

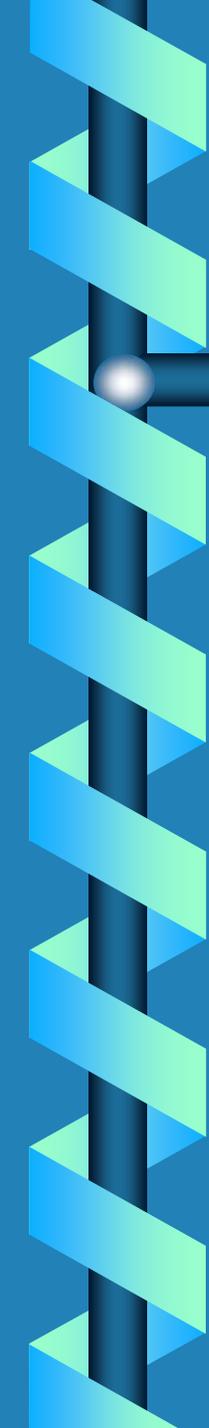


# **What We've Learned About Pesticide Outreach**

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**Annette Frahm**

**Local Hazardous Waste Management  
Program in King County**



# Objectives

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## ∞ Long term

- Reduce pesticides in streams
- Reduce pesticide sales
- Reduce pesticides in hazardous waste stream

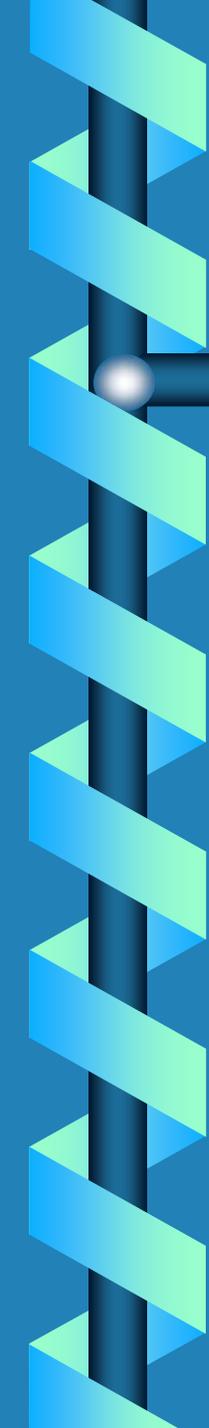
## ∞ Short term

- Varied by project

# Who uses pesticides?

- ⌚ About half used pesticides in past year
- ⌚ Most likely to use pesticides: male, middle-aged, middle income suburban homeowner
- ⌚ Used on lawn, flower beds, landscape



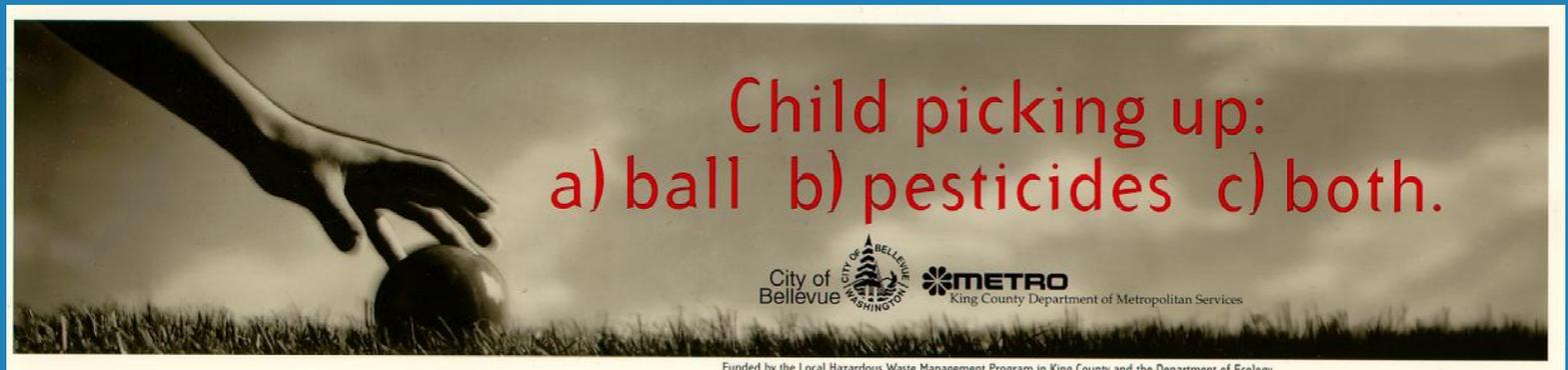


# What might motivate change?

- ∞ **Protecting children's health:  
most important**
- ∞ **Protecting water quality : 10 points less**
- ∞ **More important to women than men**

# Early outreach efforts

## Ω Radio and bus ads: safety, children's health



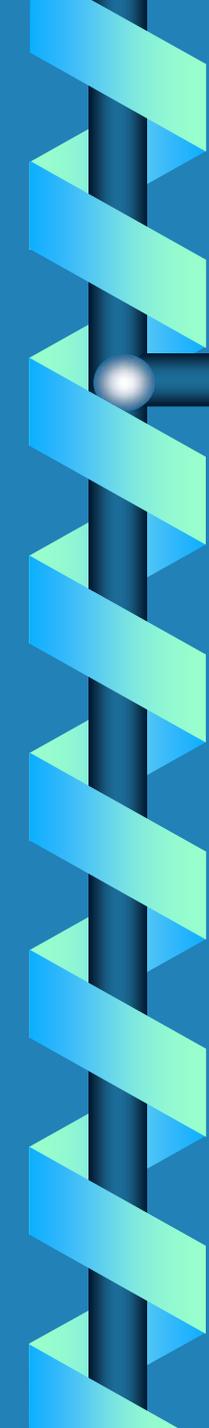


# Natural Lawn Care Program

## ∞ Objectives:

- Reduce use of pesticides, especially weed & feed
- Reduce water use
- Reduce grass clippings picked up at curb

∞ Audience: male homeowners, age 35-54

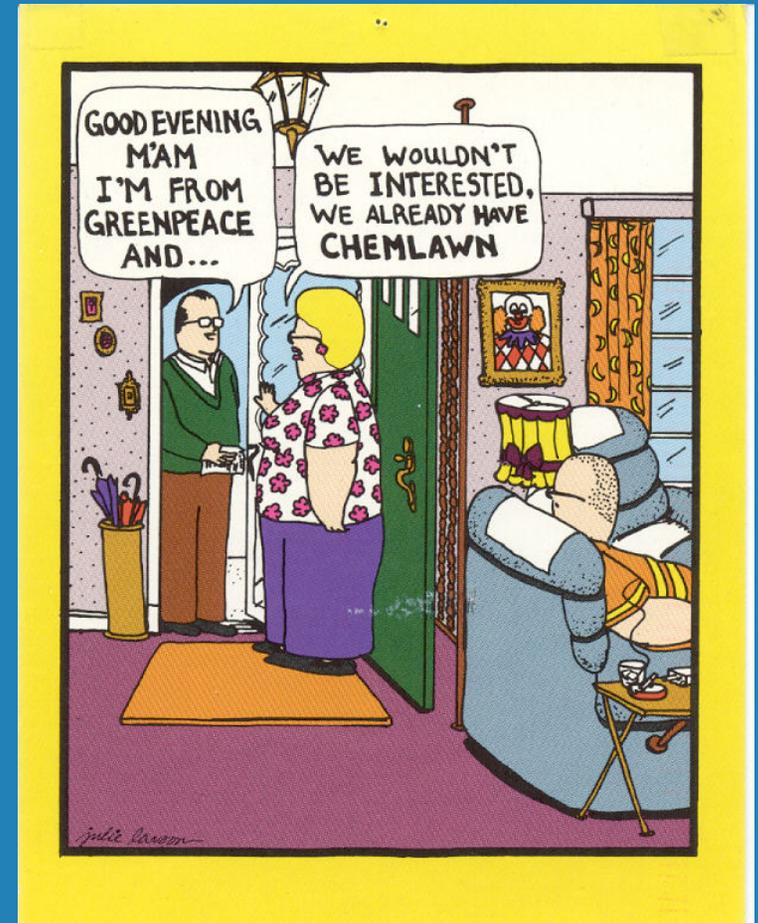


# Lawn care focus group: What matters?

- **Pride and aesthetics—straight lines, neat edges**
- **Pressure from neighbors**
- **Marketing by pesticide companies**
- **Possible effects on children**
- **“Convince me that I’m harming the environment”**

# Landscaper advice: Barriers to change in lawn care

- Tolerance of some “weeds” in lawn
- Promotional power of chemical industry



# Natural Lawn Care Program strategies

- ∞ TV and radio ads (Mariners baseball)
- ∞ Targeted brochures
- ∞ Model neighborhood
- ∞ Media relations
- ∞ Bert the Salmon



# Who delivers the message?

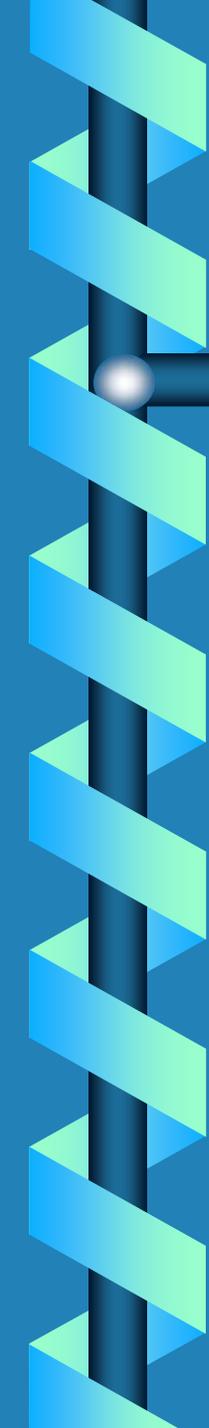
## News media

- More credible than ads

## Bert the Salmon

- 32% have seen or heard of Bert
- 73% named an environmental message from Bert





# Pesticide postcards

## ∞ Objectives

- Increase concern about risk
- Provide simple actions

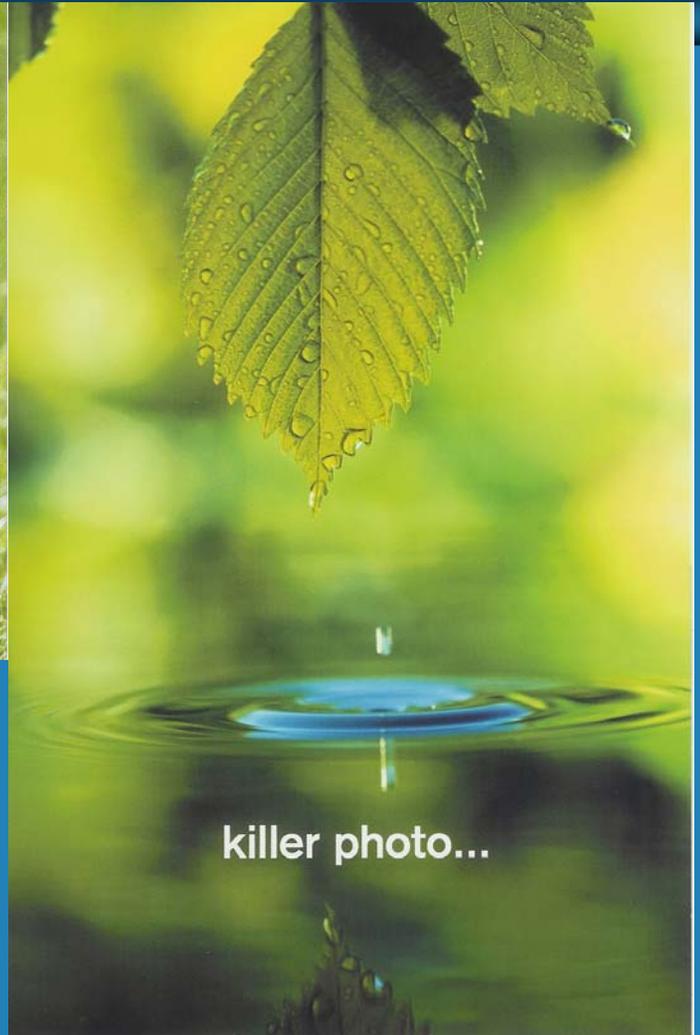
## ∞ Audience: female suburban homeowners

## ∞ Results

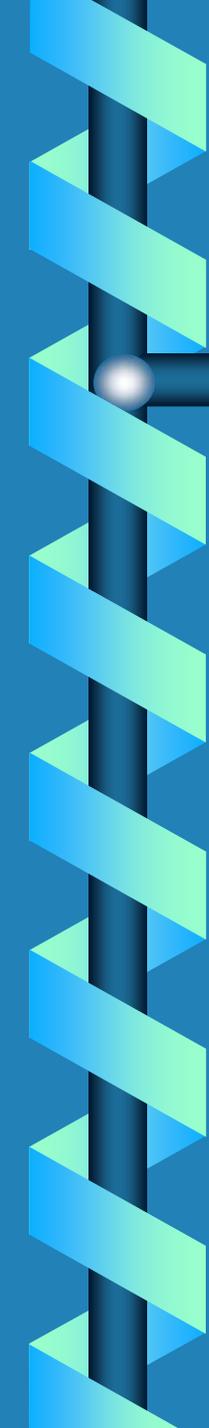
- Those who remembered postcards more likely to make positive behavior changes

# Pesticide postcards

What's  
wrong with  
this picture?



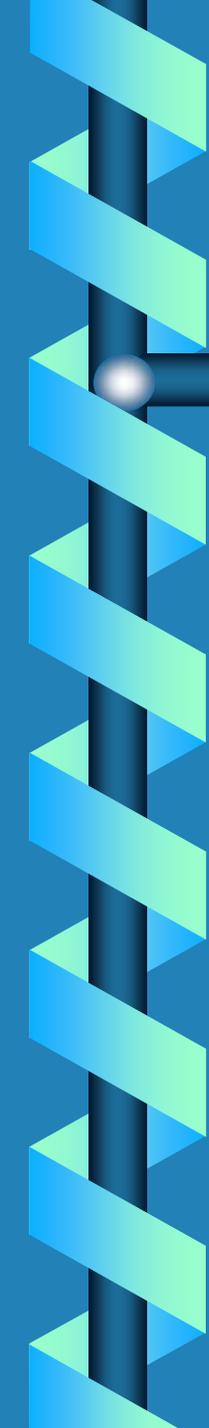
killer photo...



# Other pesticide education

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- ∞ Green Gardening Program
- ∞ Northwest Natural Yard Days
- ∞ Natural Yard Care Neighborhoods



# Have people changed behavior?

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Ω Yes and no

Ω Survey results don't match sales data

# SoundStats survey results

	1997	2001	2002
<b>Don't use weed &amp; feed</b>	<b>47%</b>	<b>61%</b>	<b>58%</b>
<b>Don't care about lawn weeds</b>	<b>23%</b>	<b>32%</b>	<b>28%</b>
<b>Prefer environmentally friendly landscaper</b>	<b>9%</b>	<b>47%</b>	<b>50%</b>

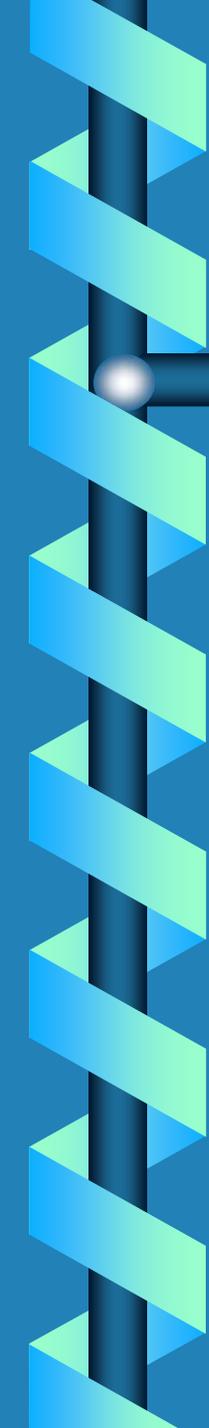
# Home & garden store sales data, 2000-2002

## ∞ Increase in sales of:

- Moss killers (>80% of pesticide sales)
- Herbicides (Roundup, weed & feed)
- Carbaryl (>1100% increase)

## ∞ Decrease in sales of:

- Insecticides (except carbaryl)
- Fungicides

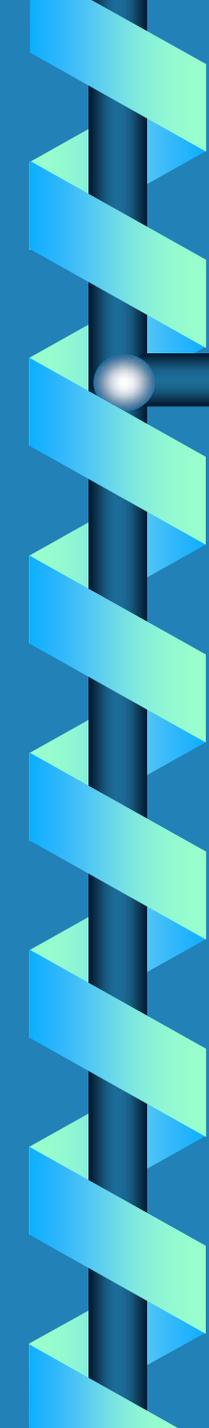


# Some positive evidence

- ∞ More alternative products available in home & garden stores
- ∞ Some nurseries: less chemicals, more organic products
- ∞ Lots of interest in Natural Yard Care Neighborhoods
- ∞ "Good bugs" field guide was a hit

# What have we learned?

- ∞ Behavior change is difficult to achieve
- ∞ Work on precursors to behavior change
  - Beliefs, motivations, self-efficacy
- ∞ Evaluate!
  - Are we doing the right thing? in the right way?
- ∞ Get to know the audience--find out how they think



# What should we do?

## ∞ Think beyond education

- Policies, laws, regulations
- Change market--encourage “green” products

## ∞ Set priorities

- What are most important problems?
- Which audiences are best target?

## ∞ Look for allies

## ∞ Question assumptions