

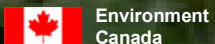


Comprehensive Municipal Toolset for Plant Healthcare and Healthy Lawns

Presented to the 7th Canadian Pollution
Prevention Roundtable

Presented by Duck Kim
Environmental Contaminants Officer
Environment Canada - Ontario Region
June 11, 2003

June 11, 2003



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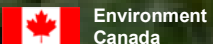
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Overview of Presentation

- What is the Municipal Management Tool Package and who is it for?
- What is the Healthy Lawncare Mass Multimedia Tools and how will they be used?
- What kind of progress made so far?
- Who are the key partners?
- Future directions and challenges.

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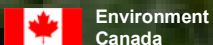
Federal Responsibilities

- Reduce the impact of pesticides on the environment in particular, the Great Lakes basin through...
- Great Lakes Binational Toxics Strategy
 - bilateral agreement between Canada and U.S.A.
- Canada Ontario Agreement respecting the Great Lakes Ecosystem
- Pest Management Regulatory Agency
 - the Healthy Lawn Strategy

Municipal Level Initiatives

- Turf Management Workshop (1995)
- Use of Pesticide Alternatives within Ontario Municipalities Survey (1996)
- IPM Municipal Roundtable (1998)
- Funding support to FCM's National Strategy for Responsible Pest Management (2000)
- Pre-survey of residents for City of Toronto's pesticide free lawn/garden demonstration project (2001)

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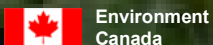
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Environment Canada Objectives

- Support the Action Plan for Urban Use Pesticides and the Healthy Lawn Strategy developed by PMRA.
- Provide municipalities with technical information to evaluate/develop PHC/IPM programs and to effectively communicate information to various audiences (staff, council, public, contractors)
- Develop effective and practical tools for municipal management and public outreach/education

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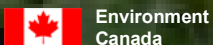
Municipal Forum

- Held on March 8, 2002 in Toronto
 - Attended by 30 municipalities throughout Ontario, MOE, OPA, AMO, University of Toronto and the Niagara Parks School of Horticulture.
- Top challenges for municipalities
 - Information
 - Communication & Education
 - Politics (public and council expectations)
 - Cost/Funding
 - Private Lands/Behaviour Change

Municipal Management Tool Package: Principles

- Reduce non-essential use of pesticides
- Municipal pesticide applications occur largely on turf surfaces
- Municipalities need to set example for its citizens
- IPM vs PHC
- Scope of this Tool Package

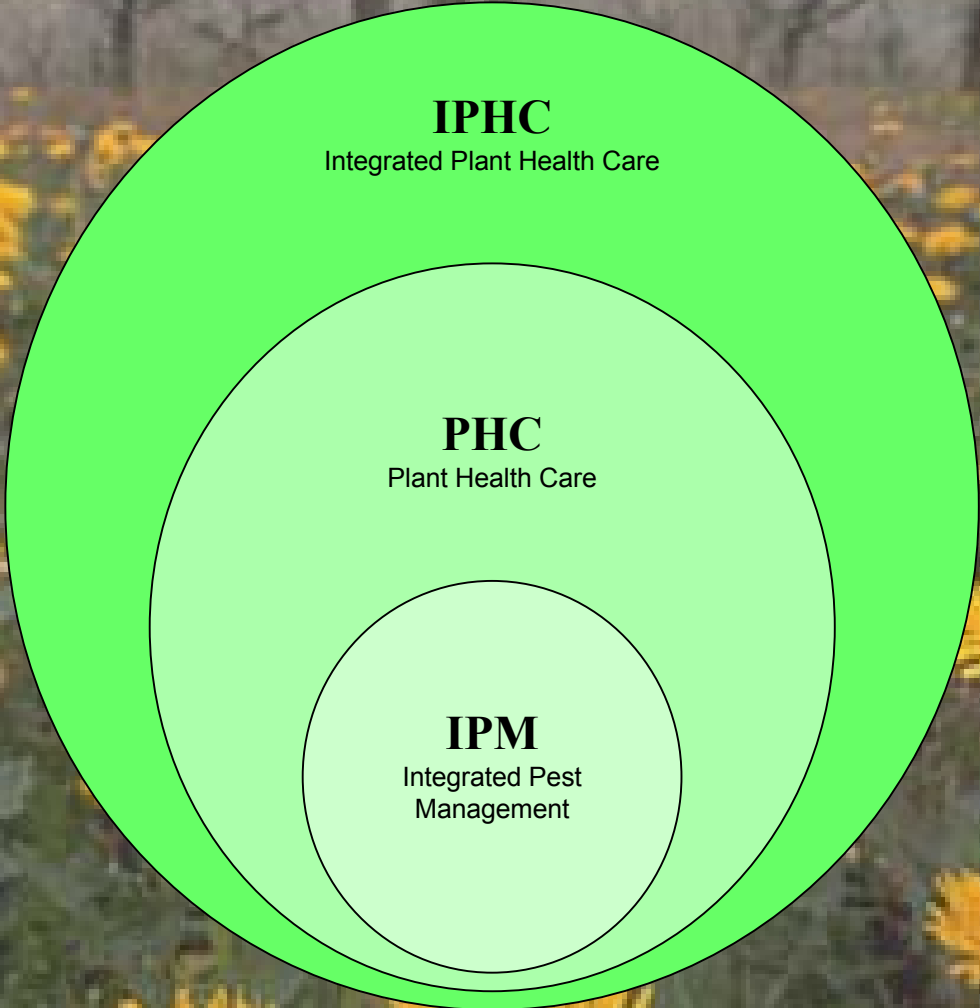
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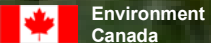
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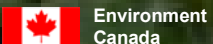
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Municipal Management Tool Package: Tools - Overview

- Forming Partnerships
- Conducting inventory of current practices and service requirements
- Planning and Developing a PHC program
- PHC Options
- Implementation and Evaluation
- Education and Outreach

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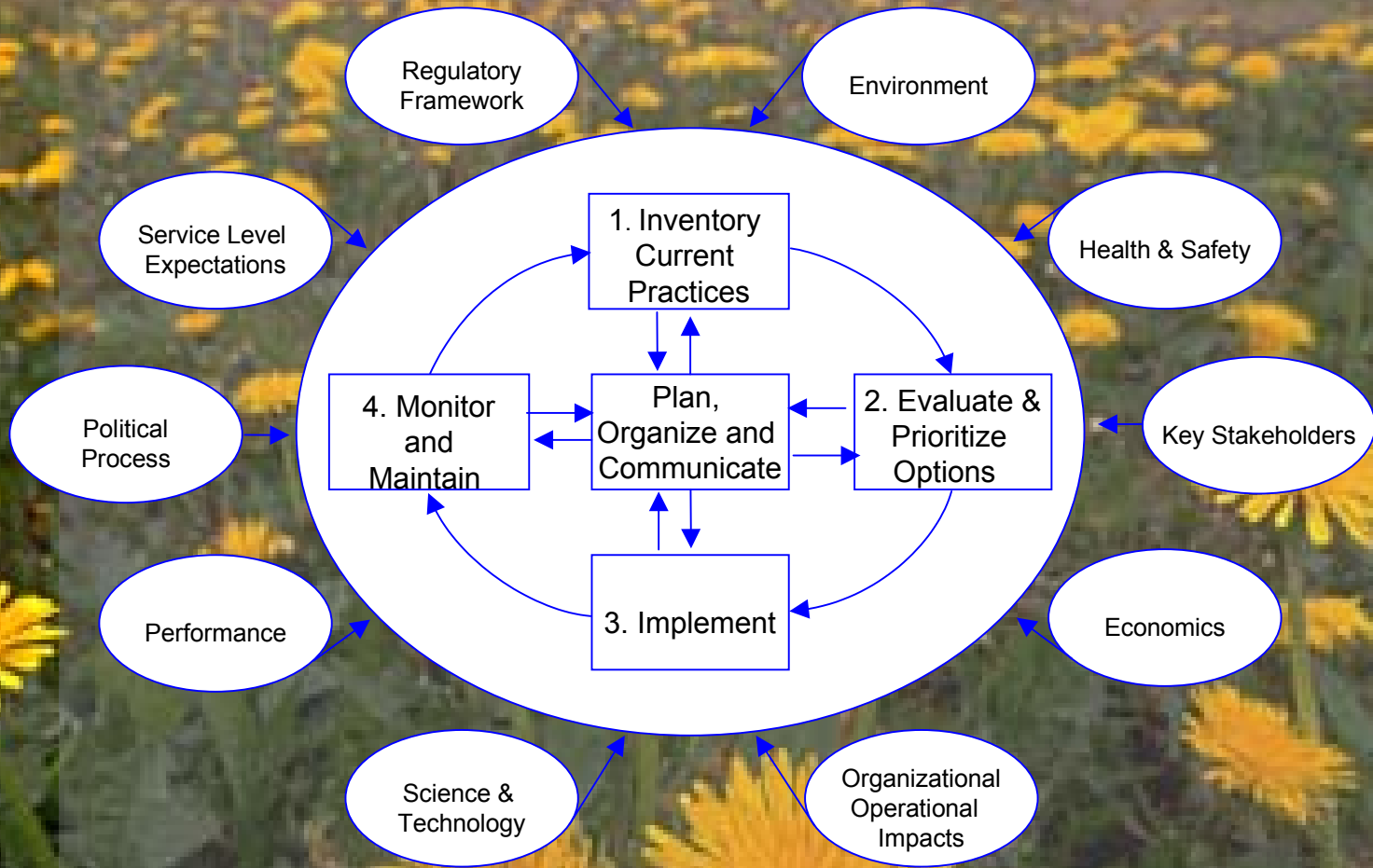


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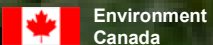
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Municipal Management Tool Package: Conceptual Model-Tools & Drivers



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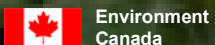
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Municipal Management Tool Package: Conceptual Model-Initiation



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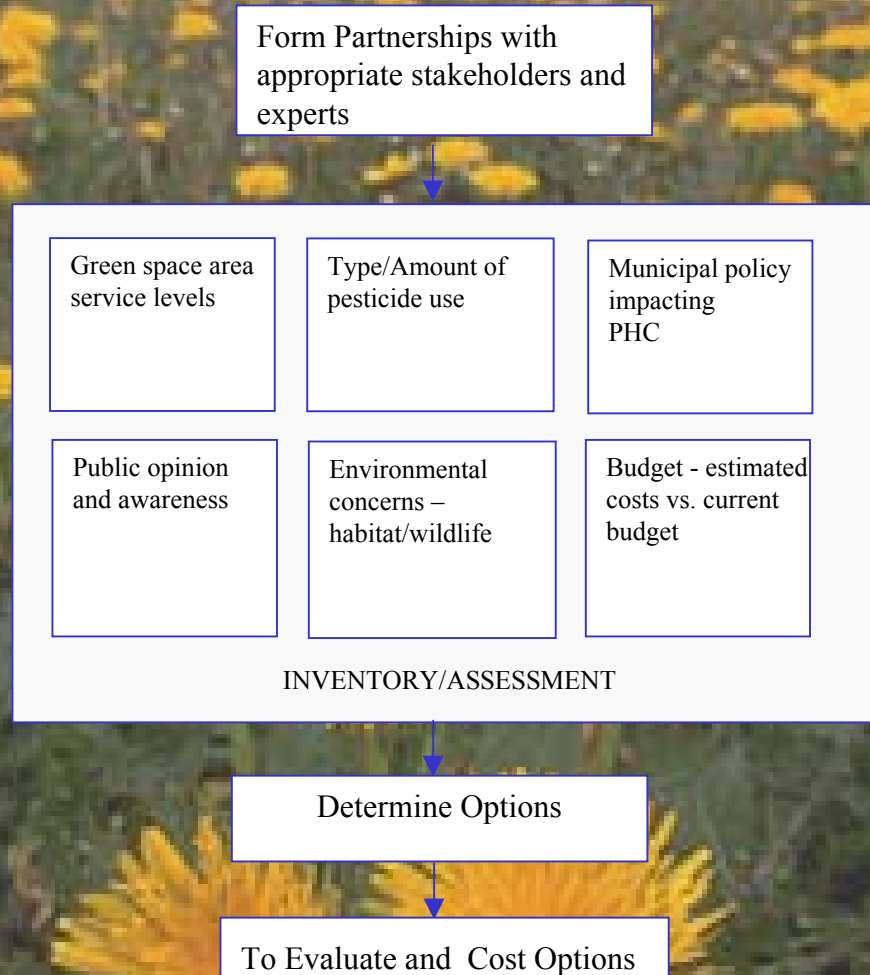


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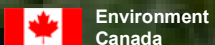
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Municipal Management Tool Package: Conceptual Model-Assessment



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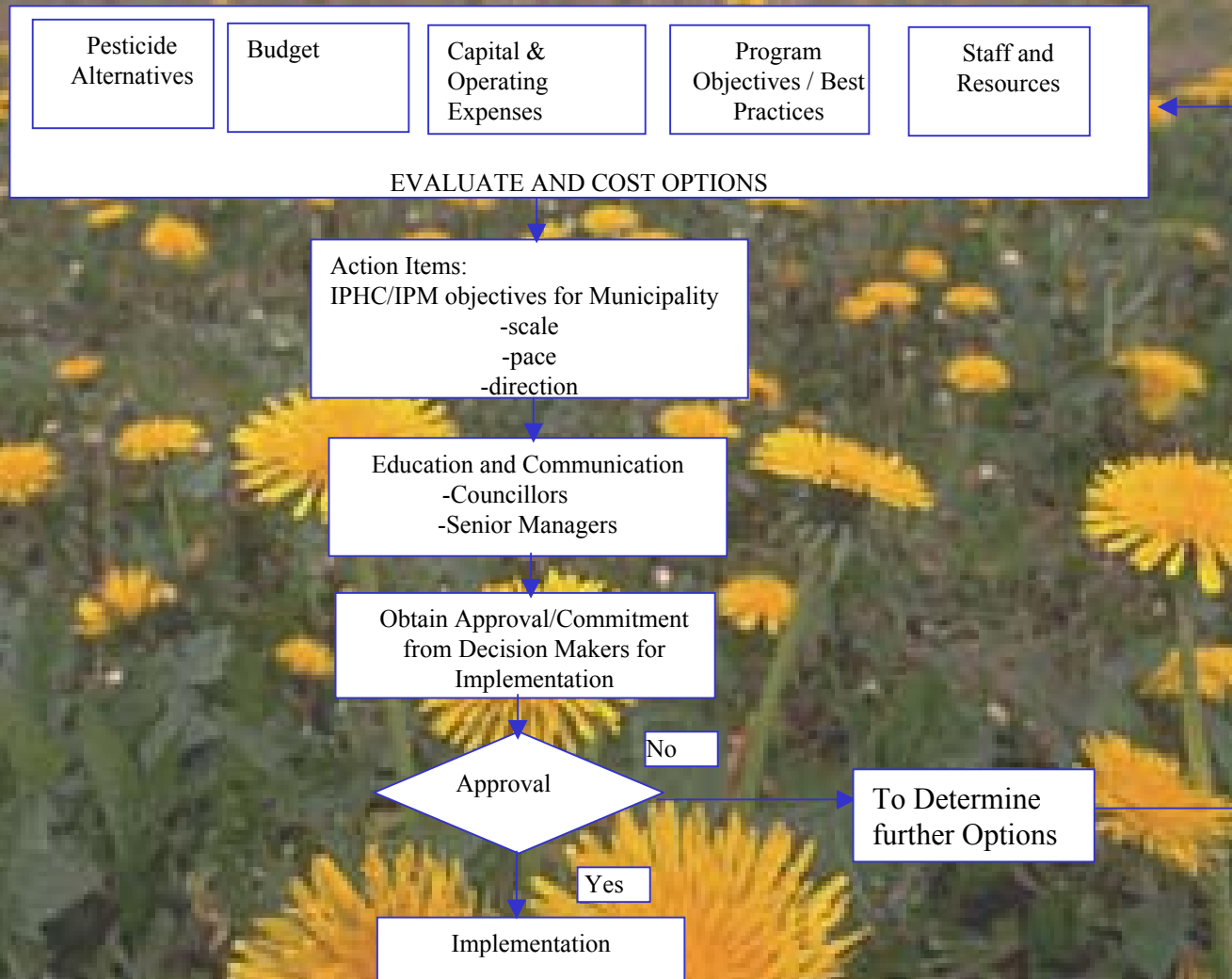


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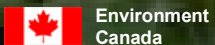
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Municipal Management Tool Package: Conceptual Model-Assessment (cont.)



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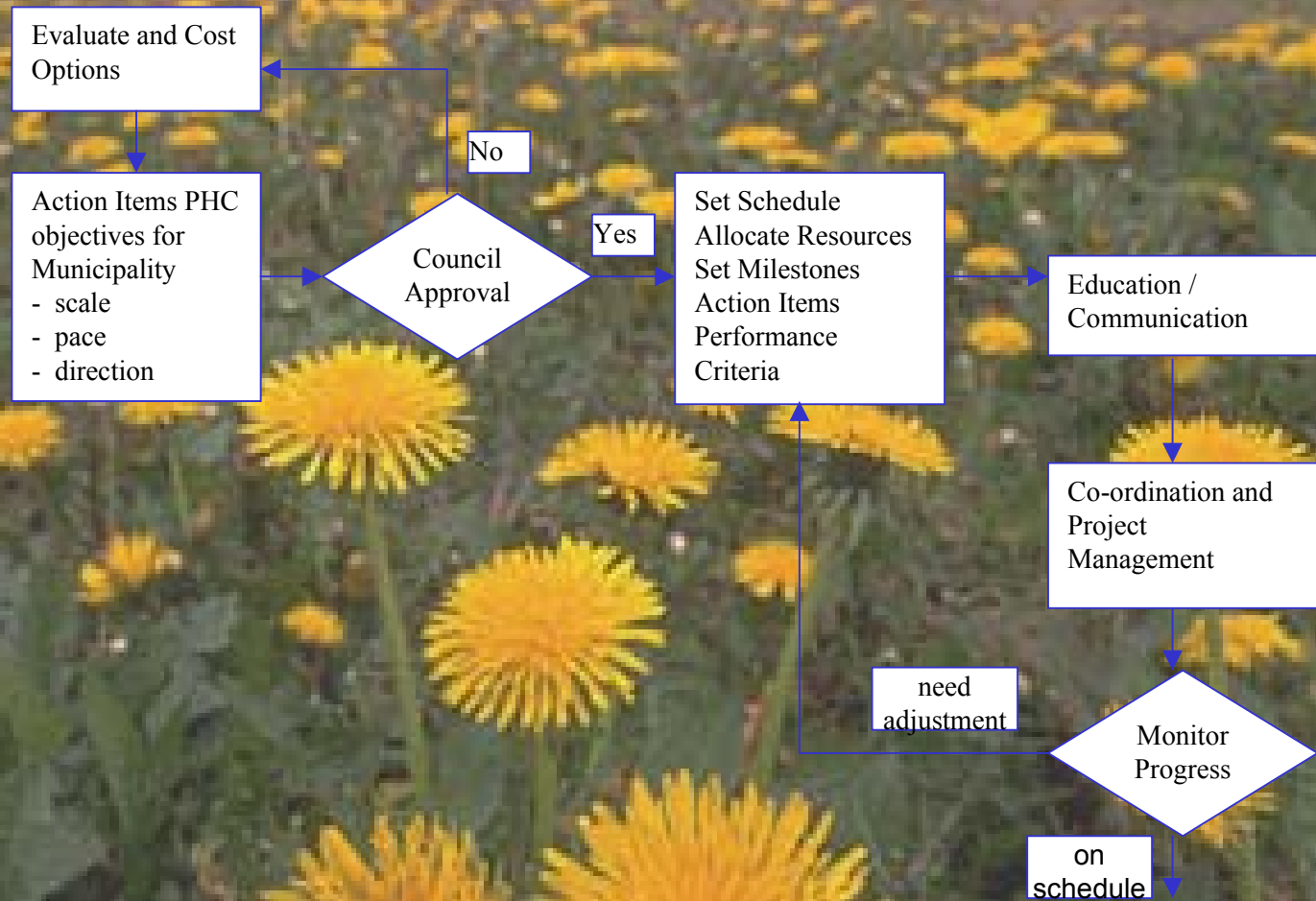


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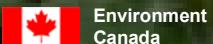
Municipal Management Tool Package: Conceptual Model-Implementation



Municipal Management Tool Package: Practical Templates

- PHC Inventory Templates
- Landscaping contractor specs (Waterloo)
 - Mowing height (3 1/4" to 4 3/4"), leave grass clippings, weed removal and no pesticides
- Costing Tools - Sports fields (Mississauga)
 - Soccer fields=\$1385, Irrigated diamonds=\$703, Non-lit soccer=\$568, Non-lit diamonds=\$410
- PHC contractor RFP Template and Assessment application (York Region)
 - Mowing, fertilizing, aerating, topdressing, overseeding, irrigation, dethatching, soil analysis, monitoring
 - Reduced risk products list and pesticides as last resort

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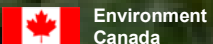
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Trial Implementation

- Goals are:
 - evaluate every tool developed for package
 - explore adaptability to other regions in Canada
 - provide test cases as real life examples for other municipalities
 - flesh out parts of document lacking detail - costing
 - find weaknesses and rectify
- City of Mississauga, York Region and Town of Caledon volunteered for trial implementation for full 2003 season
- City of Moncton representing Atlantic Region and Greater Sudbury have also volunteered for trial implementation of initiation tools

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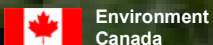
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Healthy Lawncare Mass Multi-Media Tools for Public Outreach

- Mass multi-media communication strategy for privately owned turf surfaces
 - Branding and consistency of message (“Blue Box”)
 - Accessible and cost-effective
- provide municipalities in Ontario and across Canada with “ready to use” mass multi-media communication tools
- cost-effectively exploit the power of TV, Radio, print-media and the internet through a comprehensive social-marketing communication strategy – “Biggest bang for the buck”

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Healthy Lawncare Mass Multi-Media Tools

Target Audience

- English and French speaking private homeowners who are the lawn caretakers
- Municipalities are considered as both an audience and a vehicle through which the Healthy Lawn message can be spread
- Audience Demographics
 - Cultural differences
 - Language nuances
 - Existing level of awareness
 - Gender biases and effects

Healthy Lawncare Mass Multi-Media Tools Communication Strategy Development

- Development of key messages, communication strategy and focus group testing
 - Messages need to be short, concise and “catchy”
 - Must be effective in both English and French and support “Branding”
- Development of conceptual multi-media communication products
 - Municipal “buy-in” and cost-effective media outlets
- Launching of Healthy Lawncare Mass Multi-Media Campaign
 - Long-term, tiered approach

Healthy Lawncare Mass Multi-Media Tools

Development of Key Messages

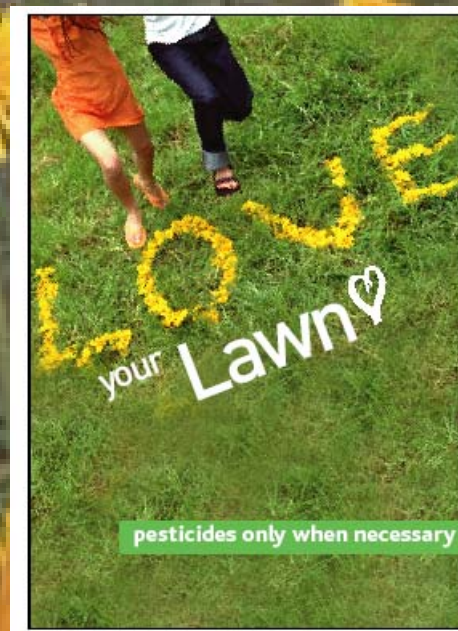
- Based on PMRA's Healthy Lawn Strategy key messages
- Overall umbrella message (theme) and a series of action messages
- Action messages consisted of 4 areas:
 - Watering frequency and amount
 - Mowing height
 - Pesticide usage
 - Leaving clippings as fertilizer
- Consultants: BCP and Environics

Healthy Lawncare Mass Multi-Media Tools

Sample Key Message 1

“Love Your Lawn”

- Friendly and kind positive persuasion approach
- Indirectly promote against excessive lawncare

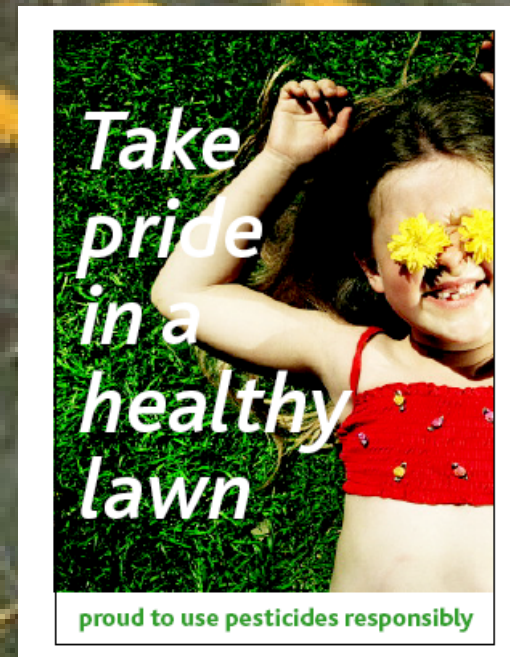
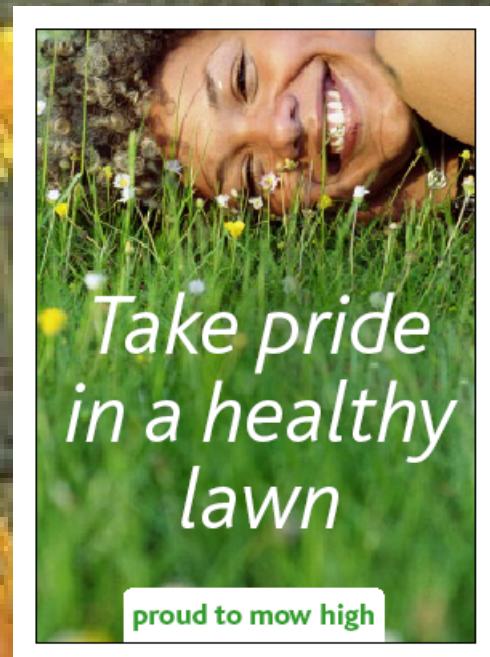
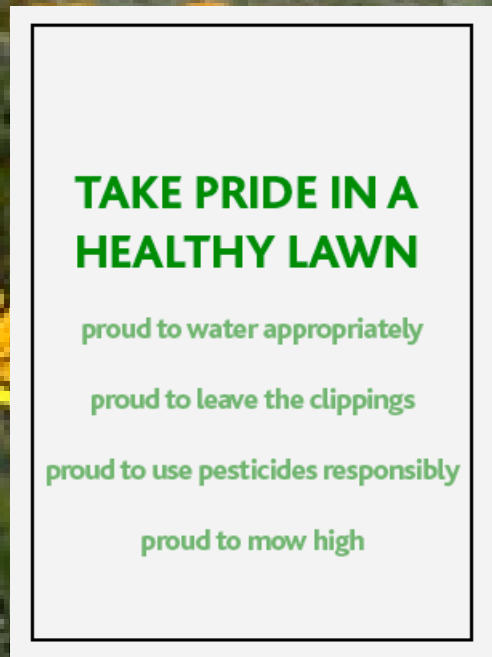


Healthy Lawncare Mass Multi-Media Tools

Sample Key Message 2

“Take Pride in a Healthy Lawn”

- Reversal of conventional notion of what lawn-owners should be proud of

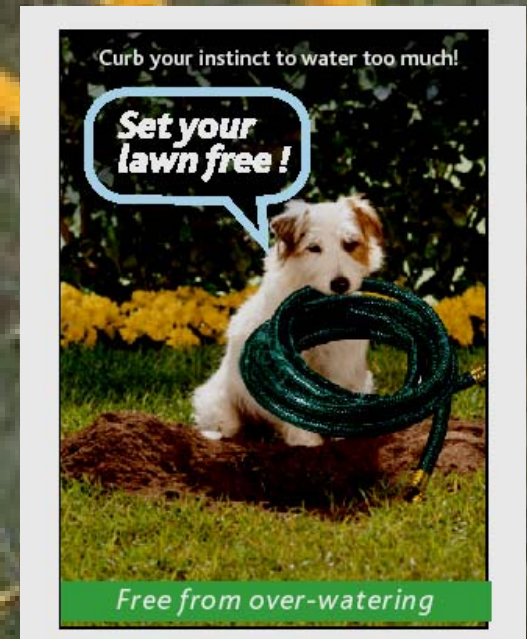


Healthy Lawncare Mass Multi-Media Tools

Sample Key Message 3

“Set Your Lawn Free”

- Humorous and light, “peace protest” approach
- Inanimate “grass” is personified

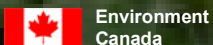


Healthy Lawncare Mass Multi-Media Tools

Overall Results of Focus Group Tests

- “What is a Healthy Lawn”
 - “Rich, green colour”, “uniform” coverage, no weeds
 - Thick grass on which individuals can walk barefoot
 - Some weeds and free pesticides/chemicals (minority)
- Overall message approach preferences
 - No clear preference for any one style of message
 - Approach was less important than the content
 - English group liked “love” while French group disliked the anthropomorphism applied to lawns
- Preferred communication media paths
 - Mainstream media: TV, Radio, Newspapers, Internet
 - Majority adverse to inserts in utility bills, brochures, local papers
 - Presence of contact information and strong government branding would enhance credibility (from French Group)

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Healthy Lawncare Mass Multi-Media Tools

Overall Conclusion of Focus Groups

- Messages must be clear, direct, instructional that explains the consequences of action taken
 - Both french and english groups suggested “Don’t go crazy over your lawn”
- Strong visual cues are also preferred
 - Images need to be descriptive and not confusing
- Preference for a lot of information...
 - To what height should grass be cut
 - What products to use
 - Right amount, time and frequency of watering
 - Contact information and links to resources

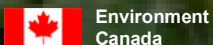
Healthy Lawncare Mass Multi-Media Tools Communication Strategy

- Municipalities as intermediaries to homeowners and as drivers by leading the way for homeowners
- Stage One-Piloting (year 1)
 - Pilot communication products in leading municipalities
 - Build strong municipality to homeowner linkage
- Stage Two-Municipalities across Ontario (year 2)
 - Relies on municipalities to act as intermediary to reach the homeowner on a larger scale
 - Growing awareness of messages from repetition as homeowners travel from one municipality to another
- Stage Three-Nationwide Campaign (year 3)
 - Federal government media buy for media presence across the country to ensure national outreach to all Canadian citizens
 - Municipal level strategy expanded nationwide and be consistent with the national awareness campaign

Healthy Lawncare Mass Multi-Media Tools Communication Tools/Products

- Phase 1 & 2
 - Strong logo with that is slogan easily remembered
 - Series of action messages with supporting info
 - Camera-ready ads for print, billboards, transit
 - Camera-ready posters that are reproducible
 - Fridge magnet with hotline and slogan
 - Leaflet with slogan and visual for direct mail
 - Healthy lawn sign with slogan for both private and public turf
 - Supporting public relations strategy with press releases, press kit and info/background sheets
 - Adapt same visual messages and slogan on a web site
- Phase 3
 - Nationwide media campaign that include national TV ads plus the tools developed in phases 1 and 2
 - Launch should coincide with a good public relations campaign

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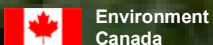
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Healthy Lawncare Mass Multi-Media Tools Path Forward

- Secure additional funding
- Conduct an in-house focus group session at Environment Canada to refine key messages
- Meeting with both Committees to discuss Communication Strategy and next steps (August, 2003)
 - Develop conceptual multi-media communication tools/products
- Invite all interested municipalities to an information forum/workshop (September, 2003)
 - Secure municipal sector “buy-in” and feedback
 - Present conceptual multi-media communication tools/products
 - Explore media opportunities and coordination of campaign
- Launching at the FCM annual general conference 2004
- Coordinated launch to homeowners in pilot municipalities

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Partners

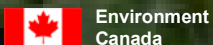
Participants in both initiatives:

- Federation of Canadian Municipalities
- Ontario Ministry of the Environment
- Environment Canada - Ontario Region
- Canadian Centre for Pollution Prevention
- City of Toronto
- City of Mississauga
- City of Waterloo
- Town of Caledon
- York Region

Participants in Mass Multimedia initiative only:

- Cities of Moncton and Greater Sudbury
- Pest Management Regulatory Agency (PMRA)
- Association of Municipalities of Ontario

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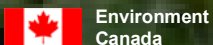
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Future Direction & Milestones

- Coordinated complimentary launch and long-term promotion of Municipal Management Tool Package and Mass Multi-Media Tools
- Municipal Management Tool Package will be made available on the **Pestinfo.ca** website; web base for Multi-Media Tools to be determined
- Full implementation of comprehensive toolset in Spring of 2004
- Follow-up of both programs in Fall of 2004

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