

ESA Outreach and Education Update

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ESA Outreach Workgroup

Includes members from PRD, RD, BEAD, EFED, OPS and Regions (Regions 1, 4, 5, 7, 8, 9, and 10)

Currently focusing on outreach/training to applicators, growers, and trainers (consultants, extension, etc.); “train the trainer”

Within the primary ESA Outreach Workgroup, there are secondary project groups that focus specifically on the creation of the website, the initial outreach materials, and developing a decision tree for pesticide users relative to implementation

Regions are participating in efforts within their Regions (e.g., giving presentations, participating in workshops, etc.)

- Specific pilot/outreach efforts in Regions 8 and 10



Coordination Efforts

Meetings with WSSA, USDA OPMP, and Compliance Services International

Attended AAPCO and SFIREG meetings; TPPC meeting

Regions reached out to state SLAs/PSEPs and tribes

Plan to work with OPP IO and others to coordinate with additional organizations

Also coordinating internally with different strategy teams; development of tools, etc.

Outreach Feedback - Highlights

Training Need or Request

EPA needs to establish an authoritative source of information – *i.e.*, website

Why is mitigation suddenly necessary, big picture on ESA and pesticides, and consultation process.

Timeline for implementation

Walkthrough on each strategy – handouts, fact sheets, checklist, videos

Walk through mitigation measures, simplified flowchart, instruction key, etc. on how to implement mitigation requirements (how to add up points).

Trainings on runoff/erosion mitigation, spray drift

Additional training on BLT - BLT brochure/handouts – could include how to access, use and print bulletins, etc.

Notifications – email blasts, social media, newsletters, Listserv

Definitions of terms

Short videos for training (variety of topics, including different scenarios, BLT, how credits work, strategies, mitigation measures)

Technical manual/resource how to do mitigation measures in Bulletins

Attend workshops, meetings

Other Considerations

Limited EPA resources for outreach and education efforts

Need to be strategic

- Top 2-3 priority items?
- Opportunities to get involved; interested in collaboration with states and other partners

Initial Priorities Based on Feedback and Available Resources

- Establishing a source of information, e.g., website
- Provide initial information/materials for meetings, training, etc.
- Continuing to connect with partners and stakeholders to adjust our priorities based on needs
- Create listserv so people can be notified about updates

Questions?

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