

Urban Pest Education is Essential

The importance of the UC IPM Urban Program

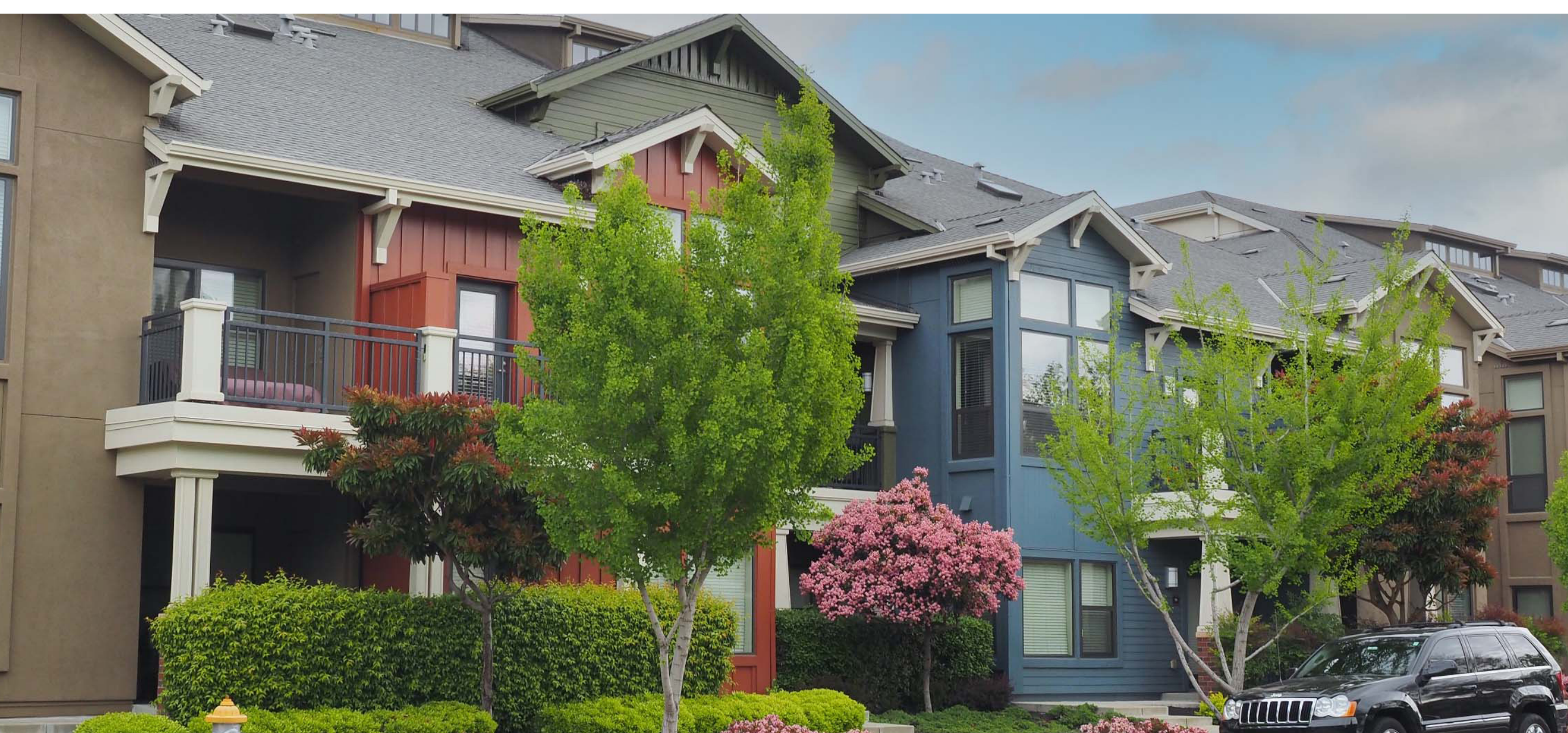


What is IPM?

Integrated Pest Management



An eco-friendly, sustainable way to solve pest problems using methods that pose minimal risks to people and the environment. Methods used in IPM include biological control, cultural control, physical control, and chemical control. In IPM, pesticides are used only when needed and in combination with the other practices mentioned for more effective, long-term control.



Why Does Urban IPM Education Matter?

- **Nearly 95% of Californians live in urban and suburban areas.** Urban environments are ideal for many pests, especially those of public health concern (i.e., cockroaches, rats, mosquitos, bed bugs). Knowing how to prevent and control these pests is critical for the health and well-being of our communities.
- **Pesticides are easily accessible in stores and online.** Most urban dwellers are not formally trained to use pesticides, or properly educated on pesticides. As a result, pesticides are often over-used and misused posing risks of human pesticide exposure, water, soil, and air contamination, and death of valued pollinators, aquatic organisms, and wildlife.

Urban IPM: Putting UC ANR's Public Values to Work

PROTECTING CALIFORNIA'S NATURAL RESOURCES

- Educating on the impact that pesticides have on water quality and non-target organisms in urban areas.
- Promoting landscape practices that minimize water usage and encourage healthy plants and soils.
- Creating awareness of invasive pests that threaten our forests, waters, and crops.

PROMOTING HEALTHY PEOPLE & COMMUNITIES

- Providing alternatives to pesticides and encouraging the use of less-toxic products.
- Creating awareness of pests that vector diseases and influence public health.
- Establishing a better understanding of what pesticides are and how to appropriately choose and use them.

PROMOTING ECONOMIC PROSPERITY IN CALIFORNIA

- Encouraging the use of non-chemical control methods which do not rely on toxic or expensive pesticides.
- Creating awareness of invasive pests that threaten California's economy.
- Teaching about cost-effective management for pests that damage garden and landscape plants or structures and homes.

DEVELOPING A QUALIFIED WORKFORCE FOR CALIFORNIA

- Training structural and landscape pest control professionals on IPM best practices and pesticide safety.
- Providing online resources and information for continuing education.
- Training UC Master Gardeners who educate the public on IPM and share university resources.

Who Do We Serve and How?

As a statewide program, UC IPM's mission is to serve ALL Californians. The UC IPM Urban Program specifically seeks to serve urban audiences. This includes homeowners and renters, but also landscapers, structural pest control professionals, nursery and garden center employees, municipalities, school sites, and public housing authorities. There are several ways we seek to educate and serve these audiences:

- ### Publications
- Free peer-reviewed fact sheets (*Pest Notes*) on 174 common pests
 - 53 shorter fact cards (*Quick Tips*) in English and Spanish
 - Books, card sets, and study material

Publications

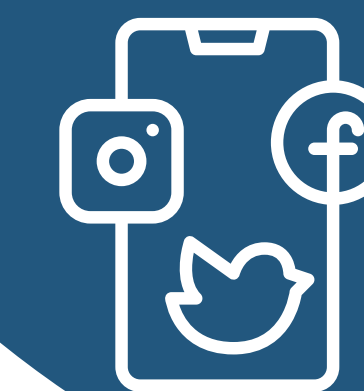


Newsletters



- *Green Bulletin Newsletter* serves landscape and structural pest management professionals
- *Home & Garden Pest Newsletter* serves the general public
- Over 5,000 subscribers to both

Social media



- Facebook & Instagram @ucipmurban
- Pests in the Urban Landscape blog
- Urban & Community Webinar Series
- Instructional videos and webinar recordings on YouTube (@ucipm)

Online tools



- Wildlife Pest Identification Tool
- Plant Problem Diagnostic Tool
- Active Ingredient Database
- Seasonal Landscape IPM Checklist
- And many more!



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Statewide Integrated
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