

Bio-Integral Resource Center's 2006 Strategy

Strategic Approach

Please refer to our 2003 forms.

The Bio-Integral Resource Center (BIRC) is dedicated to providing the public with the highest quality and most accurate information on IPM and least-toxic pest management. Without information and training, people cannot successfully reduce their use of pesticides.

Progress on 2005 Activity 1

Publications.

We continued publication of the IPM Practitioner and Common Sense Pest Control Quarterly. Refer to our 2003 and our 2000 PESP form.

Progress on 2005 Activity 2

Public outreach.

Public outreach was maintained at substantially the same levels as previous years. Refer to our 2000 PESP form.

Progress on 2005 Activity 3

Website development.

We continued to update the publications catalog on our website. We added an online referral service to structural IPM Service Providers in the nine San Francisco Bay Area counties. We are getting about 350 hits a day on our website at www.birc.org

Progress on 2005 Activity 4

Training Programs for PCOs.

We chose two pest control companies for IPM training, developed a technical training and a marketing curriculum and started the training.

Progress on 2005 Activity 5

In 2004 we wrote a 73,000 word IPM Training Manual for Public Agencies. We will update this Manual in 2005, and it will be given to the 500 attendees at the Bay Area Regional IPM Alliance Conference. This manual will help municipalities and public agencies convert to IPM.

Resource Manual for Public Agencies. This 73,000 word Manual was written in 2004 and was updated in 2005. It was given to the attendees at the Bay Area Regional IPM Alliance.

Activities for the Coming Year

Activity 1

Publications. We will continue publication of the IPM Practitioner and Common Sense Pest Control Quarterly.

How does this activity reduce pesticide risk?

These publications publish IPM methods for pest problems with a focus on alternatives and pesticide reduction.

How will you measure the risk reduction gained from this activity?

It is difficult to measure the risk reduction. However, there is an amplification factor as many of our subscribers have positions in government, academia, and environmental organizations.

Activity 2

Activity 2 is Public Outreach. We answer specific questions by the public on how they can reduce their pesticide exposures.

How does this activity reduce pesticide risk?

The information is directly applied on a case-by-case basis.

How will you measure the risk reduction gained from this activity?

Activity 3

Website Development. We will continue to maintain our website at www.birc.org

How does this activity reduce pesticide risk?

It provides ongoing information on IPM methods, pesticide reduction, and access to professional IPM Providers.

How will you measure the risk reduction gained from this activity?

We can track website traffic. It has doubled since 2004.

Activity 4

IPM Certification for PCOs. In collaboration with 3 other organizations we are establishing an IPM Certification Program for Bay Area Structural Pest Control Professionals.

How does this activity reduce pesticide risk?

Certified Individuals and Companies must follow a set of Standards designed to reduce pesticide applications.

How will you measure the risk reduction gained from this activity?

We can measure it by the number certified.

Activity 5

By having information on pesticide reduction available to visitors at more than one website, including answers to individual questions.

How does this activity reduce pesticide risk?

Collaboration with Other Organizations. We will answer technical questions in a collaboration with a couple of Bay Area Stormwater Pollution Prevention Agencies. We are exploring linked websites.

How will you measure the risk reduction gained from this activity?

By measuring website traffic on the combined sites.