



Conference Call

January 26, 2005

PARTICIPANTS

Ann Mason, FACT
Caroline Kennedy, Defenders of Wildlife
Charlotte Wells, Texans Alts to Pesticides
Ginger Souders-Mason, PFZ Campaign
Jay Feldman, Beyond Pesticides

Jay Rascu, Toxics Action Center
John Kepner, Beyond Pesticides
Philip Dickey, Washington Toxics Cln
Rachel Rosenberg, Safer Pest Control Project
Shawnee Hoover, Beyond Pesticides

OBJECTIVES

- (a) Fight Back Against Industry propaganda: Get widespread media and educate the public
- (b) Spread PFZ signs – marking the coordination of a natl movement against lawn pesticides.
- (c) Pass local ordinances against the aesthetic use of pesticides starting in DC, ME, VT, AK, MD, HI, - others: NV, WY, SD, UT
- (d) Coordinate and expand local and state campaigns - build and share natl/regl/local alliances
- (e) Fight pre-emption laws
- (f) WORK PROACTIVELY WITH LAWN CARE PROFESSIONALS. MULTI-PRONGED APPROACH THAT INCLUDES GOVERNMENTS, LAWNCARE PROFESSIONALS & RETAILERS.
- (g) Each group promotes issue as their own, but also as part of this national campaign/larger mvmnt

COMMITTEES

Platform Committee – (Shawnee/Phillip/Ginger)

- Mission & Platform (*Out to group for comment/agreement **by Feb 3***)
- Backgrounder

Mission Statement Brainstorm – KEY POINTS/WORDS

environmental health - people and environment, protect children, all people from effects of unnecessary aesthetic p use, alternatives, involuntary exposure, positive upbeat. Educate, promote protective health of children from unn exp to pesticides. Promote use of alts to ps in lawncare for health of our children of people and the environment.

Platform – CONCEPTS/WORDS: Property rights. Run-off, Drift, involuntary exposure - movement of chemicals off the property removes it from being a property rights issue to public contamination.

Media Committee (Chair: Rachel R/Shawnee/Caroline K/Charlotte W/Ann M)

- General pitch letter to magazine editors (Shawnee/Rachel) (by
- ID publications for story placements
- Set a date for NATIONAL PRESS RELEASE: Late- March (maybe get Spitzer, Reily)
- How do we frame it so that we control the issue? Talking points.
- Organize contacts by region/zone for reporters and consumers
- By region or zone, list of resource people (practitioners, scientists, supportive people to talk to press).
- Testimonials from people affected or involved in the issue (e.g. reformed lawn care applicator, parent whose child was sickened (Brenda Jones), pet owner, wildlife rehabber, and great successes.)
- PSAs – ask Peter Drew (shawnee)

Materials Committee (coming soon)

- Alternatives- how to use effectively & where to get them (Culture and Care of Lawns/How-to)
- Collect Sign-ons to platform
- List of the top ten most used lawn pesticides and their specific impacts
- Booklet with all components (platform++, alts, top 10, links/groups)