

Conference Call Highlights

August 26, 2004

Thanks to everyone on the call. Some fantastic input and lots of knowledgeable people!

Participants

Ann Elliott, Salem Pesticide Assoc., OR	John Kepner, Beyond Pesticides, Natl
Ann Mason, FACT, FL	Nancy Alderman, Enviro & Human Health, CT
Caroline Kennedy, Defenders of Wildlife, Natl	Philip Dickey, Washington Toxics Cltn, WA
Ginger Souders-Mason, Marin Beyond Pesticides, CA	Rachel Rosenberg, Safer Pest Control Project, IL
Jerry Silbert, The Watershed Partnership, CT	Shawnee Hoover, Beyond Pesticides, Natl

Campaign Platform

Purpose: To serve as a backdrop for our work in creating a national effort against lawn care pesticides, to support local efforts in changing pesticide laws or running anti-lawn pesticide campaigns, and to inform and educate the media, the public and decision makers as to why there's a national movement against lawn care pesticides.

Overview of Platform:

- Jay wrote original platform and sent to group. Ginger, & Caroline gave prelim edits. Edits FACT group and Philip need to be incorporated.
- Wordsmith committee: Shawnee, Jay, DC, Philip, WA. Please contact Shawnee to be involved in perfecting and wordsmithing the platform. The platform will then be sent to all for comments/edits/suggestions.
- Need a statement at beginning to frame issue and answer WHY this campaign
- Platform needs a lengthy document behind it to lend more credibility with citations, facts and explanations.
- There's a limit to how long this list can be.

Edits:

- Change "Cosmetic Use" to use for aesthetic or cosmetic purposes (more explanatory).
- Explain or avoid all buzzwords
- Need to help people connect dots: Men's sperm counts declining.
- Need to flesh out effects to species (Caroline, DC)
- Need a WHEREAS to call for ban on weed and feed type products.
- Second Hand Smoke Idea: Can't limit focus to vulnerable groups – all (immune systems, etc.) are vulnerable & exposed.
- Need mention of Indoor contamination & vaporize/volatize
- Need more positive reinforcement: Platform is appealing to people's fears, anxieties, health: we should include positive reinforcement. For people to feel that they're changing for a positive, more holistic reason, not just to avoid hazards.
- THEREFORE, section lacking. "Hazardous" can be subjective. Use: People should stop using pesticides for cosmetic reasons...Retailers should stop selling for cosmetic...People should hire commercial operators that use organic methods. No sense to say commercial ops shouldn't use.

Press

We should take advantage of a press release/conference and do a coordinated press effort regionally. Most appropriate for next spring. [Professional Lawn Care Association of America designates April as National Lawn Care Month – emails indicate we should take advantage of the press the industry will already be generating.] Spring is when media wants to do those stories anyway. Gives us 8 months to prepare. Target national magazines, not just newspapers and organic magazines. Fall is appropriate but not strategic - esp. in an election year. Media Committee to be formed this winter.

General Info

- A new potting soil by Purcell (LA) with orthene (OP) in it – understand that it's not listed on label. Ed Rosenthal, on FACT board of directors (Ann Mason's group in Florida), has info on it. 941-377-8666 CEO of Florikan, erosenthal@florikan.com. Shawnee emailed him for info.
- Both liquid and granules vaporize/volatize

NEXT STEPS:

- ❑ ~~Send~~ Send list of people on this list. (by Sept 6 16)
- ❑ Set up Listserv for group (by Sept 13 24)
- ❑ RSVP to join Wordsmith Committee, email: shoover@beyondpesticides.org (by Sept 6) – No one has joined Philip Dickey and Shawnee yet, please feel free!
- ❑ Ann, OR – sending study or info on herbicides found in elementary schools coming (for background doc); 4 lawn track-in studies already on BP website. (by Oct 1)
- ❑ Caroline, DC to add to or flesh out effects to species (by Sept 13 24)
- ❑ Need a special call for those interested specifically in discussing: What do we mean by "Pesticide Free"? What do we mean by "hazardous"? Discuss prelim list of acceptable products written by Philip, WA. (by Oct 8)
- ❑ Name the coalition. Vet out suggestions via email. (by Sept 27 24)
- ❑ Everyone send contacts of other local NGOs/CBOs working on lawn care campaigns to include in coalition.
- ❑ Involve Allies: landscapers, organics who work on this issue. I.e. Coalition of organic landscapers, MULA. Very knowledgeable on issue, and very militant. Could strengthen document to incl them. Also, local govt agencies working on least toxic lawn care approaches. Maybe best to involve them when we're ready to launch – they can help us launch it.

Thanks,
Shawnee Hoover

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