



# Multiple Outreach Program for Urban IPM Training

\*\*Cheryl A. Wilen<sup>1</sup>, Vincent F. Lazaneo<sup>2</sup>, Scott Parker<sup>2</sup>,  
Michele Stress<sup>3</sup>, and Margarita Mogollon<sup>3</sup>



<sup>1</sup>University of California Statewide IPM Program

<sup>2</sup>University of California Cooperative Extension, San Diego County

<sup>3</sup>San Diego County Department of Public Works, Watershed Protection Program

**Abstract:** Through funding by the California State Water Resources Control Board, the County of San Diego created a partnership with the local University of California Cooperative Extension office and UC Statewide IPM Program (UC IPM) to develop a three-pronged outreach program to educate San Diego County residents about IPM and water quality. First, a group of UC Master Gardeners were given advanced training in IPM and water quality. These volunteers staffed booths at community events and spoke to local community groups about IPM and reducing the impact of pesticides on water quality. Secondly, staff at a retail nursery were trained in similar topics and provided with supplemental information for their customers via handouts and a monthly newsletter. Training materials included the UC IPM Pest Note Series. Third, free public workshops were presented on timely topics such as weed control, pests of citrus, and irrigation. "Pest Tip Cards" previously developed by UC IPM were adapted for distribution at nurseries and home supply stores throughout the region. Public service announcements were created and shown on the local County network to raise awareness of the "Project Clean Water" program ([www.ProjectCleanWater.org](http://www.ProjectCleanWater.org)). Each public workshop and the nursery and Master Gardener trainings were evaluated by the participants for relevance and measure of success in understanding the role of IPM in improving water quality. Progress has been made in increasing public participation and the likelihood of sustaining the program after the initial funding period.



Stakeholders participated in the development of a unifying logo and slogan. All work produced for this project carries the logo.



Public Awareness  
Posters  
PSAs on County TV  
Network  
Tips in Local  
Newspapers

A group of UC Master Gardeners participated in advanced IPM training. The training consisted of in-depth information regarding weed, insect, and disease control, as well as pesticide use and toxicology.



Project Clean Water Web Site  
Contains Links to:  
• Watershed Information  
• IPM Information  
• Downloadable Pest Tip Cards  
• View PSAS

Links to UCIPM web site  
Pest Tip Cards  
Pest Notes

San Diego County  
Oversees  
Project Clean Water  
Public Relations



Desired Outcomes

- Behavior Change in San Diego Residents
- Increased Use of IPM
- Reduction of Pesticides in Waterways

Stakeholders

San Diego Dept. of  
Public Works  
UCCE and UCIPM  
City of San Diego  
San Diego County  
Agricultural  
Commissioner  
San Diego NPDES Co-  
permittees  
Residents and  
Nurseries

UC IPM and UCCE  
Training  
Resources  
Technical Oversight

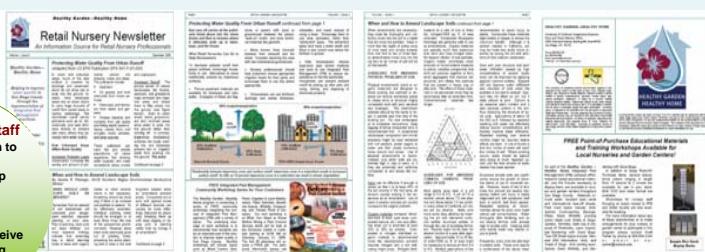
Retail Nursery Staff  
Provide Information to  
Customers  
Distribute Pest Tip  
Cards  
Receive Monthly  
Newsletter  
Some Nurseries Receive  
Individual Training

UC Master  
Gardeners  
Advanced IPM Group  
Provides Expertise at  
Community Events  
Phone Hotline



Community Workshops

Conducted by Local Experts  
from Community College:  
• Citrus Pests  
• Weeds  
• Selecting a Pest Control Co.  
• Proper Irrigation  
• Choosing Plants



Previously developed materials from UC IPM were modified to include the Healthy Garden-Healthy Home brand. Pest tip cards (far left, below) for ants, spiders, fleas, lawn insects, and others as well as a card describing how to properly use and dispose of pesticides were distributed by Master Gardeners, nurseries, libraries, parks, and cities.



Master Gardeners provide  
information at fairs, community  
events, schools, and other locations.