in Contra Costa County. The goal of the program is to have the public make the connection between water and pesticides.

The program works at the point of purchase in hardware stores and nurseries. The components of the program are as follows:

- “shelf-talkers” to alert the public to products that are eco-friendly
- fact sheets on less-toxic methods for managing a wide variety of pests (stored in racks near the pest control products)
- training for store staff
- tabling events at stores for the public
- pocket guides for staff
- once a month visits to stores to fill fact sheet racks, make sure everything looks nice and to update staff
- paid IPM Advocates who are trained and mentored in the stores for a year
- tracking effectiveness measures

The program has learned a number of lessons over the years:

- No cost to the stores is important, as is having attractive materials and keeping them neat and stocked.
- It is a partnership, and OWOW works with people in the stores to tailor the program to their needs.
- Visits to the stores are very important—more visits than you think might be necessary.
- Meeting with corporate staff for stores and companies educates them and makes them more receptive to the program.
- The program makes use of the leverage points for consumers: kids, pets, and wildlife.
- There are many more very effective less-toxic products available now than when the program started, so it’s easier to point people to alternatives that work well.
- People coming into stores are more educated about pesticide issues and more of them want eco-friendly products.

The program tracks the following:

- Sales data for less-toxic products (their sales have gone up over the years)
- Data on removal of more toxic products from store shelves
- Data on pre- and post-training surveys of store employees

5. Review progress on submitting articles to media outlets

The committee reviewed the progress.

6. Review draft of final report from the Outreach subcommittee to the IPM Advisory Committee

The report was approved and will be presented at the September meeting of the full committee.

7. Review revised drafts of bed bug article and eating at your desk

Members reviewed the drafts and made suggestions for changes.

8. Plan next meeting agenda

The next meeting will be October 25, 1:00 pm to 2:30 pm.

- Review comments on the final report from the full committee
- Review drafts of articles on bed bugs, mold, and weeds in general
- Discuss ideas for IPM outreach for next year