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MEMORANDUM

Date: February 9, 2016
To: Board Members
From: Staff
Subject: Staff Proposed Messages for Homeowner IPM and Outreach

At the January 13, 2016 meeting, the Board reviewed a list of staff proposed actionable outreach projects related to homeowner Integrated Pest Management (IPM). The Board determined that the proposed list of actionable items was ambitious, but should be pursued.

Staff determined that the selection of messages of focus is a major stepping stone toward developing a cohesive outreach program. Board staff developed a list of topics that seem pertinent to homeowner IPM and that list is provided below. Board staff hope this list will assist the Board in clarifying which messages to promote.

- Is it a pest and does it warrant control efforts?
- Proper identification of pests
- Threshold for action—acceptable levels of control versus complete elimination
- Read control recommendations from reputable sources
- Use the most effective combination of mechanical, cultural and pesticide strategies
- What is a pesticide?
- Product choice and use
 - Read the label carefully
 - Understand the label
 - Follow all label directions
 - Ensure proper measurement and distribution of chosen products
- Minimize pesticide exposure
- How to minimize risks
 - Risks from mechanical control
 - Risks of not controlling the pest
 - Risks of using pesticides