REPORT 05-003

PESTICIDE SUB-COMMITTEE
Thursday, December 8, 2005
2:30 p.m.
Committee Room 110, 1st Floor
Hamilton City Hall, 71 Main Street West, Hamilton

Present: Councillor B. McHattie (Chairman)
Councillor D. Mitchell, P. Bruckler, T. Jackson

Also Present: R. Hall, S. Walsh, S. Young, C. Bian, PHCS
K. Fernandes, Public Works
S. Coverdale, Planning & Economic Development
H. Donison, C. Irazuzta, Green Venture
I. Sturgeon, Legislative Assistant

Members of the Public Health & Community Services Committee:

The Pesticide Sub-Committee presents Report 05-003 and respectfully recommends:

1. **Green Venture Communication Plan (Item 4.1)**
   
   That the Green Venture Communication Plan, as amended, attached hereto as Appendix A, be approved.

2. **Green Venture Logo (Item 4.2)**
   
   That the “Naturally Hamilton” Logo, attached hereto as Appendix B, be approved for use in the Community Education Program.
3. **Green Venture- 2006 Education Program Budget (Item 4.3)**

   (a) That the budget plan submitted by Green Venture, as amended, to continue a Pesticide Education Program in 2006, attached hereto as Appendix C, be approved subject to approval during the 2006 City of Hamilton Budget process;

   (b) And that the proposed funding for the Pesticide Education Program in the amount of $60,000.00 be forwarded to Committee of the Whole for consideration during the 2006 City of Hamilton Budget deliberations.

4. **Motion from the Agricultural and Rural Affairs Advisory Committee**

   That the motion submitted by the Agricultural and Rural Affairs Advisory Committee to exempt all agriculturally zoned lands within the City of Hamilton from any proposed Pesticide Reduction Strategy be endorsed.

**FOR THE INFORMATION OF THE COMMITTEE:**

(a) **Changes to the Agenda**

   There were no changes noted.

(b) **Declarations of Interest**

   None declared.

(c) **Approval of Minutes**

   The Minutes of the November 16, 2005 meeting were approved as presented.

(d) **Delegation by Mr. Robert Pasuta, H.W.F.A. (Item 3.1)**

   Mr. Pasuta appeared before Committee on behalf of the Agricultural and Rural Affairs Advisory Committee (A.R.A.A.C.) and the Hamilton-Wentworth Federation of Agriculture. He provided members of Committee with a copy of a motion that had been unanimously approved by the A.R.A.A.C. as follows:

   1. The Agricultural and Rural Affairs Advisory Committee recommends to Council that all agriculturally zoned lands be exempt from any proposed City of Hamilton Pesticide Reduction Strategy.
2. The Agricultural and Rural Affairs Advisory Committee recommends to Council that an education program be the method adopted by the City of Hamilton to effectively educate, control and reduce the use of pesticides.

Mr. Pasuta confirmed for members of Committee that an Education Program was their preferred option if the City of Hamilton was to proceed with implementing a Pesticide Reduction Strategy.

Chairman McHattie thanked Mr. Pasuta for his presentation and explained that further discussion and consideration of his motion will be dealt with at the latter part of the meeting.

(e) Green Venture Communication Plan (Item 4.1)

Ms. Irazuzta explained that Green Venture had been given the approval in May to carry out an Education Program in 2005 to reduce and/or eliminate pesticide use in Hamilton. She advised that a Communication Plan was now complete and they were here to obtain Committee’s endorsement of the Plan.

A lengthy discussion ensued.

Members of Committee raised comments and/or concerns regarding the name of the Pesticide Reduction Education Program, that information would not be provided on the safe use of pesticides, and that the plan needs to state that agriculturally zoned lands will be exempt.

The following recommendations were suggested:

- The name of the Education Program “Pesticide Free Hamilton” might be a bit premature and might not be consistent with the goals of the Sub-Committee.
- Under the “Scope” section, it was recommended that the line stating that the program will not provide information on safe use of pesticides be removed.
- Under the “Scope” section, it was recommended that the wording “agriculturally zoned lands” be added to the last sentence.
- Under the “Audiences” section, it was recommended that Schools (all ages) and the Conservation Authorities be used to assist the Sub-Committee with the introduction of this program.
- That on the website, a website address be included should residents wish to obtain additional information on the safe and proper use of pesticides.
Councillor Bruckler brought forward an example of a logo he thought might be more accurate to the Sub-Committee’s current direction and suggested the wording “Naturally Hamilton” could be used as the title of the Education Program.

Committee reviewed the proposed logo and agreed that “Naturally Hamilton” might be friendlier wording and still convey the goals the Sub-Committee wish’s to achieve.

Ms. Irazuzta suggested that the slogan at the bottom of the logo should be as brief as possible and recommended the following wording; “reducing or eliminating pesticides”. Committee concurred with this suggestion.

On a motion moved by Councillor Mitchell and seconded by Councillor Bruckler, the Committee approved Green Venture’s Communication Plan as amended.

(f) Green Venture Logo (Item 4.2)

On a motion moved by Councillor Jackson and seconded by Councillor Bruckler, Committee approved the “Naturally Hamilton” Logo with the slogan “reducing or eliminating pesticides” and a picture of a Dragonfly.

(g) Green Venture 2006 Budget (Item 4.3)

Members of Committee were provided with a draft copy of the 2006 budget proposal. Ms. Irzazuta noted that in order to have a successful Education Program for 2006, work on this initiative needed to start in February. She requested the Committee approve the labour portion of the budget.

Committee discussed the funding formula for 2006 and Rob Hall explained the approach that was being put forward by the Public Health and Community Services Department to use provincial funds for this program.

Committee reviewed the budget proposal and requested that Ms. Irazuzta include the same amendments in this document that had been suggested in the Communication Plan (ie. name change etc.)

On a motion moved by Councillor Jackson and seconded by Councillor Bruckler the Committee concurred with the $60,000.00 budget submission by Green Venture to continue the Pesticide Education Program in 2006 and recommended that this amount be forwarded for consideration during the 2006 budget process.

Direction was provided to staff to investigate and report back to the next meeting the possibility of using funds from the operating budget as a temporary measure.
(h) Outstanding Business/General Information

5.1 Noxious Weeds

Direction was provided to staff to report back to the next meeting with information on the Noxious Weed Act and how it would relate to a proposed pesticide by-law.

5.2 Educating the Public on the Safe Use of Pesticides

This matter was discussed to the Committee’s satisfaction during the Green Venture Communication Plan (Item 4.1).

5.3 Request for Information

On a motion moved by Councillor Mitchell and seconded by Councillor Jackson, Committee directed staff to report back to the next meeting with the following information;

- An estimated cost and business case to provide enforcement should a prohibiting pesticide by-law be enacted;
- Information on how to manage a low cost Permit type of system including the types of exemptions that would have to be considered (ie. bee/wasp spraying etc.)

5.4 Future Public Meetings

Chairman McHattie suggested that should Committee approve a draft Pesticide By-law, then members of the public should be given the opportunity to provide their comments. He envisioned the Sub-Committee hosting two advertised evening meetings (one in the upper City and one in the lower City).

Committee discussed the suggestion with a majority of the members in favour. Councillor Mitchell asked to be recorded as opposed.

(i) Motions

On a motion moved by Councillor Mitchell and seconded by Councillor Jackson, the Committee endorsed the motion submitted by the Agricultural and Rural Affairs Advisory Committee respecting the exemption from any proposed City of Hamilton Pesticide Reduction Strategy on Agriculturally zoned lands.
(j) Notice of Motions

6.1 By-law to Adopt a New City of Hamilton Municipal Code on Pesticides

Committee provided direction to list the Notice of Motion onto the next agenda.

CITY OF HAMILTON

BY-LAW No.

To adopt a new City of Hamilton Municipal Code on Pesticides.

WHEREAS environmental protection has emerged as a fundamental value in Canadian society and the common future of every Canadian community depends on a healthy environment; and

WHEREAS the Council of the City of Hamilton wishes to respond to the concerns expressed by City residents about health risks associated with the use of pesticides within the City of Hamilton; and

WHEREAS avoiding unnecessary exposure to pesticides conforms to the precautionary principle as it applies to the use of pesticides; and

WHEREAS minimizing the use of pesticides will promote the health of the inhabitants of the City of Hamilton, and

WHEREAS pesticides used in lawn and garden care are known to enter streams and rivers, which discharge into Coote's Paradise and Hamilton Harbour, (where remedial action on habitat is taking place) and Lake Ontario, the source of drinking water for the City of Hamilton;

WHEREAS under section 130 of the Municipal Act, 2001, by-laws may be passed by a municipality to provide for the protection of the health, safety and well-being of residents in the municipality; and (such authority has been unanimously confirmed by the Supreme Court of Canada on June 28, 2001 in its decision of 114957 Canada LTEE (Spraytech, societe D'Arrosage) and services fes espaces verts Itee/Chemlawn, vs, the municipality of Hudson, Quebec,)

WHEREAS under section 425 of the Municipal Act, 2001, by-laws may be passed by a municipality for providing that any person who contravenes any by-law of the municipality, passed under the authority of the Municipal Act, 2001, is guilty of an offence;
The Municipality of the Corporation of the City of Hamilton hereby enacts as follows:

A bylaw that regulates and controls the application of a pesticide on public and private property throughout the territory of the Corporation of the City of Hamilton.

DEFINITION OF TERMS:

PESTICIDE — Includes

A. A product, an organism or a substance that is a registered control product under the federal Pest Control Products Act which is used as a means for directly or indirectly controlling, destroying, attracting or repelling a pest or for mitigating or preventing its injurious or noxious effects.

B. Despite Subsection A, a pesticide does not include:

1. A product that uses pheromones to lure pests or sticky media to trap pests.

2. A product that is or contains as its only active ingredient any of the following:

   a. A soap;
   b. A mineral oil, also called dormant or horticultural oil;
   c. Silicon dioxide, also called diatomaceous earth;
   d. Biological pesticides, including Bt (Bacillus thuringiensis) and nematodes;
   e. Borax, also called "boric acid" or "boracic acid";
   f. Ferrous phosphate;
   g. Acetic acids;
   h. Pyrethrum or pyrethrins;
   i. Fatty acids;
   j. Sulphur;
   k. Corn gluten meal;

3. Fertilizers that do not contain chemical of synthetic pesticides within the meaning of the Pest Control Products Act (Canada).

ENCLOSED----Closed in by a roof or ceiling and walls with an appropriate opening or openings for ingress or egress, which openings are equipped with doors which are kept closed except when actually in use for egress or ingress.
HEALTH HAZARD---- A pest that has or is likely to have an adverse effect on the health of any person.

INFESTATION----The presence of pests which cause immediate potential risk to human health or substantial property damage.

Perth

[PERMIT]----application to the appropriate Municipal office be made when requesting to use a non-exempt pesticide. The permit must be requested by the owner or occupant of the property, and thereby available for the opportunity to receive information on best practices. [Confirmation in writing, by a designated officer of the Municipality that all other means have shown to be ineffective and that the use of a pesticide is warranted before a permit may be issued.] An application fee of $25.00 per property per application will be payable to the City of Hamilton by the owner/occupant. [Any permitted use of a pesticide must comply with the Ontario Regulations governing their use with regard to wind and temperature. (8 km/h and 23 C) Health Canada, PMRA and CAP respectively.]

Toronto

PEST----An animal, a plant or other organism that is injurious or noxious, whether directly or indirectly, and an injurious or noxious condition or organic function of an animal, a plant or other organism

Restrictions.

Toronto

A. No person shall apply or cause or permit the application of pesticides within the boundaries of the City.

Toronto

B. The provision set out in Subsection A does not apply when pesticides are used:

1. To disinfect swimming pools, whirlpools, spas or wading pools;
2. To purify water intended for the use of humans or animals;
3. Within an enclosed building;
4. To control termites;
5. To control or destroy a health hazard;
6. To control or destroy pests which have caused infestation to property;
7. To exterminate rodents;
8. As a wood preservative;
9. As an insecticide bait which is enclosed by the manufacturer in a plastic or metal container that has been made in a way that prevents or minimizes access to the bait by humans and pets;
10. For injection into trees, stumps or wooden poles;
11. To comply with the Weed Control Act and the regulations made thereunder; or
12. As an insect repellent for personal use;
13. On land, or in a hot house for the purposes of agriculture or horticulture.

Peterborough
RULES CONCERNING USE OF PESTICIDES BY PERMIT

**Perth**
That for the purpose of [pesticide use through permit:]

a) A sign, visible from the street must be posted indicating the use of pesticides. This sign must be erected no less than 24 hours prior to pesticide application and stay continuously posted for a period of 48 hours after the pesticide application.
b) Each sign shall measure at least 12 centimeters by 17 centimeters, be bright yellow in colour, be made of a material that is weather resistant and shall be placed on a support that is weather resistant.

c) Each sign shall bear the words “Warning - Pesticides in Use” and the symbol of a skull and crossbones, at least 11.5 centimeters in diameter and shall indicate the commercial name of the pesticide used or to be used in the pesticide application and shall further indicate that all contact with the portion of the treated property upon which the pesticide application has taken place must be avoided and shall bear a contact telephone number for the pesticide applicator and the date of application.

Signs shall be placed on the Treated Property, as follows:

a) On the frontage of a Treated Property which is not located on a corner, one (1) sign within three (3) meters of the property line separating the property where the Application has been made from the property adjacent to it, and thereafter one (1) sign every sixteen (16) meters;

b) On the frontage of a Treated Property located on a corner, one (1) sign within three (3) meters of the property line separating the property where the application has been made from the property adjacent to it, and thereafter one (1) sign every sixteen (16) meters.

**Perth**
That for the purpose [of a permit:]

a) There shall be no application of a pesticide within two (2) meters of any property line unless permission of the adjoining lot owner has been obtained in writing

b) There shall be no application of a pesticide within five (5) meters of a bus stop, school yard, playground or park

c) There shall be no application of a pesticide within 30 meters of the following:
   i) A river, lake, stream, pond, open water or well
   ii) An enclosed depression with definable banks capable of containing water
   iii) Any channel having definable beds and banks capable of conducting confined runoff from adjacent lands
   iv) Wetlands
The pesticide will be applied in accordance with the written instructions of the manufacturer and the label on the container.

ENFORCEMENT

The Municipality shall be responsible for the enforcement of this bylaw and its agents and Designated Officers shall be authorized to issue statements of offense.

Any Inspector or Designated Officer of the Municipality may:

a) visit and examine any property to ascertain whether there has been compliance with the provisions of this bylaw

b) during the application of a pesticide, examine all products and equipment used in the application of the pesticide

c) take all reasonable steps to determine if the provisions of this bylaw are being respected

The Municipality can take any legal action before the appropriate court of justice in order to obtain compliance with this bylaw.

GENERAL

Anyone offering for sale any pesticide for the purpose outlined where restrictions do not apply (subsection B) shall:

1. Post a copy of this bylaw;

2. Make available an adequate number of warning signs indicating the information required in the permit section of this bylaw.

The bylaw is designed to be phased in over a three year period (2006-2008), with education only in 2006, warnings in 2007, and implementation in 2008.

Toronto Offences.

Any person who contravenes any provision of this bylaw is guilty of an offence and upon conviction, is liable to a fine or penalty provided for in the Provincial Offences Act.

This by-law comes into effect on __________ENACTED AND PASSED this day of __________, A.D. 2005
6.2 Motion from the Agricultural and Rural Affairs Advisory Committee respecting a Pesticide Education Program

Councillor Mitchell advised that he would be bringing forward the following recommendation as a motion to the next Pesticide Sub-Committee meeting;

That the Agricultural and Rural Affairs Advisory Committee recommends to Council that an education program be the method adopted by the City of Hamilton to effectively educate, control and reduce the use of pesticides.

(k) Next Meeting

Staff was directed to set up the next meeting in January.

(l) Adjournment

There being no further business, the Committee adjourned at 4:20 p.m.

Respectfully submitted

Councillor B. McHattie,
Chairman

Irene Sturgeon
Legislative Assistant
December 8, 2005
Communication Plan

TO: Pesticide Sub-Committee members: Brain McHattie (Chair), Dave Mitchell, Tom Jackson and Phil Bruckler

FROM: Green Venture

PHONE: (905) 540-8787

SUBJECT: Pesticide Reduction Education Program: ‘Naturally Hamilton reducing or eliminating pesticides’

GOAL: A City of Hamilton and Green Venture partnership with the following goal: To provide the citizens of Hamilton with information and resources that will help them to reduce or eliminate pesticide use on their lawns and gardens.

BACKGROUND: The City of Hamilton has committed to a plan to facilitate the reduction of pesticides used for cosmetic purposes within Hamilton for 2005 (Report 05-002 Wednesday, May 18, 2005). This program was named ‘Pesticide Free Hamilton’ in the accepted proposal (Green Venture Draft [1]). The program name has been changed to ‘Naturally Hamilton reducing or eliminating pesticides’ by the Pesticide sub committee on Dec. 8, 2005. This new name is being adopted by Green Venture for use on all communications materials.

In 1993 the Region of Hamilton-Wentworth initiated work to develop Green Venture, a non-profit organization, to bring together public and private partners to advance environmental protection and improvement in the community. A partnership was formed in 1994 between the Region of Hamilton-Wentworth, the Province of Ontario, utilities, private sector environmental companies and community organizations. Green Venture has become a successful community-based service delivery option for the furthering of the City of Hamilton environmental policy objectives.

Mission Statement

Green Venture is a non-profit organization promoting energy efficiency, pollution prevention and conservation, thereby improving the quality of life in our community.

Since inception Green Venture has worked with City staff to meet government objectives and deliver programs that support action by citizens to improve the local environment and economy. Green Venture is results oriented. We help people to save energy and water, reduce waste, avoid toxic chemicals, etc. through changing behaviour and using green products and services.

Green Venture has worked with a number of City departments to design and implement environmental public education and social marketing programs. Some of the advantages of working with Green Venture to implement these programs are:

- Green Venture has direct experience delivering public education and social marketing programs in Hamilton
- Green Venture can leverage City funds with other partners funds and in-kind contributions
Green Venture has a flexible and economical workforce including both experienced staff and volunteers.
As a respected environmental non-profit organization Green Venture has credibility with respect to environmental issues.
We have EcoHouse which can be used for demonstrations, presentations and meetings.

From Green Venture’s very first programs Green Venture has been providing some level of programming to help urban gardeners reduce and eliminate pesticide use. We have already developed and used brochures, displays, demonstration gardens, slide shows, lawns signs, home garden visits, a webpage etc. that can be updated and used for future programs. In 1998 Green Venture participated in the development and delivery of the national “Pesticide Free Naturally” program. We have just completed a three-year program, which focused on public education about pesticides and health and we have secured funding for a peer gardening program that will be starting in the spring of 2005. The peer gardening program will support gardeners in their own neighbourhood by fostering interaction between experienced pesticide free gardeners and novices and promoting pesticide free gardening as the neighbourhood norm. This program is limited to a few neighbourhoods due to limited resources.

**OBJECTIVE:**
- The objective of this program is to reduce the amount of pesticides used for cosmetic purposes within the City of Hamilton.

**SCOPE:**
This program will help residents get the lawn and garden they want, or take care of a pest problem, without the use of pesticides by:
- changing attitudes/expectations of yard aesthetics,
- increasing use of Healthy Lawn Care Practices (HLCP),
- increasing use of pest forecasting and scouting methods,
- increase knowledge and use of alternatives to pesticides,

This program will not include any reference to potential pesticide by-laws.
This program will not include any reference to pesticide use in all agriculturally zoned lands.

**STRATEGIES:**
The ‘Naturally Hamilton reducing or eliminating pesticides’ program to help Hamilton residents reduce or eliminate pesticide use will incorporate a number of key strategies.
- Determine baseline in order to measure change
- Use community-based social marketing (CBSM) techniques
- Develop Municipal and neighbourhood pride around reducing or eliminating pesticides
- Develop strong retailer and landscape professional involvement
- Bundle pesticide reduction with other landscape issues
- Educate children and families about ecology of a yard, pesticide and keeping safe and alternatives to pesticides

**AUDIENCES:**
- residents of our community who currently use pesticides and who could be persuaded to reduce or eliminate their use
- residents of our community who currently don’t practice Healthy Lawn Care Techniques
- businesses
- schools or school aged children

**KEY MESSAGES AND VALUES:**

- 905-540-8787
- 905-540-8882
- 22 Veevers Dr. Hamilton Ontario L8K 5P5
- nothing ventured, nothing gained
• Pesticides can be harmful to our health and to the environment
• There are safe and easy alternatives to pesticides for achieving an attractive lawn and garden
• The safe and proper use of pesticides will be dealt with by a statement such as: Should you use pesticides yourself, read the label before use and follow the manufacturer’s directions closely.
• Communications materials will guide residents on safe disposal of pesticides
• Reducing pesticides and using alternatives will:
  o Lead to an increased awareness at an individual and group level on pesticide use and potential health risks, including the risk to children and pests
  o Reduce the amount of pesticides that are released into the environment (air, water, soil)
  o Reinforce the intent of the Precautionary Principle, by supporting individuals to make positive changes in their landscape, while achieving aesthetically pleasing lawns and gardens

COMMUNICATIONAL MATERIALS (DELIVERABLES):
• Develop consistent image for all promotional material (i.e. consistent logo, use of logo, typeface, colour(s) etc.). This consistency will then be applied to all materials, including brochures, fact sheets, displays, posters, presentations, website, lawn signs, media releases, print advertisements, workshop materials
• ‘Naturally Hamilton reducing or eliminating pesticides’ logo will be used as a brand on communications material to identify information as part of a group or series
• All communication material will utilize City logo, Green Venture logo, ‘Naturally Hamilton reducing or eliminating pesticides’ logo and any other funders, sponsors, or donor logos
• Green Venture’s contact information will be listed on all communications materials
• Communications materials will include:
  o Brochure will be used as first point of contact for those citizens who would be interested in learning more about simple techniques they can use to reduce their reliance on pesticides for lawn and garden maintenance. It will be disseminated throughout the community in many different locations. The brochures will be three-fold to allow for maximum information while making best use of shelf space. The brochure will outline What is a Pesticide?, Pesticides, Health and Environment, Pesticide Free Gardening, Healthy Lawn Care Safe Disposal of Pesticides, What to do in case of Pesticide Poisoning, About ‘Naturally Hamilton reducing or eliminating pesticides’ and how the public can get involved and obtain more information
  o Fact sheets are intended to address specific lawn and garden pest or maintenance questions. These fact sheets will be maintained and updated as needed. They will be printed in house as required. Fact sheets will deal with Chinch Bugs, Grubs, Clover, Monthly Lawn Care Tips, Weeds, European crane fly, Alternatives to Turf (i.e. Ground Covers, Native Species), Growing a Healthy Lawn, Questions to ask Lawn Care Companies, Pesticide Free Gardening. New fact sheets may need to be developed as community interest and awareness increases and necessitates.
  o The display system will be suitable for community festivals and events. System will be suitable for staffed or unstaffed locations. It will contain slogan type information to grab attention and direct participants to further information
  o Posters will be suitable for posting at all Municipal locations. Posters will address issues such as: What is a Pesticide?, Pesticides, Health and Environment, Safe Disposal, Pesticide Poisoning, Pesticide Free Gardening, Healthy Lawn Care
  o A PowerPoint presentation suitable for community groups, neighbourhood groups, faith groups, school communities etc. will focus on how to achieve aesthetically pleasing lawns and gardens without the use of pesticides. The presentation will provide groups with information to help them reduce or eliminate pesticide use and will encourage neighbourhood action and pride.

1. 905-540-8787  f. 905-540-8882  22 Veevers Dr. Hamilton Ontario L8K 5P5
nothing ventured, nothing gained
Website information will consist of direct access to fact sheets, gardening articles, upcoming events, books as resources for further information, success stories, ways to volunteer, and a direct link to the Yard Improvement Help line. The website will also have a link to the PMRA, Health Canada website section that addresses proper/‘safe’ use of pesticides.

- Lawns signs are intended for those who have chosen to eliminate pesticides from their landscape care. These signs will be used as a tool for neighbour to neighbour dialogue and recognition of a yard gardening with nature.

- Media releases will be on an event or gardening article series release basis

- Print advertisements will be used for communicating program components or best practices for a healthy yard in a timely manner

- Workshops materials: Professional gardeners, landscapists, and retailers will be recruited to deliver these workshops. As a supplement to their talk program materials will be given out to participants on the topic being discussed.

Survey to measure program success will be drafted to contain questions on attitudes, opinions about cosmetic pesticide use as well as questions about landscape practices

**ROLES AND RELATIONS:**

- Green Venture will supply all program communication materials for 2005 to Public Health for review and approval
- Staff from Public Health will review and approve materials as indicated under the section: Timeline for Implementation of Communication Plan.
- Approved communications materials will be sent to City of Hamilton Corporate Communications for approval before the city’s logo and printing can occur
- Pesticide Sub-committee will be given copies of communications materials for information once developed and approved by public health and corporate communications

**TIMELINE FOR IMPLEMENTATION OF COMMUNICATION PLAN:**

- Approval of Communication Plan December 8, 2005
- Confirmation of Project name and logo December 8, 2005
- All draft text for brochure, fact sheets, lawn sign and presentation will be supplied to Public Health for approval on or before December 6, 2005
- Public Health to review and suggest edits as needed; returning text to Green Venture on or before December 13, 2005
- Green Venture to amend edits from Public Health suggestions and return to Public Health as “final draft” on or before December 20, 2005
- Public Health to send “final draft” of Communication materials to City of Hamilton Corporate Communication for approval and authorization of City of Hamilton logo use, on or before December 21, 2005
- Public Health to notify Green Venture once communications materials have been authorized by City of Hamilton Corporate Communications by January 3, 2006
- Pesticide Sub-committee will be given copies of communications materials for information by Green Venture once approved by City of Hamilton Corporate Communications
- Green Venture to work with Graphic Designer for communication materials completion on or before January 31, 2006
- Survey was supplied to Public Health on or before November 15, 2005
- Public Health to review and suggest edits to survey as needed; returning survey to Green Venture on or before December 8, 2005
- Green Venture to make survey amendments on or before December 15, 2005
- Green Venture to start surveying in January, 2006
• A .pdf file of Pesticide Free Hamilton web site layout and content will be provided to Public Health for review and comment on or before December 31, 2005
• Web site will be up and running on or before January 31, 2006
• Web site up dates will be made by Green Venture as required
• Timeline for implementation of communication plan will be dependent on approval of Communication Plan on December 8, 2005
Naturally Hamilton
Reducing or eliminating pesticides
December 12, 2005

The City of Hamilton’s Pesticide Reduction or Elimination Education Program 2006

The following outlines the components of the 2006 ‘Naturally Hamilton reducing and eliminating pesticides’ education program. These components were selected out of a wide variety of activities used by 21 pesticide reduction education programs in Canada and the U.S. The activities were chosen based on their creative nature to engage residents in the issue and based on evidence of their effectiveness in other communities.

Greater consideration was also given to activities that continue and enhance 2005 pesticide reduction or elimination education initiatives. As a fledgling program ‘Naturally Hamilton reducing or eliminating pesticides’ requires time to become visible and branded in our community. This is just the beginning of a five-year plan to reduce or eliminate residential pesticide use through public education. It takes time to raise awareness and influence behaviour change.

Goal
A City of Hamilton and Green Venture partnership with the following goal: To provide the citizens of Hamilton with information and resources that will help them to reduce or eliminate pesticide use for cosmetic purposes on their lawns and gardens. This education program’s name is: Naturally Hamilton reducing or eliminating pesticides.

The Precautionary Principle will guide this education program’s activities.

Where there are threats of serious or irreversible damage, lack of full scientific certainty will not be used as a reason for postponing cost effective measures to prevent environmental degradation.

Program Strategy
This program will focus on how to get the lawn and garden a resident wants, or take care of a pest problem, without the use of pesticides by:

- changing attitudes/expectations of yard aesthetics,
- increasing use of Healthy Lawn Care Practices (HLCP),
- increasing use of pest forecasting and scouting methods,
- increase knowledge and use of alternatives to pesticides,

For an education program to be effective in changing behaviours, it is recommended that a community-based social marketing strategy be adopted. Community-based social marketing (CBSM) is based upon research that demonstrates that behaviour change is most effectively achieved through initiatives delivered at the community level which focus on removing barriers to an activity while simultaneously enhancing the activities benefits.

Community-based social marketing involves four steps:

- identifying the barriers and benefits to an activity;
- developing a strategy that utilizes tools that have been shown to be effective in changing behaviour;
- piloting the strategy; and
- evaluating the strategy once it has been implemented across a community.¹

Green Communities’ research over the past 6 years has identified the most common barriers to reducing pesticide use, including lack of information, credibility of information, and perceived norms. Thus important aspects of the program will be to provide useful, credible information and to show that not using pesticides is the norm and that beautiful lawns and gardens may include some “weeds”. Clear, simple and uncomplicated communications is another proven CBSM technique that we will apply. The benefits to changing these barriers are: healthier lawn and garden ecosystem, and lower risk of health and safety problems.

¹ Doug Mckenzie-Mohr, PhD. Environmental Psychologist www.cbsm.com
Recruiting partners from as many sectors as possible to help get the message out, is a crucial component of this campaign. If the public hears the same thing from a variety of sources they may start to listen and better yet, change their behaviour. To be visible in our community and attract as much attention as possible the ‘Naturally Hamilton reducing or eliminating pesticides’ program is being designed with a campaign plan to last for more than one year. Parts of the program were launched in July 2005; this is just the beginning of a five-year plan to reduce or eliminate residential pesticide use through public education and CBSM. It takes time to raise awareness and influence behaviour change.

**Target**

Our target audience are the citizens of Hamilton and more specifically **homeowners-male 30+, homeowners –females 25+ and families** (“Forum on Public Education Strategies to Encourage Gardening for Life”, Go for Green, Final Report March 2002), ("Reducing Pesticide Use in Lawn Care: Barriers and Opportunities", Massachusetts Department of Environmental Protection, November 2002) and (“North Shore Pesticide Reduction Education Program: A Tri-Municipal Education Initiative, Final Report 2003”; February 2004). **However, data collection should be conducted in this area through the means of a survey to gain a better picture of the target audience in the City of Hamilton.**

**Program Components**

The following components will be continued or piloted to convince residents to reduce or eliminate pesticide use.

1. **Eight workshops, through the months of April, through June and August through September about specific gardening issues.** e.g. lawn care in the fall, planting natives for spring blooms, growing ground covers/alterative lawns, alternative products will be delivered. Professional gardeners, landscapists, and retailers will be recruited to deliver these workshops.

2. **A series of six pesticide free gardening articles** will be prepared for print in community newsletters, and print and electronic media. A **professional garden writer** will be hired to write these articles. These will be released regularly to local media and community groups. An up-to-date list of community newsletters and media outlets will be maintained. Themes for the articles will be developed by the ‘Naturally Hamilton reducing or eliminating pesticides’ co-ordinator.

3. **The display will be taken to 15 community events** or public spaces. The display will be staffed by knowledgeable staff and community volunteers where appropriate. **Five key events** have been identified as essential promotion tools: Ontario Garden Show, Festival of Friends, EcoFest Halton, Rockton Fair, and The Home Show.

4. **A presentation suitable for community groups, neighborhood groups, faith groups school communities etc. will be provided to groups with information to help them reduce or eliminate pesticide use and will encourage neighbourhood action and pride.**

5. **Dandelion Festival for Kids will continue to be utilized as a family education tool.** Children will participate in fun activities that teach awareness of pesticide hazards and appreciation of the ecology of lawns and the diversity of living species around our homes and parks.

6. **A pilot Point of Purchase program will be developed in partnership with a local retailer.** Many consumer decisions on whether to use pesticides are made at the purchase of either product or service. The Point of Purchase program is being proposed to show that intervention at point of sales will encourage the use of **Healthy Lawn Care Practices (HLCP) and can be used as a tool for pesticide sales reduction.** In-store prompts and take home tear-away materials will be utilized as the program’s source of alternative horticultural techniques advertisement. A master gardener will be hired to teach store staff about the program and procedures, alternative product and cultural techniques. A staffed display table will be utilized, 1 to 2 times a week for the duration of the program to answer questions. An in-store interview questionnaire will evaluate this program’s success.
7. Retailers and landscapers have a special role and a vested interest in the evolution of pesticide reduction programs. Although a shift to pesticide alternatives may impact traditional sales many retailers and landscapers have recognized an advantage to being leaders in this shift. These leaders will be identified and supported and other businesses can be encouraged to follow their lead. They will be provided with ‘Naturally Hamilton reducing and eliminating pesticides’ posters and fact sheets. To evaluate retail and landscape awareness, acceptance and involvement in pesticide reduction a baseline and follow up telephone interview will be conducted.

8. Support for Green Gardening Day at the Royal Botanical Gardens as a day of celebration, learning and action will be sponsored through the ‘Naturally Hamilton reducing or eliminating pesticides’ program. Partnering with the Royal Botanical Gardens, an outstanding leader in the field of horticulture will make the ‘Naturally Hamilton reducing or eliminating pesticides’ program stronger, more creditable and more visible in our community.

9. The successful Garden with Nature Awards run by the Dundas chapter of the Conserver Society will be enriched by the addition of a Hamilton program. This event will encourage the elimination of pesticides, conservation of water, increase of biodiversity in our neighborhoods through the recognition of gardeners that are applying good ecological principals to maintain a beautiful lawn and garden. Developing a sense of common purpose and pride in creating a beautiful and healthy place to live will help to engage neighbours in reducing pesticide use. Award winning gardens will be recommended as an addition to the existing Secret Garden Tour.

These activities, distribution of communications materials on a website, at events, through municipal sites, by local environment groups and neighbourhood associations and word of mouth conversations, will facilitate actual behaviour change.

**Evaluation**

Before the roll out of the communications materials, an evaluation of the program -- to ensure that its outcomes can be measured and to secure additional support in the future and improve efforts will be designed.

A survey of individuals will provide information to help to determine baseline in order to measure change. The baseline survey needs to include attitudes and awareness about pesticides, pesticide consumption as well as current use of healthy lawn care practices and perception of a healthy lawn. An annual follow-up survey will provide information to help ensure effective program design, delivery and adjustments required for program success.

In addition to the survey, the success of this program can be measured by meeting or surpassing the program outputs in Table 1 (below). Tracking telephone calls, website hits, display booth attendees, media recognition and volunteer contributions will indicate areas for improvement or changes as part of a continuous improvement process.

<table>
<thead>
<tr>
<th>Method</th>
<th>Communications Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops</td>
<td>8 per year and track evaluations</td>
</tr>
<tr>
<td>Presentations</td>
<td>Track numbers of presentations requested and evaluations</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>Track hours, products and services</td>
</tr>
<tr>
<td>Telephone</td>
<td>Track calls and nature of requests</td>
</tr>
<tr>
<td>Lawn signs</td>
<td>Track number of signs distributed</td>
</tr>
<tr>
<td>Communications materials</td>
<td>Track types and numbers distributed</td>
</tr>
<tr>
<td>Display</td>
<td>Track events and numbers attended</td>
</tr>
<tr>
<td>Media/ Website</td>
<td>Track amount of media recognition/ Track hits</td>
</tr>
</tbody>
</table>

**Budget and Funding**
The total 2006 budget for this program is $155,683 (Table 2). In five years the cost of the Naturally Hamilton reducing or eliminating pesticides program is projected to be $175,222 (Table 2). There are a number of funding alternatives and all alternatives would require the City to fund a portion of the program.

- **Full Funding** The City pays for full program delivery. The City contracts Green Venture to deliver a program to the City’s specifications. All aspects of the program would be approved by the City and branded with City logo.
- **Leverage Funding** The City provides partial funding. Green Venture uses City funding to leverage funding from other government levels and foundation sources. Program is designed to meet various funder’s objectives and requirements. The funding cycles on most of these are very long so we might not get any funds until late 2006.
- **Sponsorship** The City provides program “sponsorship”. Green Venture recruits other community partners including private corporations to sponsor program. The program benefits from the community based image but risks perceptions of bias on this still political issue.

**Table 2**

<table>
<thead>
<tr>
<th>Activities</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour - coordinator, manager, summer student, GV staff</td>
<td>$93,058</td>
<td>$95,858</td>
<td>$98,725</td>
<td>$10,1687</td>
<td>$104,738</td>
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<tr>
<td>Material, Supplies and Equipment - office supplies, postage, travel, computer</td>
<td>$6,240</td>
<td>$6,427</td>
<td>$6,620</td>
<td>$6,819</td>
<td>$7,023</td>
</tr>
<tr>
<td>Communications Materials - posters, display, brochures, lawns signs, fact sheets, website</td>
<td>$14,300</td>
<td>$14,729</td>
<td>$15,171</td>
<td>$15,626</td>
<td>$16,095</td>
</tr>
<tr>
<td>Promotions - events, Green Gardening Day, gardening awards &amp; tour, presentations, workshops, newsletter, media, Dandelion Festival</td>
<td>$16,200</td>
<td>$16,686</td>
<td>$17,187</td>
<td>$17,702</td>
<td>$18,233</td>
</tr>
<tr>
<td>Point of Purchase Program (POP) - shelf talker, tear off sheets, staffed info sheet, expert to teach store staff, evaluation</td>
<td>$5,700</td>
<td>$5,871</td>
<td>$6,047</td>
<td>$6,229</td>
<td>$6,415</td>
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<tr>
<td>Evaluation - baseline and annual follow-up</td>
<td>$10,000</td>
<td>$10,300</td>
<td>$10,609</td>
<td>$10,927</td>
<td>$11,255</td>
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<tr>
<td>Overhead (7%)</td>
<td>$8,575</td>
<td>$8,832</td>
<td>$9,097</td>
<td>$9,370</td>
<td>$9,651</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$155,683</strong></td>
<td><strong>$160,353</strong></td>
<td><strong>$165,164</strong></td>
<td><strong>$170,119</strong></td>
<td><strong>$175,222</strong></td>
</tr>
</tbody>
</table>

Program activities will be evaluated on a yearly base to access design, delivery and adjustments and applied accordingly. Calculated 3% annual increase for inflation on all costs.

**Table 3**

<table>
<thead>
<tr>
<th>Funding</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Hamilton</td>
<td>$60,000</td>
<td>$61,800</td>
<td>$63,654</td>
<td>$65,564</td>
<td>$67,531</td>
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<td>Summer Student (HRDC)</td>
<td>$6,720</td>
<td>$6,922</td>
<td>$7,129</td>
<td>$7,343</td>
<td>$7,563</td>
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<tr>
<td>Pesticide Assistant (On-site)</td>
<td>$23,000</td>
<td>$23,690</td>
<td>$24,401</td>
<td>$25,133</td>
<td>$25,887</td>
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<tr>
<td>Other (Sponsors, Foundations, Government)</td>
<td>$65,963</td>
<td>$67,942</td>
<td>$69,980</td>
<td>$72,080</td>
<td>$74,242</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$155,683</strong></td>
<td><strong>$160,353</strong></td>
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