



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

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Date: January 11, 2017  
To: Board Members  
From: Staff  
Subject: Review and Discussion of Board Homeowner Education Efforts

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At the August 19, 2016 meeting, the Board requested a presentation of an updated outreach plan at the following meeting and progress updates at all subsequent meetings. 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 every subsequent Board meeting. An update in the form of a memo was requested by the Board at the December 16, 2016 meeting. The following list details the outreach projects staff are currently or will be implementing:

### Social Media

- The BPC GovDelivery account is set up
  - BPC staff will be posting topics on BPC Gov Delivery page under the following topics:
    - *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 Gov Delivery tool to sign up for email communication on topics of interest
  - Gov Delivery will be used to post content on BPC's Facebook page
  - GovDelivery collects metrics on notices sent

### Presentations

- Organizing 5-6 public meetings on browntail moth, and in some locations, mosquitoes and ticks
  - Requested presence of Maine CDC Healthcorps members to answer health related questions
  - Board staff will be on site to answer questions on pesticide use
  - Maine Forest Service is training potential presenters including Cooperative Extension agents, assistant horticulturists, and Board staff
  - Board is organizing the meeting spaces and working to advertise the meetings
- Garden Centers
  - Board staff have identified three topic areas for spring presentations:
    - Browntail moth management
    - Sustainable lawn practices
    - Sustainable landscaping
    - Sustainable tick/mosquito management
  - Independent Garden Center (IGC) owners have identified topic areas of interest to their customers:
    - Soil Composition
    - Landscape Design
    - Pest ID
    - Right Plant, Right Location

- IGC of Maine meeting
  - Shared letter with IGC at their December meeting and it was subsequently distributed to MELNA
  - BPC staff will attend the January meeting of the IGC
    - Requesting commitments for presentations and input on topics/projects
    - Digital survey
- Invited Speakers—Extension, MFS,
  - Currently focused on February browntail moth meetings
- One Master Gardener Pesticide talks presented and five planned
- Invited Adult Ed talk in Lincoln--Garden Pest Management /Beneficial Insect Protection
- Invited presentation at Rockport televised presentation

#### Flower Shows

- Bangor Daily News Garden Show, Bangor—March 24-26
- The Maine Flower Show, Portland—March 30-April 2
- Booths at both shows
  - Multipanel display with focusing on the topics below and linking everything back to website—HealthyMaineLawns/YardScaping/GotPests
- Presentations at both shows
- Public surveys at both meetings
- March Board meeting will be held at the The Maine Flower Show

#### Articles/Publications

- Working with Maine CDC on public health bulletin on browntail moth
- Compling Maine Forest Service browntail moth bulletins into a single document/pamphlet
- Plan to distribute both at the flower shows

#### Website content

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

#### Retailer pesticide signage

- New sign drafted