



STATE OF MAINE  
DEPARTMENT OF AGRICULTURE, CONSERVATION AND FORESTRY  
BOARD OF PESTICIDES CONTROL  
28 STATE HOUSE STATION  
AUGUSTA, MAINE 04333

PAUL R. LEPAGE  
GOVERNOR

WALTER E. WHITCOMB  
COMMISSIONER

## MEMORANDUM

Date: March 31, 2017  
To: Board Members  
From: Staff  
Subject: Review and Discussion of Board Homeowner Education Efforts

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The Board has continued to discuss various ideas and approaches for improving education of homeowners on the use of Integrated Pest Management and the proper use of pesticides. Staff has provided oral updates to the Board at each Board meeting. The following list details the outreach projects staff are currently or will be implementing:

### Presentations

- BPC staff organized and held four public information meetings on browntail moth in March, for a total of eight meetings combined with those held in February.
  - Maine Forest Service, Cooperative Extension, Northern New England Poison Center, an arborist from the city of Bath, and Board staff all worked together in multiple arrangements to promote and cover all meetings.
  - The meetings were held in:
    - March 6, 7:00 PM Town Hall, Bowdoinham
    - March 7, 2:00 PM at UMaine Regional Learning Center, Falmouth
    - March 9, 6:00 PM Town Council Chambers, Freeport
    - March 9, 6:00 PM Belfast Free Library, Belfast
- Two recent Master Gardener Pesticide talks presented
- Four Master Gardener Pesticide talks scheduled for April/May:
  - Bangor on April 18
  - Falmouth April 7
  - Yarmouth April 25
  - Lisbon Falls May 2
- Garden Pro Meeting- Portland on April 12
- Rockport Conservation Committee Forum, Rockport on April 20
- Maine Land Conservation Conference, Bowdoinham on April 22
- Garden Pest Management/Beneficial Insect Protection, Lincoln on May 16

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## Social Media

- BPC staff uses the GovDelivery page under the following topics to communicate with citizens:
  - *BPC Board Meeting—currently active*
  - *Pesticide Continuing Education Credit Calendar—currently active*
    - *Commercial*
    - *Agricultural*
  - *Yard, Garden and Home—will begin using for advertising browntail moth meetings*
    - *Tips*
    - *Seminars*
- Interested individuals can utilize the GovDelivery tool to sign up for email communication on topics of interest
- GovDelivery will be used to post content on BPC's Facebook page

## Flower Show

- The Maine Flower Show, Portland—March 30-April 2
- Booths at both shows
  - Multi-panel display with focusing on the topics below and linking everything back to website—  
Healthy Maine Lawns/YardScaping/GotPests
- Presentations, mannequin with PPE and/or tick smart attire
- March Board meeting will be held at the The Maine Flower Show

## Articles/Publications

- Combined Maine Forest Service browntail moth bulletins into single informational pamphlet distributed to homeowners
- Plan to distribute at flower show

## Website Content

- Review of Board websites is underway—repairing broken links and updating content
- Create new content