



DEVELOPMENT AND INFRASTRUCTURE DIVISION

Development and Infrastructure

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Author's Name(s):	Lynn Robichaud, on behalf of the Healthy Green Spaces Committee	Date to Committee:	May 7, 2002
Author's Phone:	905 335-7600 Ext. 7931	Date to Council:	May 23, 2002
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TO: Chair and Members of the Community and Corporate Services Committee

SUBJECT: PUBLIC OUTREACH & EDUCATION PROGRAM TO REDUCE THE USE OF PESTICIDES (Phase 1 of the Healthy Green Spaces Strategy)

1.0 RECOMMENDATION:

THAT the attached PUBLIC OUTREACH AND EDUCATION PROGRAM, Phase 1 of the *Healthy Green Spaces Strategy* as outlined in Appendix A of Report D&I 02/02 be received and approved; and,

THAT the Healthy Green Spaces Committee implement the Program as approved with one-time funding of \$15,000 provided in 2002 from the Mill Rate Stabilization Reserve Fund; and,

THAT the Healthy Green Spaces Committee submit the balance of the *Healthy Green Spaces Strategy* to the Community and Corporate Services Committee in September 2002 in conjunction with their report on the option to regulate the non-essential use of pesticide on private property.

EXECUTIVE SUMMARY:

N/A

2.0 BACKGROUND:

On February 25th, Council approved the following recommendations:

THAT Report D&I-01/02, dated January 30, 2002, outlining options to reduce the non-essential use of pesticides on private property in the City of Burlington be received and filed; and,

THAT the work of the Healthy Green Spaces Committee, being a sub-committee of the Environmental Management Team be endorsed; and,

THAT the Senior Environmental Co-ordinator be directed to report back in September 2002 with a recommendation on the proposed regulatory option to restrict the non-essential use of pesticides on private property by municipal by-law; and

THAT the report also include the results of an updated review by the Medical Officer of Health for the Region of Halton on the health risks of pesticides; and,

THAT the consultation process outlined in this report, including a public meeting on May 8, 2002, be implemented prior to a recommendation being made on the regulatory option; and,

THAT the Healthy Green Spaces Committee proceed with the development of the Healthy Green Spaces Strategy, for approval by Council late in May 2002, and the implementation of an outreach and education program to raise the awareness of the public of the risks of using pesticides to encourage a reduction in the use of pesticides; and,

THAT Phase 1 of the Healthy Green Spaces Strategy be brought back to Community and Corporate Services Committee for consideration in April 2002, with the balance of the Strategy to be circulated prior to May 8, 2002 for public comment; and,

THAT the Healthy Green Spaces Committee work with the Association of Municipalities of Ontario (AMO) and the Federation of Canadian Municipalities (FCM) to lobby provincial and federal governments to tighten their controls on the approval process, retail and training requirements for pesticides, and monitor their progress.

A “community education program on the importance of reduced pesticide use” is an objective outlined in the City’s Strategic Plan, Future Focus V, under “Environmental Leadership” with 2002 as the target for implementation. At the time this report was being finalized, the Region’s Health Department was also in the process of finalizing its report on pesticides. Although not released to the public at the time, staff were consulted and advised that the Region’s report would include a recommendation to area municipalities that a comprehensive education and awareness program be developed.

Phase 1 of the *Healthy Green Spaces Strategy*, a Public Education and Outreach Program to reduce the non-essential or cosmetic use of pesticides on private property is attached to this report (Appendix A). The Program is designed to be implemented over a three year period, starting in 2002 as Year One, at which time it will be reviewed and updated, if required. The implementation will be overseen by the Healthy Green Spaces Committee, coordinated with the appropriate City Departments, the Region of Halton Health Department, and community groups and local businesses, as required.

The balance of the *Healthy Green Spaces Strategy* was to be submitted to the Community and Corporate Services Committee at the end of May. The Healthy Green Spaces Committee is requesting an extension to submit the Strategy in September 2002. This will provide additional time for the development and completion of the Strategy which includes public consultation. The Strategy will also be coordinated with the Report due in September 2002 regarding the option of regulating the non-essential use of pesticides on private property.

3.0 DISCUSSION:

Many residents and businesses rely on the use of chemical pesticides as they are under the impression that these products are essential to ensure a “perfect, green, weed and pest free lawn”. Early results from a survey by Halton Region of residents on the pesticide issue indicate that many residents seem to be unaware that alternatives to chemical pesticides do exist. Encouraging the public to change practices is about changing behaviour, which is not an easy task. Some people are more adaptable to change and exploring new ideas while others require more time and information before accepting the reasons for change.

In order to change behaviour, we first need to understand the audience’s attitudes and opinions regarding the issue, as these may in fact act as barriers to change. The awareness of the environmental and health risks of using pesticides appears to be growing, however, this is also balanced by concerns over weeds on both public and private property. The challenge of a successful public education campaign will be to address and overcome concerns raised by the public, such as the cost and time of using alternatives, as well as the fear of a proliferation of weeds and the potential for a decline in property values.

The attached Public Outreach and Education Program to Reduce Pesticide Use (Appendix 1: Phase 1 of the *Healthy Green Spaces Strategy*) encompasses a number of activities to be implemented over a three year period, with 2002 serving as Year One. City staff will attempt to address many of the above concerns through the development of a variety of outreach materials

A number of the action items have already been or are in the process of being implemented. For instance, staff have published an article in the recent edition of City Talk and an advertisement promoting alternative lawn care practices appeared in the 2002 spring/summer edition of the Recreation & Leisure Guide. As well, the City was a partner in the Green Gardening Forum held at the Royal Botanical Gardens in February.

Staff are also in the process of developing information for the first in a series of handouts on healthy lawn care. The content of this brochure will also be included in the Healthy Green Spaces Page on the City’s web site. The web site will also be used to post bulletins and seasonal

information on special issues, such as alternatives for dealing with grubs and caring for shrubs and trees. Staff will also begin to explore other initiatives such as “environmental garden awards” in conjunction with established horticultural awards.

Longer term initiatives include the development and distribution of “pesticide free” lawn signs for residents and businesses, as well as posting interpretive signage in City parks to promote our “pesticide free” program.

4.0 FINANCIAL MATTERS:

The estimated cost of the development and implementation of the *Healthy Green Spaces Strategy*, including the Public Outreach and Education Program, in 2002 is \$15,000. It is recommended that funds for this initiative be provided on a one-time basis from the Mill Rate Stabilization Reserve Fund. Following the outcome of the regulatory option and based on a review of the Outreach and Education Program requirements for Year Two (2003), staff will determine the continuing funding requirement and develop a program change to be included as part of council’s consideration of the 2003 budget.

5.0 ENVIRONMENTAL MATTERS:

The use of chemical pesticides is clearly emerging as a significant environmental issue. Although the data are limited to showing a direct cause and effect relationship between pesticide use and adverse health effects, many studies do show a “clear association between pesticide use and increased health risk” (*Report of the Halton Intermunicipal Review Committee On the Use of Pesticides On Public and Private Property, April 2002*). In response to these issues and concerns, the City recently made a commitment to essentially eliminate the use of pesticides on public property by 2003, with some limited exceptions. The next step, as outlined in this report, is to communicate to the public on the importance of reducing the non-essential use of pesticides on private property and promoting the use of alternatives.

6.0 COMMUNICATION MATTERS:

Staff on the HGS Committee will work with Corporate Communications to implement the various elements of the Public Outreach and Education Program. Community response and acceptance to the elements of the program will be monitored closely. The program is intended to be flexible enough that, based on the monitoring process, elements can be adjust if determined to be necessary.

7.0 CONCLUSION:

The development of the *Healthy Green Spaces Strategy* is a key initiative in the City of Burlington’s environmental program. The Strategy will be based on an ecosystem approach to protect, restore and enhance the health of the City’s green spaces. A significant part of the strategy will be to build awareness of the environmental and health risks associated with the use of chemical pesticides and to promote environmentally friendly lawn and garden care practices.

Like most environmental programs implemented to encourage people to change behaviour and adopt new ways of doing things, the objective for a significant reduction in the use of pesticides will not occur overnight. The strength of the Public Outreach and Education Program, Phase 1 of the *Healthy Green Spaces Strategy*, lies in the leadership of the City, related to its commitment to eliminate the use of pesticides on public property (with some exceptions) and its objective to reduce on a community-wide basis the non-essential or cosmetic use of pesticides on private property. It is important to note that this is not a problem confined to the municipal boundaries of Burlington but an issue that many of our neighbouring communities are also addressing, such as the Town of Oakville and City of Hamilton. Staff will continue to work and share ideas with our municipal partners to ensure this program is successful. This environmental program will be a continuous, long term project similar to that of recycling and composting, requiring many reminders to the public that we are striving to reduce the risks of using chemical pesticides on our environment and our health.

Respectfully submitted,

Lynn Robichaud, Sr. Environmental Co-ordinator,
On behalf of the Healthy Green Spaces Committee

APPENDICES:
City of Burlington's Public Outreach and Education Program to Reduce Pesticide Use, Phase 1 of the Healthy Green Spaces Strategy

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NOTIFICATION DOCUMENT:

April 2002

Appendix A

EXTERNAL COMMUNICATION STRATEGY

Healthy Green Spaces

**City of Burlington's
Public Outreach and Education Program
to Reduce Pesticide Use**

SITUATION ANALYSIS

In May 2000, the City of Burlington adopted this environmental mission statement: *“be a leader in making a high level of environmental performance one of the primary goals for its policies, programs and operations through protecting and enhancing the natural environment so as to achieve the highest quality of life for its citizens of today and tomorrow.”* The City’s leadership encompasses not only those policies and programs that govern its own operations, but also those that govern or influence the behaviour of its citizens regarding the environment.

A key component of environmental performance and an overall ecological strategy is reducing or eliminating the use of chemical pesticides. Pesticide is an umbrella term for a variety of chemical or biological products designed to kill and/or manage different pests, including herbicides (weed killers), insecticides, fungicides, miticides and rodenticides. In 1992 the City made a conscious decision to significantly reduce its use of pesticides, and has eliminated them from boulevards, passive parkland and playground areas. It also plans to eliminate pesticides from all sports fields by 2003.

Spearheading its ecological policy and program development is the City’s Healthy Green Spaces (HGS) committee. As part of its ecological strategy, “HGS” works closely with community partners and stakeholders to look at ways of reducing pesticides on public and private property. In 2001, at Council’s request and in response to a Supreme Court ruling which upheld a municipality’s right to impose regulations regarding pesticide use, the HGS Committee explored three specific options to reducing pesticides: (1) regulating pesticide use through bylaws, (2) public education and (3) lobbying higher levels of government to tighten controls around the use and distribution of pesticides. In February 2002, City Council directed that the Healthy Green Spaces Committee focus on the second option, public outreach and education. Education was

the logical first step in this strategy, given that it provides the necessary foundation for the success of the other two proposed strategies.) For instance:

- Reducing the use of pesticides by imposing municipal by-law restrictions would raise public awareness of the pesticide issue, but such awareness does not necessarily equate to informed opinion. Should the City ultimately decide to pursue restrictions on pesticide use – as it may, pending results from the Region of Halton’s Health Department – a public which is informed about the benefits of alternative lawn care strategies and knowledgeable about how to implement them will more readily accept and comply with the bylaw.
- Lobbying senior government would require considerable time and resources, and would require the support (and potentially the education and awareness) of other municipalities. It is also possible that the pesticide industry could launch a campaign against such a movement. If so, a certain amount of public education and outreach would be required to balance this and help citizens understand their choices. Both of these alternatives remain important avenues for the City to continue to explore. Accordingly, public education and outreach is essential not only for its own role in reducing pesticide use, but also to support the most likely future strategies.

Public education, however, is fundamentally about changing behaviour. To change behaviour, one needs first to understand the audience’s attitudes and opinions regarding barriers and enablers to the desired behaviour. The City has participated in a number of studies and consultations regarding opinions on the use of pesticides on public and private property. Both environmental groups and lawn care companies support reduced and responsible pesticide use. Lawn care companies also support promotion of alternative lawn care strategies (although there are some regulatory issues that need to be addressed regarding their unique concerns.) Amongst the general public, and specifically homeowners, more detailed data on attitudes is forthcoming, however, the following captures some of the general observations regarding the primary audience for education and outreach:

Environmental vs. Aesthetic Issues

- There are certain groups in the community that are extremely aware of the relationships between the effects of pesticides and the environment and would strongly support a by-law restricting pesticide use.
- Awareness of health and environmental issues associated with pesticide use appears to be growing – but is balanced by those who are concerned about weeds and dandelions on private and public property.
- Declining property values are a concern if pesticide restrictions lead to a proliferation of weeds.
- There is currently provincial legislation in place which requires weeds to be controlled, and requires municipalities to enforce the legislation.
- The Medical Officer of Health’s last report did not suggest a ban or restrictions on pesticides but rather “prudent avoidance”.
- It appears many people are likely “peripherally aware” that using pesticides poses more risk than not using pesticides, but are currently unaware and unconcerned about the extent of the risk vis-à-vis what they currently define as having a “nice lawn.”

Time and Knowledge

- Burlington citizens enjoy a high quality of life where time – particularly leisure time - is a precious commodity.
- Alternative lawn care strategies may be seen as more time and labour intensive than using pesticides, and therefore a deterrent.
- Many people are not aware of alternative strategies to achieve a nice looking lawn.
- Homeowners and businesses hire lawn care companies to manage their properties, and do not always include environmental considerations in their choices.

Cost/Benefit

- Lawn care without pesticides is perceived to be more expensive. While progressive lawn care companies offer “organic” and alternative approaches these are often more expensive than their regular service.
- Perception is enhanced at the grocery store, where organically grown foods are far more costly than their non-organic counterparts.

Community Partners and Access

- There are many willing partners and concerned citizens groups who will support a public outreach and education program.
- Environmental, horticultural and gardening groups tend to have networks and attract audiences whose knowledge and propensity to use alternative strategies is higher than the public at large.
- Compared to issues such as the health impact of smoking and environmental impact of climate change, the pesticide issue appears to be not yet on the “radar screens” of the public at large, therefore access to the information needs to be created at natural points of contact. New partnerships and channels are required to reach these individuals.

An effective public outreach and education strategy requires utilizing community partners based on the contribution for which they are best suited: content expertise or providing access to target audiences.

Content Expert Partners. These are groups and individuals who have strong interest in consciousness raising and in environmental issues, and who have knowledge and expertise in implementing alternative lawn care strategies. Typical roles would be:

- Developing content for workshops, publications, the Web site
- Answering gardening questions and helping to support new recruits in their advocacy roles
- Conducting seminars, acting as speakers and presenters

Channel Partners: These are organizations and facilities who provide natural points of contact to target audiences who are currently passive or neutral regarding pesticide reduction. These are audiences who may have a reason to change behaviour if they became aware, and whose behavioural change will have the greatest effect in reducing pesticides (e.g. homeowners, parents with young families). These partners include some of the City's own departments. Channel partners include:

- Gardening and do-it-yourself retailers
- Sports clubs
- Community/Recreation centres
- Retailers of outdoor and leisure equipment
- Businesses whose customers may care about the environment
- Lawn care companies
- Libraries
- Day care centres and schools
- Pet supply retailers
- Real estate salespeople, new home developers and property management companies

A public education and outreach program should provide a balanced and positive view of the individual and community benefits of an alternative approach to maintaining green spaces including lawn care. It should inform about the potential risks associated with pesticide use and provide hands-on detailed advice on how to implement an alternative lawn care strategy. Equipped with this knowledge, citizens will be better able to make informed choices regarding their lawn care. It should also assist them to better engage in consultation around a possible pesticide regulation and, if a by-law is implemented, provide direction for communication so that citizens are more ready and willing to comply.

GUIDING PRINCIPLES

1. The City will model all desired behaviour regarding the use of pesticides, inline with its mission statement of “leadership in environmental performance.”
2. Primary messaging will be positively focused and upbeat, promoting the *benefits* of using alternative lawn care practices for a healthy and attractive lawn.
3. Secondary messaging will be balanced and responsible, raising citizens’ awareness about the potential risks associated with pesticide use without sensationalizing the risks.
4. The education and outreach program will be positioned within the context of the City’s overall Healthy Green Spaces strategy to help manage, protect and promote ecological health.
5. Creating access to information will be a focal point of the strategy. The distribution strategy will be based on making information available at natural points of contact for the target audiences.
6. Recognizing that behavioural change is an ongoing process, there will need to be a long term commitment of resources to support the outreach and education program.
7. The strategy should be adaptable pending the City’s more detailed findings on audience attitudes, health and environmental risks and pursuit of a regulatory option.

GOALS

1. To promote the reduction of pesticides in caring for private green spaces in Burlington.
2. To create awareness about the City’s own commitment to pesticide reduction and stimulate interest in its overall Healthy Green Spaces strategy.
3. To create a level of awareness, understanding and buy-in that will ease the transition should the City pursue pesticide regulation on private property.
4. To create awareness about the environmental and health effects of using pesticides.
5. To neutralize perceptions regarding the extra cost and time involved in alternative lawn care strategies.
6. To provide hands on-advice about how to employ alternative lawn care strategies.
7. To provide information to citizens on making appropriate choices when selecting a lawn care company or lawn care products.
8. To create community/neighbourhood advocates for reducing pesticides.

KEY MESSAGES

- Alternatives to pesticides can be comparable in cost and effectiveness
- Alternatives can be easy to use
- Your garden can be both healthy and attractive
- Using alternatives benefits the long-term health of your lawn
- Using alternatives benefits your own health
- If you must use pesticides, do so with prudence and care
- The City of Burlington is committed to alternative strategies in its own operations and through supporting citizens to do likewise
- Alternatives take time to be effective: understand what to expect

TARGET AUDIENCES

- Community at large with particular focus on parents and children
- Homeowners who do their own lawn maintenance
- Homeowners who are selecting lawn care companies
- City of Burlington businesses
- Lawn care companies

TACTICS

- Campaign tagline
- Workshops
- Brochures and flyers
- Media releases and articles
- Gardening Tips advertorials/city page
- Radio and print PSAs
- Print PSAs (ears of the Post)
- Articles in City Talk
- Lawn sign campaign and contests
- Signage in City parks
- Partnerships with Board of Education/Science and or family studies
- City website
- Online newsletter
- Branding of lawn care companies
- Festival participation
- Envelope stuffers
- Partnerships with business community

EVALUATION

- Participation in lawn sign campaign
- Hits to website
- Seminar and workshop attendance
- Subscriptions to online newsletter
- Changes in opinion and knowledge as measured by response to rotating surveys
- Changes in nature and tone of complaints to City hall (aesthetics vs. environment)
- Anecdotal positive feedback (letters to editor, councillors etc.)

TACTIC	HOW	PURPOSE	AUDIENCE	IMPLEMENTATION TIMING
Tagline	<ul style="list-style-type: none"> – Tag all tactics with the following “<i>It’s our community let’s make it better</i>” 	<ul style="list-style-type: none"> • Raise general awareness • Create a brand for campaign that is memorable and meaningful • Link many different aspects to a central theme 	<ul style="list-style-type: none"> • All 	<p>Year 1 – Q2</p> <ul style="list-style-type: none"> • Entire duration of campaign
Media releases and articles	<ul style="list-style-type: none"> • Develop topics and media calendar • Write, distribute promote 	<ul style="list-style-type: none"> • Raise awareness • Provide facts • Publicize campaign 	<ul style="list-style-type: none"> • All 	<p>Year 1 – Q2 and throughout Q3 when appropriate</p> <ul style="list-style-type: none"> • Initial release to launch • Alternate releases and articles
Series of Alternative Gardening Tips in “Environmental Corner” of the <i>City Update</i> page	<ul style="list-style-type: none"> • Introduce a series of how to tips • Direct to City’s website for complete series 	<ul style="list-style-type: none"> • Raise awareness • Provide hands on info about how to start and maintain garden • Direct people to website 	<ul style="list-style-type: none"> • Homeowners 	<p>Year 1 – Q2</p> <ul style="list-style-type: none"> • Beginning with May long weekend to Thanksgiving
Articles in City Talk	<ul style="list-style-type: none"> • Write articles 	<ul style="list-style-type: none"> • Raise awareness of outreach program • Promote City’s pesticide reduction program • Promote alternative lawn care • Report back on City’s progress 	<ul style="list-style-type: none"> • All citizens 	<p>Year 1 – Q1 & Q2</p>

TACTIC	HOW	PURPOSE	AUDIENCE	IMPLEMENTATION TIMING
City website	<ul style="list-style-type: none"> Use as a central repository for all information prepared and distributed by the City Link site to others that carry more information about specific topics (e.g. OMAFRA, MOE) 	<ul style="list-style-type: none"> Underscore the Healthy Green Spaces initiative Make information easily accessible 	<ul style="list-style-type: none"> All 	<p>Year 1 – Q2</p> <ul style="list-style-type: none"> Year round
Online newsletter	<ul style="list-style-type: none"> Utilize partnerships to provide content Invite citizens to subscribe 	<ul style="list-style-type: none"> Provide more specific information to a more interested audience cheaply and quickly Allow for “bulletins” to address special issues such as unusual weather conditions: extreme drought; overly rainy etc. and support the success of first time alternative strategy gardeners 	<ul style="list-style-type: none"> Homeowners and those with special interest 	<p>Year 1 -development</p> <p>Year 2 - implementation</p>
<p>Workshops</p> <ul style="list-style-type: none"> Choosing healthy plants Using low risk alternatives When/how to use pesticides safely 	<ul style="list-style-type: none"> Develop content and present with environmental and gardening partners Promote at City venues and with channel partners Host at channel partner sites: <ul style="list-style-type: none"> Gardening and do-it-yourself centres Home improvement shows Patio/outdoor living centres Decorating centres 	<ul style="list-style-type: none"> Raise awareness at point of purchase Stimulate discussion, gauge interest and feedback Provide hands on advice to gardeners considering alternative strategies Support healthy choices 	<ul style="list-style-type: none"> Homeowners 	<p>Year 1- Q1</p> <ul style="list-style-type: none"> Spring and early summer

TACTIC	HOW	PURPOSE	AUDIENCE	IMPLEMENTATION TIMING
<p>Handouts</p> <ul style="list-style-type: none"> • Tips for a healthy lawn • How to enjoy natural areas • Promo items 	<ul style="list-style-type: none"> • Distribute through new channel partners and natural points of contact: <ul style="list-style-type: none"> – Include as shopping bag stuffers – Attach to all new lawn mowers and other large lawn equipment – Distribute in pet care centres (focus on protecting your pet from pesticides); home and decorating centres – Distribute in Welcome Wagon baskets; through real estate boards – Distribute at local festivals and through City display booth 	<ul style="list-style-type: none"> • Educate homeowners about alternative lawn care strategies and how to implement • Educate about a new definition of “healthy lawn” • Raise understanding and appreciation for natural areas • Stimulate interest in finding out more 	<ul style="list-style-type: none"> • Homeowners • All citizens 	<p>Year 1 – Q 2</p>
<p>Handouts continued</p>	<ul style="list-style-type: none"> • Envelope stuffers <ul style="list-style-type: none"> – Include short fact sheets or specific promotion opportunities with regular City mailings, e.g. tax or assessment bills or recreational program confirmations, pet licences, birth registrations – Print customized Healthy Green Spaces message on bills 	<ul style="list-style-type: none"> • Target specific audiences (e.g. homeowners vs. apartment dwellers) with specific messages 	<ul style="list-style-type: none"> • Homeowners • All citizens 	<p>Year 1 – Q 2</p>

TACTIC	HOW	PURPOSE	AUDIENCE	IMPLEMENTATION TIMING
Radio PSAs	<ul style="list-style-type: none"> Attach to afternoon drive times or Saturday/Sunday mornings, when people are going home to do gardening 	<ul style="list-style-type: none"> Raise awareness of campaign Provide short memorable how tos Educate with short memorable facts or dispel notions Direct people to website 	<ul style="list-style-type: none"> All citizens 	Year 2
Partner with community group regarding the establishment of a "Green Gardening" award	<ul style="list-style-type: none"> Ensure that the low or no pesticide use is part of the criteria/measurement to determine award winners 	<ul style="list-style-type: none"> Demonstrate that the City's environmental values and actions are aligned Create role models Demonstrate that gardens can be both beautiful and healthy 	<ul style="list-style-type: none"> Dedicated gardeners 	Year 2 <ul style="list-style-type: none"> In line with awards cycle
Print PSAs (ears of the Post)	<ul style="list-style-type: none"> Print tagline and City's /campaign web address 	<ul style="list-style-type: none"> Direct citizens to website Reinforce brand 	<ul style="list-style-type: none"> All citizens 	Year 2 – Q 2- 3 <ul style="list-style-type: none"> End of week , May to September
Partner with Chamber of Commerce	<ul style="list-style-type: none"> Ensure environmental/business awards includes appropriate criteria related to pesticide use on properties 	<ul style="list-style-type: none"> Engage businesses Raise awareness of City's commitment 	<ul style="list-style-type: none"> Businesses, employees, customers 	Year 2-3 – Q 2-3 <ul style="list-style-type: none"> Beginning of awards planning cycle

TACTIC	HOW	PURPOSE	AUDIENCE	IMPLEMENTATION TIMING
Lawn sign campaign	<ul style="list-style-type: none"> • Invite citizens and businesses who are following an alternative lawn care program to display a sign • Feature a participant with a beautiful garden each week in the homes or lifestyle section of the Post • Publish a full page thank you in newspaper, listing, by postal code, everyone who is participating • In year 2, invite these people to lead a neighbourhood campaign to become pesticide free zones 	<ul style="list-style-type: none"> • Create advocates and role models • Engage homeowners in social marketing • Create healthy competition between neighbourhoods • Gain commitment through written declaration • Increase visibility • Demonstrate groundswell of support 	<ul style="list-style-type: none"> • Homeowners • Businesses and customers • Residents 	<p>Year 2-3</p> <ul style="list-style-type: none"> • Enlist participants beginning at Easter • Publish signed up participants end of June (or sooner if critical mass achieved) and early September
Signage in City parks	<ul style="list-style-type: none"> • Clearly identify and promote the City's pesticide free zones • Promote these parks or signage program through flyers at pet centres and through family centres: libraries, parks and rec facilities, day cares and schools 	<ul style="list-style-type: none"> • Increase visibility of City's commitment to reducing pesticides • Encourage people to make healthy choices 	<ul style="list-style-type: none"> • All 	<p>Year 2 – Q 2 - 3</p> <ul style="list-style-type: none"> • Signs posted year round • Promotion in spring and early summer
Partner with Board of Education/Science and or family studies	<ul style="list-style-type: none"> • Sponsor an award for science fair regarding reducing pesticide use • Develop an earth-day activity/ educational module, such as involving children in maintaining a garden • Ensure/promote through school newsletters etc. that City and Board of Ed is following pesticide guidelines 	<ul style="list-style-type: none"> • Involve and educate future citizens about the environment and their role in caring for it • Involve children in learning life skill in a safe and responsible manner • Engage children as advocates to their parents to use • Have fun! 	<ul style="list-style-type: none"> • Children and parents 	<p>Year 2-3</p> <ul style="list-style-type: none"> • Fall and spring

TACTIC	HOW	PURPOSE	AUDIENCE	IMPLEMENTATION TIMING
Partner with business community	Through Chamber of Commerce or Sustainable Development: <ul style="list-style-type: none"> • Encourage businesses such as property management companies and developers to become participants and promote the Healthy Green Spaces concept as a selling feature to their employees and customers • Publish a thank you page to these businesses at year end 	<ul style="list-style-type: none"> • Engage a different audience • Provide added validity • Assist businesses to connect with the community 	<ul style="list-style-type: none"> • Businesses and their customers 	Year 3 – Q 2 & 3 <ul style="list-style-type: none"> • Launch and promote December to March • Thank in October