

# Louisiana Pest Management Association, Inc.'s 2005 Strategy

## Strategic Approach

The Louisiana Pest Management Association's Strategic Approach is to pursue a long-term goal of reducing pesticide use and risk while maintaining efficacy, by focusing on increasing education and training of our PMP's about the principles, benefits and advantages of IPM, while informing our consumers about the beneficial changes to their service and their environment.

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### Progress on 2004 Activity 1

*Consumer information to be developed in cooperation with LSU, and other foundations for distribution through our members to their customers. This material would explain what IPM is, what the benefits are, and what changes it will bring to their existing service. This will be accomplished through the development of a camera ready brochure, press releases, and an informative consumer web page, containing interactive questions and answers, complete with links to all other relevant sites.*

Not addressed

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### Progress on 2004 Activity 2

*Develop a multi-stage training program for use at the individual Company level to train technicians in IPM, for both residential and commercial customers.*

Not addressed

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### Progress on 2004 Activity 3

*Incorporate IPM training in all local and state associations, as part of the mandatory annual recertification classes approved by State Regulators. This would include review and incorporation of existing IPM programs developed or being developed nationally by the National Pest Management Association, other state associations and the Louisiana Pest Management Association.*

Not addressed

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## Activities for the Coming Year

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### Activity 1

Consumer information to be developed in cooperation with Louisiana State University (LSU), and other foundations for distribution through our members to their customers. This material would explain what IPM is, what the benefits are, and what changes it will bring to their existing service. This will be accomplished through the development of a camera ready brochure, press releases, and an informative consumer web page, containing interactive questions and answers, complete with links to all other relevant sites.

#### **How does this activity reduce pesticide risk?**

Information can educate consumers on what IPM consists of and change their expectations about techniques used by their Pest Management Company, thereby reducing the amount of pesticide used.

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

Survey of Pest Management Companies before and after their IPM presentation to their customers, to evaluate how many of their customers were converted to IPM. We will also measure the number of unique users to our web site requesting information on IPM and the number of IPM brochures distributed to customers.

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### Activity 2

Develop a multi-stage training program for use at the individual Company level to train technicians in IPM, for both residential and commercial customers.

#### **How does this activity reduce pesticide risk?**

A multi-stage training program will provide continuing education on what IPM is: Inspections, identification, chemical usage and exclusion techniques to safely control pests with the least amount of pesticide risk.

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

A voluntary survey of our member Pest Management firms stating the amount of chemical material used per customer before and after the IPM training program for their technicians is implemented.

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### **Activity 3**

Incorporate IPM training in all local and state associations, as a part of the mandatory annual recertification classes approved by the State Regulators. This would include review and incorporation of existing IPM programs developed or being developed nationally by the National Pest Management Association (NPMA), other state associations and the Louisiana Pest Management Association (LPMA).

#### **How does this activity reduce pesticide risk?**

Constantly updated and uniform IPM training in local and state associations, including mandatory, state regulated recertification classes, will bring knowledge and information on IPM and how it reduces pesticide risk, to the local level, where Pest Management Professionals can disseminate that knowledge and information to their employees.

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

Measuring the number of IPM classes given and the number of Pest Management Technicians who graduate during the year.