



## North Central School IPM Working Group

June 7th, 2018

Send additions, omissions or other corrections to [jcooper@ipminstitute.org](mailto:jcooper@ipminstitute.org).

Funding for this Working Group is provided by the [USDA National Institute of Food and Agriculture, Crop Protection and Pest Management Program](#) through the [North Central IPM Center](#) (2014-70006-22486).

### Participants:

1. Frank Laufenberg, IPM Institute of North America
2. Julian Cooper, IPM Institute of North America
3. Madeline Zastrow, IPM Institute of North America
4. Seth Dibblee, EPA Region 5
5. Mark Leshner, EPA Region 7
6. Clyde Wilson, EPA Region 8
7. Marc Lame, Indiana University
8. Ruth Kerzee, Midwest Pesticide Action Center

### Agenda

1. Stop School Pests: Health Focused Rebrand
2. Activating North Central School Districts Next Steps
3. Working Group member updates

#### **1) Stop School Pests: Health Focused Rebrand**

- a) Julian, Madeline and Tom have been working with other key stakeholders for the Stop School Pests trainings on rebranding the program towards health. The National School IPM Steering committee is currently developing a one-pager, we are performing focus groups with NEA members to ensure the rebrand towards school health through IPM is the focus.
  - i) Your input will be collected on this when we have a draft.
- b) Stop School Pests logo and brand
  - i) Everyone who attends the trainings provides great feedback, the issue is getting people to attend the trainings.
- c) The goal is to take more of an asthma and health-based approach.
  - i) School nurses are the most downloaded trainings.
  - ii) Not changing the content of the training, just the brand/logo.
  - iii) Focus: connect pest management with student health, attendance, performance, IAQ and asthma.
  - iv) Contact school districts with existing connections: Pike County, Salt Lake City, Middleton, Stoughton, Milwaukee, NYC, Ohio to collect feedback on 4-5 new brand ideas.
    - (1) Goal: IPM Institute will conduct surveys, 15 interviews and 3-5 focus groups
    - (2) Projected deadline: end of July to gather input and ready to relaunch new brand by September.
- d) Marc Lame: Suggestion to work more with School Nurses Association and public health groups nationally (NEHA).
  - i) Marc will be doing trainings under NEHA grants in CO and Salt Lake City.
- e) Julian: Kathy Murray will be attending NASN and promoting SSP, good opportunity to connect with school nurses and public health groups.

- f) Clyde Wilson: NEHA currently working with three grants that have a school health-focused approach. NEHA would be good opportunity to advance Stop School Pests work. Clyde will send contacts and more information on NEHA grants.
- g) Pros of rebranding with asthma approach:
  - i) Asthma in school districts, especially school nurse staff, will embrace training geared towards asthma. Also opens more opportunities for outside funding.
  - ii) CO Dept. of Public Health and Environment funds to implement IPM programs with focus on health. Currently funding four school districts in CO.
  - iii) Ruth Kerzee: Asthma is a great focus. MPAC took a focus on asthma and was able to gain more traction in school districts in IL.
- h) However, important to not focus solely on asthma to include all pest risks.
  - i) School nurses also concerned about bed bugs, lice and other vector-borne diseases.
  - ii) If the term “asthma” is used in the brand title, it does not include the comprehensive training materials on other important pests.
  - iii) Keep Stop School Pests in the name but add something to it that ties in health?
  - iv) Seth Dibblee: If we use asthma as the draw, there are a similar number of people who do not view asthma as an issue that impacts them or view it as a medical issue not tied to pest management. People could opt out because asthma does not apply to them.
- i) Ruth suggests to come up with a solid short list of brand names before sharing.
  - i) Offered MPAC to help with rebranding.
  - ii) The term “pests” pushes people away.
  - iii) Negative words in the brand name, e.g., “stop”, push people away from brand.
- j) A step in rebranding will need to be researching other organizations with similar names or taglines, e.g., Healthy Schools Campaign.
  - i) Seth Dibblee: Healthy Schools Campaign based in Chicago – green cleaning, active play, nutrition. Not focused on IPM.
  - ii) Ruth: Healthy Schools Campaign not focused on maintenance issues from IPM standpoint.
- k) We don’t want to wait to rebrand even though SSP is publicly available and has been promoted. Low attendance and interest in trainings is the main concern. Online the rebranded training will be linked to existing site and overlap will have a clear connection.
- l) We will be reaching out to marketing experts to help with rebrand.
  - i) Cara Gibson from U of AZ
  - ii) Jean-Jacques DuBois from North Carolina University

## **2) Activating North Central School Districts Next Steps**

- a) Target low hanging fruit: 3 large schools
  - i) State by state we have contacts for working group members
- b) WG members to reach out to their school IPM contacts to promote SSP training. IPM Institute will reach out to remaining North Central school districts.
  - i) IPM Institute will provide template to reach out to contacts.
  - ii) IPM Institute can offer onboarding webinars to the trainings and potentially in-person onboarding and showcasing.
- c) Goal: 10 new school districts to adopt SSP by end of 2018.
- d) Ruth: A lot of schools say they are doing IPM but not in the way we would like. Would these schools still be part of the 10 school districts?
  - i) If we can get these schools to adopt SSP training, hopefully they will improve IPM program and practices and we can count them as effectively implementing IPM. The goal is to have staff take the online modules or adopt the training materials into training for new staff.
- e) There exists a problem with IPM program sustainability with staff turnover. One opportunity could be to reach out to the many school districts that have been awarded IPM STAR in the past to adopt the SSP training materials. Helps with IPM program sustainability as well as increase adoption of SSP.
- f) Ruth: Attempt in IL to make SSP training available online for schools and to make adoption of SSP training in schools a legal requirement to sustain IPM programs in schools.

- i) MPAC working with people through MGG to adopt IPM outdoors. They will reach out to those contacts to adopt SSP.
- g) Seth will follow up with Julian re: script materials to reach out to contacts.
- h) It seems the problem with promoting SIPM is that it's all voluntary. States with mandatory SIPM training have effective and sustainable IPM programs. Our energy should be put towards making legal action.
  - i) NEA push for in-person trainings to support movement towards legal requirements in states for SIPM to avoid outsourcing of ESP jobs in IPM.
- i) Frank will reach out to Janet who recently revisited her list of state laws.
- j) Juliana from region 10 published info on different laws around the country.

### **3) Working Group member updates**

- a) Region 7:
  - i) Held several Earth Day functions that promoted SIPM, e.g., Delaware Elementary School. Got in contact with facility manager and met with him to promote SIPM, they are very interested in training. Also held event at Fort Leavenworth Army Base to promote IPM, pollinator posters and bed bug info, very successful. Contact with infection control nurse in Kansas City interested in bed bug information, IPM approach in general and interested in training for IPM programs in hospitals.
- b) Seth in Region 5: Green Ribbon schools, three schools and one university recognized. IPM is part of criteria to be recognized. Potential to reach out to these schools for SSP training.
- c) Ruth in Region 5: Will focus the month of June month on SSP incorporation into IL laws. IPM Coordinator in IL working on amendment to allow online training for IPM. MGG working with school districts to help rewrite request for proposals for lawn care that are contracting out, e.g., Oak Park school.
- d) Clyde in Region 8: Follow up from contacts made during Earth Day. Staffed 28 events. Pollinator protectors focus and talked with parents and kids about IPM and what it means for school health. Coordinating training for custodial staff for the summer months.