



Title: "Tailoring educational strategies to mobilize landscapers' pollution prevention behaviors"

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State: WI **Region:** Great Lakes

Year of Funding: 2003

Theme: Pollution Assessment and Prevention

Situation: Data indicate that urban watersheds may be more contaminated with pesticides than agricultural watersheds (USGS 1999). Nationally, and in Wisconsin, large quantities of pesticides are used in maintaining lawns, woody landscape plants, and ornamental gardens, and contributing to nonpoint pollution of waters, ill health of humans and other organisms, and disruptions of ecological balances. The problem can be traced in part to landscape designs that neglect plant health; and grounds keeping practices that ignore integrated options for maintaining attractive landscapes and turf.

Objectives: The goal of this project is to develop social action strategies – for implementation by urban watershed and neighborhood organizations – that will reduce the human health and ecological hazards of pesticide uses for urban landscape development and maintenance. Our objectives are to: identify the barriers and benefits to the use of Integrated Pest Management perceived by paid landscape managers in the Lake Monona watershed in the City of Madison and Dane County, Wisconsin. We plan to initiate a pilot implementation to test the strategy in collaboration with grassroots organizations, watershed educators, and public agency partners in the Lake Monona watershed, and will also widely publish and share the social marketing analysis and strategies with water pollution prevention educators.

Methods: Activities for this one-year project will include social marketing telephone survey research to analyze landscape managers' and groundskeepers' perceived benefits and barriers to the use of IPM practices in the Lake Monona watershed in the City of Madison and Dane County, Wisconsin. In addition, we will collect existing IPM materials and messages available to professional landscapers and urban residents, and evaluate them in light of survey results. Project partners will use these analyses to develop a social marketing strategy with principles and recommendations useful to urban watershed protectors nation-wide. It will include communications plans to use existing, revised or new landscaping IPM educational materials (such as a one-stop guide for landscape managers and a "green Landscaper" certification program in Wisconsin) and a social strategy for instituting new behavioral norms of urban landscape management. We will publish and widely distribute both the strategy and new or revised educational materials.

Partnerships: By summer 2004, we will initiate implementation of the strategy with grassroots, university and public agency partners in the Lake Monona watershed. This project forms one piece in a long-term program of water quality improvement that engages all varieties of constituents in the watershed.

Research: This project involves the development of educational materials informed both by research on green land care, and by our survey research of the perceived barriers and benefits to landscapers adopting green land practices. We will integrate this research into the development of educational materials, which we will pilot test in collaboration with grassroots organizations, watershed educators and public agency partners in the Lake Monona watershed.

Resources: The US EPA Pesticide Environmental Stewardship Program has funded this project.

Results: As we are at the beginning of this project, in place of results we would like to discuss social marketing, and our intentions for working with social marketing strategies.



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