

## 2011 ESA Annual Meeting (November 13-16, 2011)

### Monday, November 14, 2011

1) "School IPM Network & eXtension Meeting"

8:00-9:00 AM

Room M6, Mezzanine Level (Reno-Sparks Convention Center)

LC. "Fudd" Graham

2) "Evaluating cooperating teachers' perceptions of pest management curriculum and supports to improve teacher continuation and project sustainability"

10:51 AM

Room A2, First Floor (Reno-Sparks Convention Center)

Makena Mason

"Educate to Eradicate" is a K-12 curriculum project using termite biology and control as the basis for science education that has been implemented in over 350 Hawaii public school classrooms with 10,000 students; and is coupled with community outreach efforts. Teacher focus groups were organized to assess "Educate to Eradicate" curriculum design and professional development implementation. Perceptions of key project components and supports were recorded during four teacher focus groups. Possible automated project supports useful for continued curriculum implementation are summarized and rated. The goal of this program is a self-sustaining curriculum that will require limited institutional inputs, increase science literacy in Hawaii schools, and help to protect current and future homeowners from termite damages.

### Tuesday, November 15, 2011

3) "Identify, Clarify, Speak Out: Turning Young People onto Science Through Insects and Ensuring a Future for Entomology!"

8:00 AM-10:55 AM

Room A4, First Floor (Reno-Sparks Convention Center)

Sharron Quisenberry & Thomas A. Green

Introductory Remarks	8:00 AM
<b>0781</b> Sharing science and insects with young readers <b>Loree Griffin Burns</b>	8:05 AM
<b>0782</b> Identifying the need and opportunity to turn young people onto science and entomology through insects <b>Tom Turpin, Purdue University</b>	8:45 AM
<b>0783</b> Clarifying the role of the Entomological Foundation in building a collaborative future for entomology <b>Sharron Quisenberry, Iowa State University</b>	9:15 AM

Break 9:35 AM

0784 9:50 AM  
Speaking out to K-12 students through insects  
**April Gower**, Entomological Foundation

0785 10:30 AM  
Speaking out to young people through INSEKT: Insect Science Education Kit  
**Brad Vinson**, Texas A&M University

Concluding Remarks 10:50 AM

4) "School IPM Change Agent Practicum - The Wild West Approach"  
1:30-5:00 PM  
Room D6, First Floor (Reno-Sparks Convention Center)

School Integrated Pest Management (IPM) Practicum. This is an opportunity for ESA community change agents to connect and strategize on school IPM expansion. The meeting will include 1) Introductions to the national network, 2) Funding opportunities, 3) Implementation models, 4) Expansion brainstorming session. The event is intended to provide change agents with the resources to support and promote the implementation of IPM in their own state or tribe.

1:30 PM  
Introductions  
**Dawn Gouge**, University of Arizona

1:45 PM  
Money, money, money!  
**Tim Stock**, Oregon State University; **Carrie Foss**, Washington State University

2:45 PM  
Break

3:00 PM  
Implementation: the realization of an application, or execution of a plan, idea, model design, specification, standard, or policy  
**Carrie Foss**, Washington State University; **Tim Stock**, Oregon State University; **Michael E. Merchant**, Texas Cooperative Extension, TAMU Ag Research & Extension Center

4:00 PM  
Expansion  
**Dawn Gouge**, University of Arizona; **Carrie Foss**, Washington State University; **Tim Stock**, Oregon State University; **Michael E. Merchant**, Texas Cooperative Extension, TAMU Ag Research & Extension Center

5) Poster "What's working in the Wild West: school IPM"  
*Tuesday, November 15, 2011*  
*Exhibit Hall 3, First Floor (Reno-Sparks Convention Center)*

**Guinevere Z. Jones**, Bryan K. Stevens, Dawn Gouge, Tim Stock, Carrie Foss, Tessa Grasswitz.

While Integrated Pest Management (IPM) is not a new concept, implementation within public schools has been a significant endeavor for over a decade. In the USDA Western Region of the United States, 10 states are actively involved (AZ, CA, CO, MT, NV, NM, OR, UT, WA, WY). The region encompasses a highly diverse geographic and climatic area, pest concerns are variable as well as the political and legislative policies that shape pest management practices within schools. In the Western Region, the number of schools involved in implementing or practicing IPM range from the hundreds to the tens of thousands, depending on the state. IPM policy varies between states, in some it is mandatory, while others it is recommended, and others have no supportive language. Despite state differences there are many examples of excellent IPM programs in schools. Analysis of the successful programs shows specific common strategies such as the involvement of all school community stakeholders, regular training opportunities, consistent communication to the school community about pests and IPM, independent assessments/evaluations, and recognition opportunities for excelling programs.

6) Poster "Strategies to increase Ohio schools' compliance to follow the 'Pesticide Use in Schools' mandate and school IPM standards"  
Exhibit Hall 3, First Floor (Reno-Sparks Convention Center)

7) Poster "Demonstrations and partnering increase school IPM adoption in Tennessee"  
Exhibit Hall 3, First Floor (Reno-Sparks Convention Center)

8) Poster "Strategies to increase Ohio schools' compliance to follow the 'Pesticide Use in Schools' mandate and school IPM standards"  
Exhibit Hall 3, First Floor (Reno-Sparks Convention Center)

Wednesday, November 16, 2011

9) "Identify.. Clarify.. Speak Out.. About IPM Implementation in Schools"  
1:30 PM-3:30 PM Room A1, First Floor (Reno-Sparks Convention Center)  
Dawn Gouge, Thomas A. Green, Tim Stock, Carrie Foss, Janet A. Hurley.

**Identify.. Clarify.. Speak Out.. About IPM Implementation in Schools**

*Wednesday, November 16, 2011: 1:30 PM-3:30 PM*

*Room A1, First Floor (Reno-Sparks Convention Center)*

	1:30 PM
Welcoming Remarks	
	1:35 PM
<b>1548</b>	
Bellevue School District IPM success story <i>Nancy Larson, Bellevue School District</i>	
	1:55 PM
<b>1549</b>	
PMP partner <i>Jack Marlowe, Eden Advanced Pest Technologies</i>	
	2:15 PM
<b>1550</b>	

Education, education, education, the best form of enforcement

**Kathy Murray**, *Maine Department of Agriculture, Food and Rural Resources*

2:35 PM

1551

Environmental protection - children are 100% of our future

**Sherry Glick**, *US EPA Office of Pesticide Programs*

2:55 PM

1552

Coordination, cooperation, and inspiration

**Carrie Foss**, *Washington State University*

3:15 PM

1553

Student IPM advocates

**Annaka Gouge-Smith**, *Tarwater Elementary and San Tan Elementary Schools*; **Natalie Stoltman**, *Tarwater Elementary and San Tan Elementary Schools*

3:20 PM

Discussion

10) "Selling community IPM in the age of the internet: an extension challenge"  
Room A11, First Floor (Reno-Sparks Convention Center) Section Symposia

2:50 PM

*Room A11, First Floor (Reno-Sparks Convention Center)*

**Michael E. Merchant**

Due to the high diversity of target audiences, and the customizable nature of IPM, encouraging the adoption of IPM in urban communities should not be expected to follow traditional theories of diffusion of innovations. Traditional theory is based on a homogenous audience and a relatively simple innovation. Community IPM, on the other hand is not a simple innovation, and has a highly heterogeneous target audience. Successful introduction and adoption of IPM into urban communities requires recognizing and understanding these distinct audiences and customizing extension and marketing tactics to each one. Different methods of extension information delivery are discussed, and pros and cons of each identified. In addition, Extension agencies are being held to higher levels of accountability, and developing acceptable measures of success is an increasingly important task for Extension professionals. How some of these challenges are being addressed is illustrated by case studies in school IPM and IPM programs for bed bug and cockroach control in multifamily housing.