



## North Central School IPM Working Group

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

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### Participants:

1. Julian Cooper, IPM Institute of North America
2. Madeline Zastrow, IPM Institute of North America
3. Clyde Wilson, EPA Region 8
4. Lynnae Jess, North Central IPM Center, Michigan State University
5. Mark Leshner, EPA Region 7
6. Seth Dibblee, EPA Region 5
7. Carolyn Randall, Randall & Associates Publishing, LLC
8. Thomas Green, IPM Institute of North America
9. Ruth Kerzee, Midwest Pesticide Action Center
10. Frannie Miller, Kansas State University

### Agenda:

1. Stop School Pests Critical Issues Grant final report (Julian Cooper)
2. Update on EPA Region 8 Tribal Housing (Clyde Wilson)
3. Regional updates (group)
4. Agenda items for next call (group)

### 1) Stop School Pests Critical Issues Grant final report

- Critical Issues Report from NC IPM Center grant
- 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 learning 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.
    - Website homepage changed, less sterile and now includes more pictures of students and staff that users can identify with. About page infographic, additional resources in modules, and other changes made to make whole website more inviting.
    - From our follow-up survey, we also learned that 61.9% of participating users had taken the training 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:**
  - From MZ numbers of certificates sent: 117 certificates
  - SSP website view bounce rate could be from not real users. IPM Institute will investigate separating real users from spam.
  - Implement star rating at the end of each module for users to give satisfaction feedback?
  - Will start tracking monthly to determine if changes made are making a difference.

## 2) **Update on EPA Region 8 Tribal Housing**

- Annual objective from 2018 grant: assess environmental health impact issues that were of concern for children and elderly in tribes
- 27 tribes in region
- Worked with Tribal Housing Authority
- Mission of outreach is to identify issues and concerns and with that typically comes an expectation of solution or resources
- Conducted telephone interviews with tribes
  - Completed 12/27 tribe interviews
  - 7/12 tribes that completed interviews from North Dakota/South Dakota tribes
- Biggest issues for tribes:
  - Meth contamination
  - Mold
  - Lead-based paint
  - Clutter
  - HANTA virus
  - Infrastructure issues: water, sewage
    - Lead in drinking water
    - Water damage

- Asthma biggest health concern
  - 20-25% of population affected by asthma
- Unoccupied housing units
  - Leaving tribal authority homes and into private homes
- General renovation needs
  - Problems with winterization
- Pest control concerns
- Pine River Reservation
  - 2013 HANTA virus outbreaks
  - Did trainings on importance of IPM related to HANTA virus
  - 2018 IPM practices still occurring in schools and housing
  - Housing authority has one of few IPM programs in housing
  - 2015 completed two-day trainings with National Center for Healthy Housing
  - On their own in past years have done trainings focused on clutter removal
- Montana
  - Strong SIPM activities
- 9/27 tribes completed webinar for HUD led hazard grant submissions
- Healthy Housing HUD funding
- **Comments/Questions:**
  - Seth Dibblee:
    - Pine River Reservation IPM still ongoing – what do you attribute that to?
      - Significant emotional events, specifically surrounding HANTA virus, information stuck with people.
      - Partnership with nurses from Indian Health Services to create lasting impacts and to ensure IPM knowledge is passed on.
      - Local crisis raised importance of IPM.
  - Tom Green:
    - Asthma stats are striking, 2.5 x the national average.
    - What causes high level of asthma?
      - Wood-burning stoves in housing
      - High density of smoking
      - Combined with strong reliance on pesticides as control
      - Triggers not being addressed

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

- Julian Cooper
  - Rebranding Process
    - Conducted interviews with 20 school staff. Gotten a sense of some of the messages and ideas that resonate most with people. Next step will be running focus groups to increase our sample size.
    - In the meantime, been focusing on SSP website outreach with orgs and companies. Blog on GSNN, newsletter with NASN, listed under resources on Green Ribbons Schools, and promoted through NEHA's new School IPM program. Also got a sponsorship from Xcluder, gave donation and asked we help them bring the program to Chicago Public Schools. Meeting to discuss further details in mid-September.
  - Emailed John Stone in MI inquiring on status of Michigan IPM training with no response.
    - Seth Dibblee will check with colleague that works with MI
  - NEA partnership with SSP: NEA wants to fight privatization of school cleaning staff by offering professional development (i.e. SSP) for custodians, maintenance and food service.
- Seth Dibblee

- Draft Strategic Plan for IPM out for internal EPA review. Each of 10 regions reviewing and collecting comments until end of August to finalize plan in September. Strategy is flexible from region to region. Regions able to identify IPM issues in schools, communities, agriculture or vector-borne to determine how they want to respond.
- Seth will give presentation at NC IPM Center Stakeholder Panel in September to give updates.
- Ruth Kerzee
  - Reviewing SIPM in IL and KS
  - MPAC Lawn & Land Forum in Milwaukee on October 29<sup>th</sup>
  - IPM Institute will be represented

**Our next WG call will be Thursday, October 4<sup>th</sup> from 11:00am-12:00pm CT.**