

Subject: FW: Pesticide Reduction Education Initiatives Summary

Date: Tue, 12 Jul 2005 09:48:04 -0700

From: "Ernie Crist" <ernie_crist@dnv.org>

To: <fonvca@fonvca.org>

CC: "Mayor and Council - DNV" <Council@dnv.org>, "James Ridge" <James_Ridge@dnv.org>, "Senior Management Committee" <managecomm@dnv.org>

A MESSAGE FROM ERNIE CRIST

So much for the 90 % of the public who did not know about the Pesticide Bylaw. You definitely have to watch "What the bleep do we know" a DVD from Rogers Video. Homo Sapiens i.e. "Homo Destructus" or "Homo Greedicus" as I call him, is such a delightful fellow, hilarious too.

Ernie Crist

> _____
> *From:* Caroline Anne Jackson
> *Sent:* Tuesday, July 12, 2005 8:59 AM
> *To:* Mayor and Council - DNV
> *Cc:* Ken Bennett; Allen Lynch -Recycling Program
> *Subject:* FW: Pesticide Reduction Education Initiatives Summary
> *Importance:* High

> Mayor and Council:

> Please find below a summary of pesticide reduction education
> initiatives completed to date by the North Shore Recycling Program.

> Sincerely,
> Caroline Jackson
> Community Programs Coordinator
> NSRP

> _____
> North Shore Recycling Program
> 148 East 2nd Street
> North Vancouver, BC V7L 1C3
> t: 604.984.9730 f: 604.984.3563

> -----Original Message-----

> *From:* Caroline Anne Jackson
> *Sent:* July 11, 2005 4:15 PM
> *To:* Mayor Harris
> *Cc:* Ken Bennett; Allen Lynch -Recycling Program
> *Subject:* Pesticide Reduction Education Initiatives Summary
> *Importance:* High

> Mayor Harris:

> The following is a summary of pesticide reduction education
> initiatives completed since the program's inception in 2003.

> 2003 - Year 1

> * Planning:


> o Baseline telephone survey
> o Focus group research to identify target
> audience, key messages, and images

> * Advertising & Media:

> o 6 North Shore News advertisements
> o 4500 postcards produced & distributed to various
> locations (vet clinics, daycares, doctors offices, municipal halls,
> coffee shops)
> o 500 "Pesticide Free" lawn care signs produced &
> distributed
> o NSRP website information updated regularly

> o 3 North Shore News articles
> o 1 North Shore News editorial
> * Workshops and Events
> o 11 gardening workshops
> o 6 classroom Bug Workshops
> o 4 Backyard Pesticide Reduction Workshops
> o North Shore Natural Gardens Tour
> * Evaluation
> o Follow-up telephone survey
>
> 2004 - Year 2
> * Advertising & Media:
> o 13 North Shore News advertisements
> o 9000 postcards produced & 8800 distributed to
> homes in neighbourhoods with larger than average lawns
> o NSRP website information updated regularly
> o 2 North Shore News articles
> o 1 Vancouver Sun article
> o 1 Gardenwise magazine article
> o 1 interview on CFRO 102.7
> o 37 event listings and announcements
> * Workshops and Events
> o 12 gardening workshops
> o 6 classroom Bug Workshops
> o 4 Backyard Pesticide Reduction Workshops
> o 2 gardening workshops for garden clubs
> o North Shore Natural Gardens Tour
> * Evaluation
> o Follow-up telephone survey
>
> 2005 - Year 3 (to date)
> * Planning:
> o Focus group research to identify key messages
> and images for lawn care piece
> * Advertising & Media:
> o 5 of 13 North Shore News Advertisements
> o 2700 "7 Simple Steps to a Great Lawn" brochures
> produced & distributed
> o GardenSmart.ca website being designed
> * Workshops and Events
> o 9 gardening workshops
> o 28 classroom Bug Workshops
> o 1 of 9 Backyard Pesticide Reduction Workshops
> o 1 gardening workshop for a garden club (Upper
> Lonsdale Garden Club)
> o Booths at the GardenWorks Spring Garden Prep
> Event March 12 at GardenWorks Edgemont and GardenWorks Capilano
> o Booth at the North Vancouver Home Show March
> 18-20 at Karen Magnussen Arena (estimated attendance 5000-7000)
>
>
> I would be happy to provide you with samples of educational materials
> developed.
>
> Please contact me should you require any further information.
>
> Sincerely,
>
>
> Caroline Jackson
> 604.990.3975 (direct)
> 604.790.7720 (cell)
>
>
> Caroline Jackson

> *Community Programs Coordinator*
> *NSRP*
> _____
> *North Shore Recycling Program*
> *148 East 2nd Street*
> *North Vancouver, BC V7L 1C3*
> *t: 604.984.9730 f: 604.984.3563*
>
> *Gardens Wanted! We're looking for spectacular gardens to include in*
> *our award-winning Natural Gardens Tour. To nominate a garden, contact*
> *the NSRP at info@nsrp.bc.ca or phone 604.984.9730. Full details at*
> *www.naturalgardenstour.com*
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