



National School IPM 2020 Steering Committee Conference Call Notes for July 20th

Please send additions, omissions or other corrections to jcooper@ipminstitute.org

The Steering Committee meets via conference call on the third Friday of each month at 1:30PM CST. The following notes are for **June 20th, 2018**.

Roll

- Julian Cooper, IPM Institute
- Madeline Zastrow, IPM Institute
- Seth Dunlap, Arkansas State Plant Board for Structural Pests
- Amanda Crump, Western IPM Center
- Kathy Murray, Maine Department of Agriculture, Conservation and Forestry
- Dawn Gouge, University of Arizona
- Tom Green, IPM Institute
- Shaku Nair, University of Arizona
- Lynnae Jess, Michigan State University
- John Connett, University of Wyoming
- Tim Stock, Oregon State University
- Fudd Graham, Extension Specialist, Auburn University

Agenda

1. Update on IPM for School Nurses (Kathy Murray)
2. Stop School Pests Critical Issues Grant final report results (Julian Cooper)
3. Regional updates (group)
4. Agenda items for next call (group)

1. Update on IPM for School Nurses (Kathy Murray)

- 2-year project initiated by NE SIPM WG
- Connect school nurses with IPM training and resources
 - Stop School Pests
 - iSchool Pests Manager
- Surveyed >800 school nurses to identify what they need to lead more SIPM efforts
- Nurses are public health experts so the focus is on the pest connection to health
- Top pests of concern...
 - Mosquitoes
 - Ticks
 - Asthma pests
 - Cockroaches, rodents
- They need tools to quickly access info to pass on to other people, especially...
 - Resources on tick encounters on school grounds
 - Parent memos for lice and bed bugs at home



- Need decision guides
 - i.e., algorithms used for medical treatments
- NE IPM Center put together eight fact sheets
 - First draft was sent out and collected feedback
 - Put on SSP website
 - Showcase to NASN conference in Baltimore
 - >3,000 school nurses
 - Passed out wallet cards with SSP logo/website and NE IPM Center SIPM website (neipmc.org/schools) for nurses to access more information.
 - Pop-up banner
 - Will continue to revise and update information online
- Six months left in grant
 - Goal to create written communications plan for next generation of educators
 - Communications through school nurse associations and social media
 - Focus on 12 NE states + Washington D.C.
 - Goal to provide webinars
 - Partnering with EPA webinars (Marcia Anderson)
 - First webinar on Sept. 18th on tick education
 - Second webinar in Nov. on head lice
 - Third webinar on rodents with Bobby Corrigan, two-part miniseries on mice in buildings
 - Sending out webinars through nurse contacts, associations and state affiliates
- No immediate connection made for nurses between asthma and rodents/cockroaches
 - Mice are apparent but cockroaches are harder to see
 - The IAQ and pest connection is not as familiar to nurses
 - Ticks, head lice and bed bugs are an easy connection for nurses to make
- Goal is to create more leadership among school nurses to keep pests out of schools.
- Dawn Gouge: Has anyone else done surveys with school nurses in their region? Surveys are really valuable tools. People don't know what they don't know. AZ asked how they important they thought IPM was before the training versus after the training and after the training, nurses were amazed at how much they learned.
 - Tim Stock: Completed survey years ago with school nurses, ticks and mosquitoes were not mentioned in the survey.
 - Julian Cooper: Surveying being done by IPM Institute is part of effort to get feedback from education support professionals about their knowledge of IPM, pests in schools and messaging/branding of school IPM training. School nurses are most aware of communicable pests (ticks, lice, bedbugs) and asthma pests (mice). They favored messaging from American Academy of Pediatrics and about reducing allergens and asthma.
 - Tom Green: Goal of IPM Institute surveying: what is it we need to say to people to get them in the door to take the training?
 - Kathy Murray: Focus groups with school nurse state associations.



2. Stop School Pests Critical Issues Grant Final Report Results (Julian Cooper)

- Currently, 183 users are registered on the Stop School Pests website.
 - 100% of users who completed a course and left feedback indicated that the training content met their expectations and needs.
- In June, 2018 a nine question survey was sent to all registered Stop School Pests users to gauge program satisfaction and initial success.
 - 35% of participants reported they were very successful at incorporating the training into their daily routine and an additional 40% said they were moderately successful.
 - 23.8% of users said their schools were very receptive to IPM while only 4.8% said their schools were not receptive. Got contacts from schools that would be interested in getting a demo.
- Additional feedback on how applicable Stop School Pests is was drawn from in-person trainings. Participants were asked to score aspects of the material on a five-point scale.
 - Usefulness of the training material: 4.96/5
 - Ability to understand course leaning objectives scored: 4.94/5
 - Ability to improve work duties: 4.90/5
 - Ability to provide a safer learning environment: 4.93/5
 - Ability to manage pests safely in all environments: 4.91/5
- Website usage continues to climb.
 - When comparing May and June to the previous two-month period, users increased 14.29% and new users increased 20.29%
- Google analytics was linked with the website in December 2017 and data has been collected to show the user flow and assess the website for any drop-offs where users are leaving the site.
 - Since December, Stop School Pests has had 5418 total page views, of which 3240 were unique.
 - The most viewed training has been for custodial staff, with 167 page views, followed by nurses with 154.
 - Through Google Analytics, we have realized that the bounce rate from our website homepage is disproportionately high. Since the inception of Stop School Pests, we have lost 38.2% of traffic from our home page, equating to 574 visitor drop-offs out of 1352 total hits.
 - Rebranding will help address this challenge. Includes market research on our logo and an overhaul of our website design.
 - From our follow-up survey, we also learned that 61.9% of participating users had taken the training taken voluntarily and 57.1% had heard about Stop School Pests from an online source. This reaffirms our current initiative to upgrade and continue promoting Stop School Pests as a widely-available online training tool.
- Comments/Questions:
 - Seth Dunlap: SSP will be used as a resource link on the ASPCRO website. Will bring up SSP at the annual meeting in San Antonio as SIPM committee chair.



- Kathy Murray: To decrease the high bounce rate, more information could be helpful on the home page or login page to convince users of signing up and taking the classes. Should the classes be listed on the home page?
 - Julian: We've gotten feedback that people don't want to register for something using email to not get spam email, etc. Agrees that we have to work harder to convince people. We're replacing images on site with images of students and school staff to be less sterile and more friendly, we've also changed the tagline to be "Creating healthy, safe spaces for students and staff using Integrated Pest Management" to draw in more people.

3. Regional Updates

• **Western region**

- Tim Stock: Issue with earwigs in pre-school in OR. Hundreds of earwigs in small, two-classroom building. After five days, several thousand earwigs were present. They determined it was from a month ago when an irrigation pipe broke and the parking lot flooded. Earwigs entered through crawlspace.
 - Dawn Gouge: Spectacular example of how well this team works together to gather resources to solve pest problem.
- Dawn Gouge:
 - Funding Rodent Academy this fall through Target Specialty Products. Teaming up with in-state PMP organization.
 - Additional infusion of funds for tick-related work. Possibility of federal funding.

• **Southern region**

- Fudd Graham:
 - IPM Center grants coming out in fall, start preparing now.
 - Janet meeting with Dept. of Ag. and planning IPM Coordinator training.
 - In AL, Fudd talked at facility managers meeting and collected schools interested in IPM.
 - Two school IPM workshops
 - Extension agents, school professionals, PMPs, member of Choctaw Tribe

• **Northeast region**

- Kathy Murray:
 - Attended the rodent academy offered by NYC Health Dept at which the primary instructor was Bobby Corrigan. He was assisted by a representative from Target Specialty Products as well as staff members of the NYC Health Dept.
 - State appropriation for tick IPM funding in NY.
 - Long-horn tick popping up everywhere (NY, KY, VA)
 - Lynn Braband doing a talk in All Bugs webinar on wasps in schools

• **Northcentral region**



- Julian Cooper:
 - IPM Institute is working with NEHA with new school IPM grant mentor/mentee program that pairs schools with developed IPM programs with those developing IPM programs (UT, CO, FL). SSP included in their resources.
 - Green Schools National Network agreed to post a school IPM blog on the needs for SIPM and the benefits of SIPM. Goes live next Thursday, July 26th. Julian will send out link.
 - Call with WI Green Healthy Schools, considering adding SSP as training resource for WI schools.
- Organizing for next IPM Symposium is starting. We are in need of more volunteers, in particular, help is needed on the site selection committee. Contact Tom Green or Julian Cooper if you're interested.

4. Agenda items for next call (group)

Send suggested agenda items for next month to jcooper@ipminstitute.org! **Next call on August 17th.**

- **Dawn Gouge:**
 - **New invasive species, e.g., long-horn tick.**
 - **Pollinator protection.**

The coordination of the National School IPM Steering Committee is supported by funding of the USDA North Central IPM Center. The next conference call will take place on **Friday, July 20th**. Future calls will continue to fall on the third Friday of each month at **1:30 PM Central time**.