

**Best Education Practices (BEPs) for Water Outreach Professionals**  
**Defining BEPs, Refining New Resources and Recommending Future Actions**

***POSTER PRESENTATION***

**Presenter(s):** Mrill Ingram, Environmental Resources Center, University of Wisconsin

**Title:** Tailoring Pollution Prevention for Urban Landscapers in Madison, Wisconsin

Abstract: Nestled between two glacial lakes, Madison, Wisconsin is blessed with water resources. As in many urban watersheds, however, Madison has growing water pollution issues. One important pollution source is urban landscaping, in particular runoff from over-fertilization and pesticide misuse in lawns and gardens. The goal of this project is to develop social action strategies – for implementation by urban watershed and neighborhood organizations – that will reduce the human health and ecological hazards of pesticide misuse for urban landscape development and maintenance.

The project aims to identify the barriers and benefits to the use of Integrated Pest Management perceived by paid landscape managers in the Lake Monona watershed in the City of Madison and Dane County, Wisconsin. This poster will discuss the results of our telephone survey research analyzing landscape managers' and groundskeepers' perceptions of IPM practices. We have also evaluated existing IPM materials and messages available to professional landscapers and urban residents. This poster will share the results of research into the development of educational materials, which we will pilot test in collaboration with grassroots organizations, watershed educators and public agency partners in the Lake Monona watershed. We will discuss the development of a social marketing strategy with principles and recommendations useful to urban watershed protectors nation-wide. This includes communications plans to use existing, revised or new landscaping IPM educational materials (such as a one-stop guide for landscape managers and a "green Landscaper" certification program in Wisconsin) and a social strategy for instituting new behavioral norms of urban landscape management.

Target Audience(s): Urban landscapers,  
urban watershed organizations

Educational Purpose: Communication;  
Education

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