



# Multiple Outreach Program for Urban IPM Training

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**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.

