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Introduction

IPM education is critical to reducing misuse of pesticides, which can result in increased personal exposure to pesticides and nonpoint source pollution of waterways. Survey results from other states indicate people gain familiarity with the term IPM as a result of exposure to a variety of sources. We completed a survey of the general public and an identical but separate survey of Master Gardeners in four Nevada counties. Our data enabled us to identify key messages to improve IPM literacy among the general population in western Nevada.

Goal

We sought to compare IPM-related attitudes and behaviors among Master Gardeners and the general public to more efficiently reach different educational populations with targeted IPM messages.

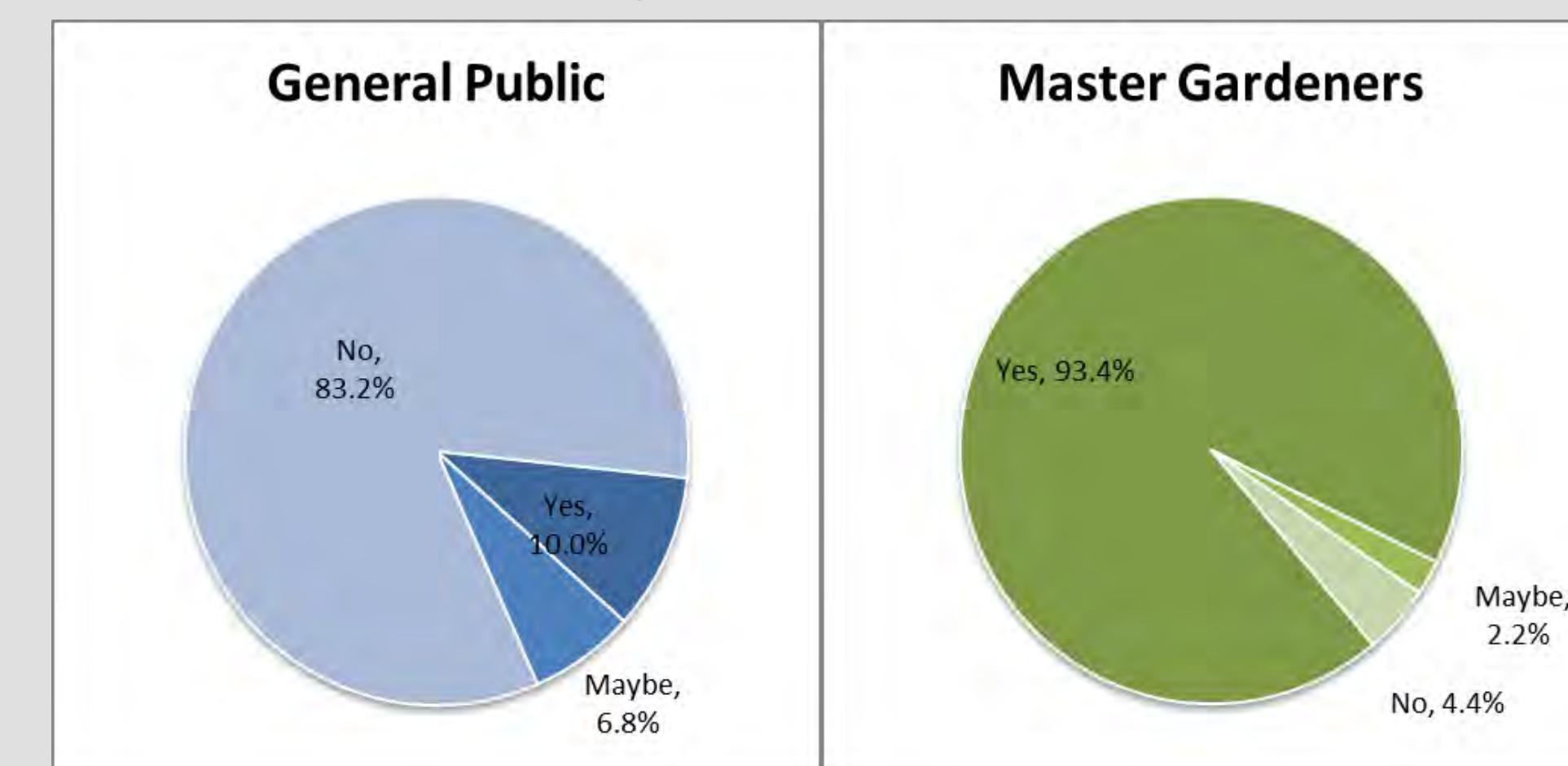
Method

The survey was mailed to 3,000 residents in four counties in western Nevada. The identical survey was administered online to 226 Master Gardeners in the same counties. Response rates were 22.2 percent and 43.8 percent, respectively. The geographic and economic representation among Master Gardener and general public respondents were similar. The survey instrument and protocol were approved by the University Institutional Review Board (IRB #E12-013).

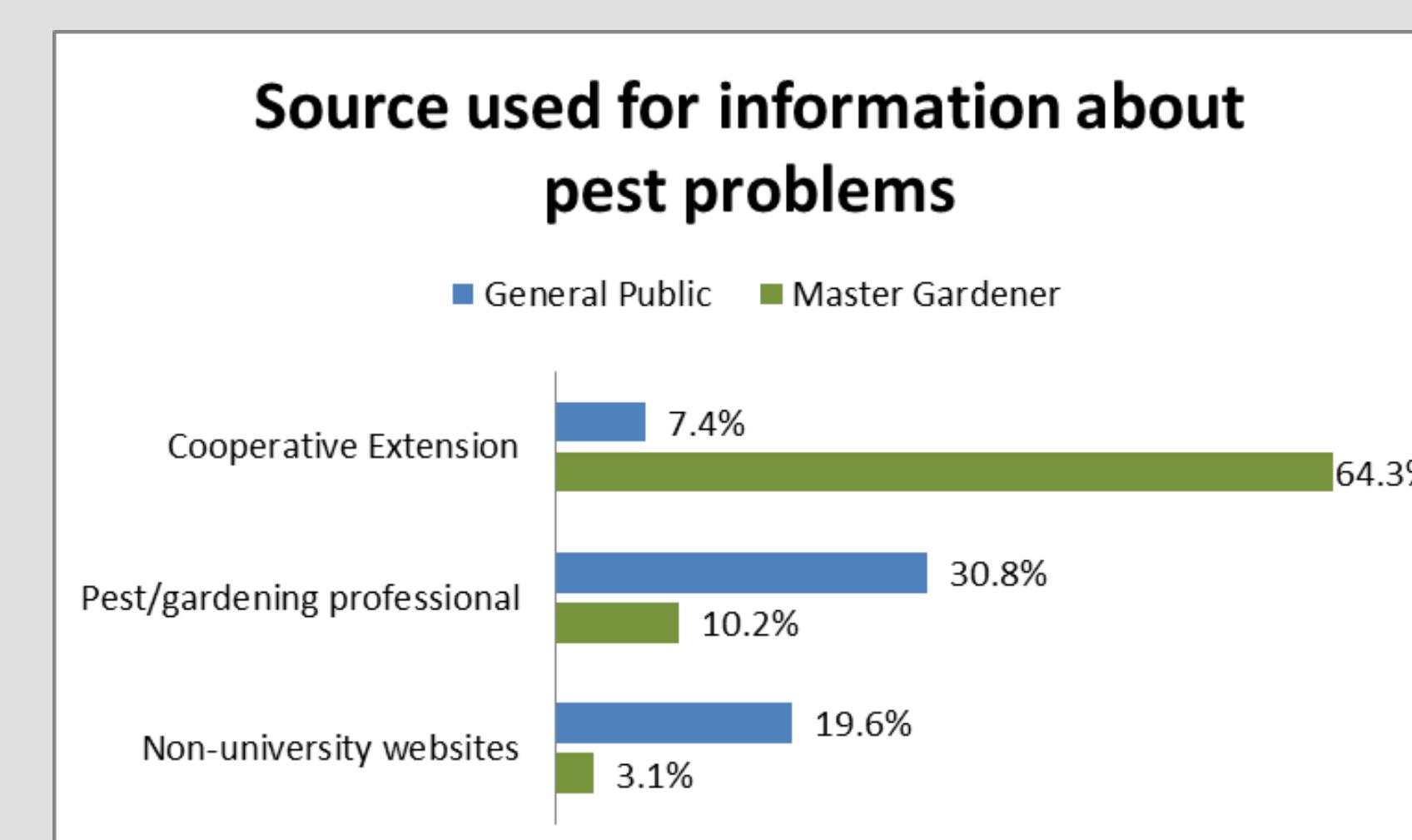
Overall results

- General public respondents were more likely to consider rapid results when purchasing pesticide products than were Master Gardeners.
- Master Gardeners placed more importance on pesticide safety than did general public respondents.

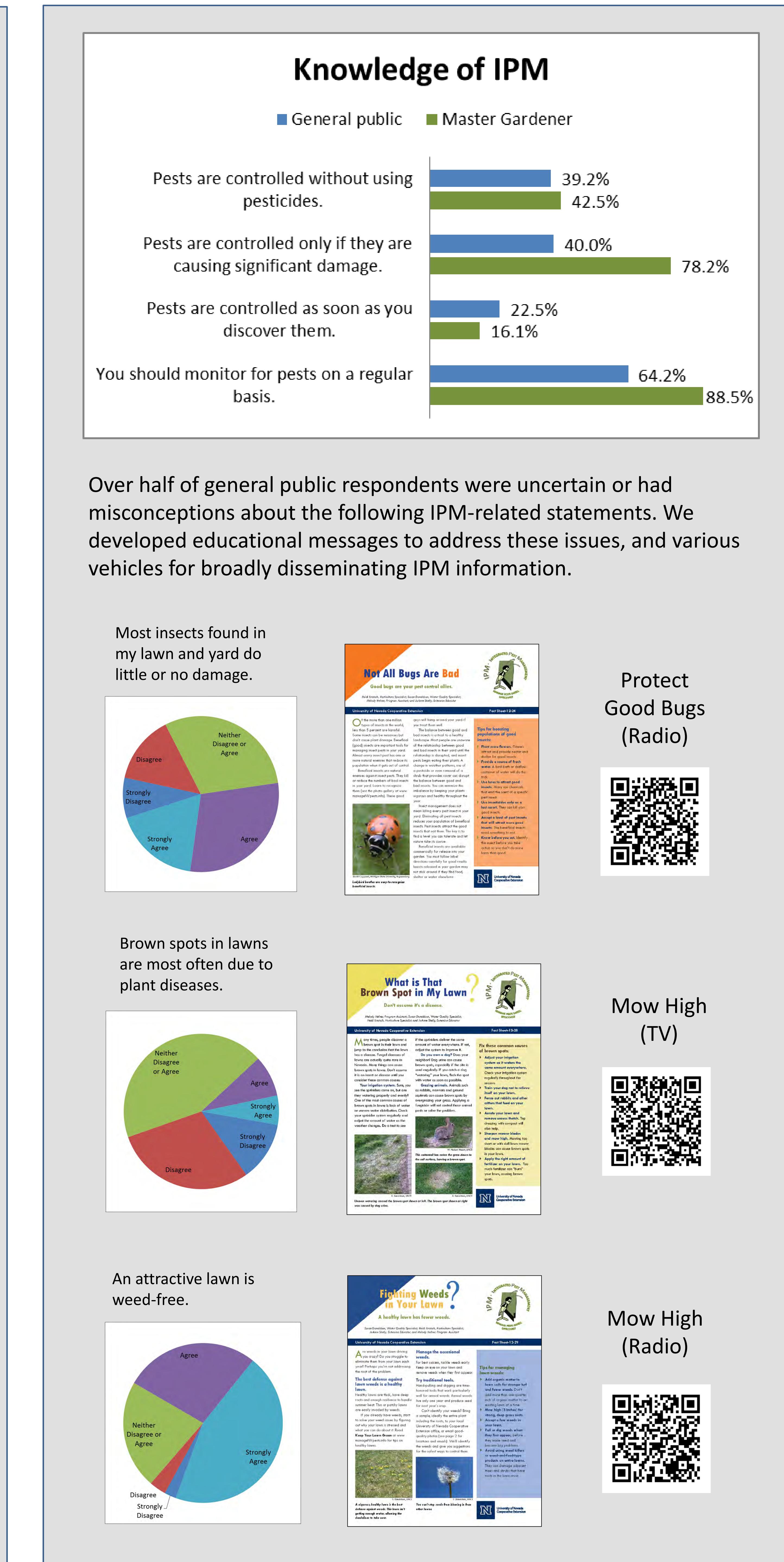
Have you heard of IPM?



Master Gardeners are valuable allies in educating the general public about IPM.



Multiple approaches are needed to reach the general population not yet using Cooperative Extension resources.



We cross-tabulated the results of questions related to frequency of lawn pesticide application and use of weed-and-feed type products. Results demonstrate lack of awareness among the general population about the function of these types of combination lawn-care products, or that herbicides are pesticides.

How often do you use weed-and-feed type products?	How often are pesticides applied to your lawn?				
	Never	Seldom	Occasionally	Frequently	Don't know
Never	18.3	5.5	0.8	0.2	0.8
Less than once a year	9.1	10.2	1.5	0	0.2
1 to 3 times a year	19.1	21.1	5.8	0.4	0.9
4 to 6 time a year	0.9	1.9	1.9	0.2	0
More than 6 times a year	0.2	0.4	0	0.6	0.2

Read the Label (Radio)



Read the Label (TV)



Weed-and-Feed Type Products (Radio)



Public Service Announcements (PSAs) were developed using simple, easy-to-understand messages that could be readily implemented. Listeners and viewers are directed to our IPM website, www.manageNVpests.info, for further information and links to related fact sheets and newspaper articles. Website hits doubled during the months that our PSAs aired.

Conclusions and future plans

- The general population in western Nevada are unfamiliar with the term IPM and have misconceptions about many IPM principles.
- Master Gardeners are valuable allies in educating clients and communities about IPM, but their reach may be limited.
- A range of educational products have been developed to alleviate IPM illiteracy, but we do not know whether these efforts will affect IPM-related behaviors.
- We are currently developing IPM implementation guides to further support IPM literacy and behavior changes related to IPM practices.

Acknowledgments

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Want more Information?

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