

In brief point form, this article will explore the development of the City of Brampton's pesticide policy.

Why Develop a Pesticide Policy?

- It is a consistent informational tool for your council, staff and the public.
- It is a road map for present and future activities
- Pesticide use is a very sensitive issue that requires you to take a position.
- To defend your position on pesticide use.

Pre-Policy Issues

- Current pesticide use practices.
- Determine what your pesticide use practices will be in 5 to 10 years. Include issues such as new products, environmental and health issues and public acceptance. Work back to create milestones.
- How much information have you provided to your council in the past and what is their understanding of the issues.
- Most important – what does the public want as mirrored by your elected officials.

Development of the Policy Document Requirements

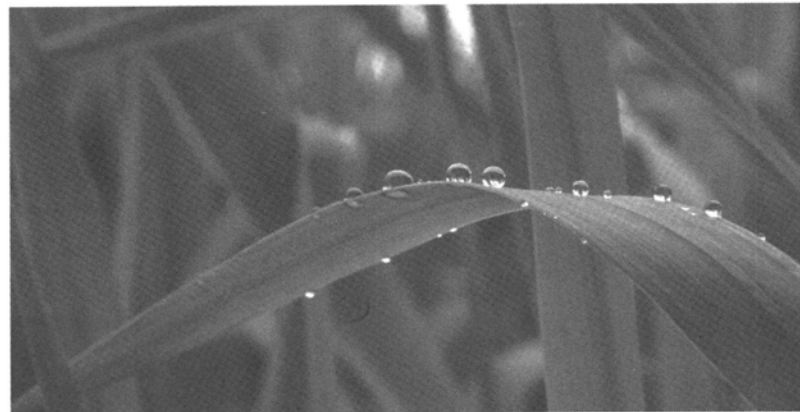
- Corporate template
- Benchmarking with your peers. Don't reinvent the wheel.
- Public and professional satisfaction. Develop thresholds you can live with.
- The use of public surveys and polls
- Public meetings vs. city council
- Building the communication plan

Dealing With People Who Oppose the Use of Pesticides

There are two types – individual residents and activists. Never disregard a member of your public because they appear to be an activist. *They* are the customer.

- Have concerned citizens and advocacy groups opposing pesticide use already approached your department or your council?

- Determine their objective through initial contact via phone, e-mail or the media. Is it 1) a complete ban, including agriculture (not likely); 2) cosmetic only; 3) synthetic only; or 4) antagonism?
- Plan your response and the use of the "cool off period."
- Schedule your council presentation to coincide with their delegation. Be focused.
- Determine their level of sophistication.
- Use of experts. 1) What are their information sources? 2) Are they credible? And 3) How much support do they have in your community?
- Presentations and delegations to committees of council should contain: quality, *applicable* information, studies, etc.; the use of experts and their areas of expertise; determining the origin of the group and their tactics; the use of media; and compromise.



Legitimate Alternatives to Pesticides: More Tools for the Toolbox

- Where is the industry heading? IPM Accreditation
- Pesticide free zones
- Upgraded cultural practices on sportfields and high exposure areas
- Sand in playgrounds
- Mulching programs
- Aquacide weeds
- Biological controls
- Weed mats
- Increase mowing frequency
- Install more irrigation systems

Presentation of the Finished Document Should Include

- Policy Statement: How and when pesticides will be used.
- Purpose: Guidance to council, staff and the public.
- Procedure: Determining when and when not to use pesticides.
- Accountability: Who in the corporation is ultimately responsible?
- Administration: Department that maintains the program.
- Contacts: Names of staff members within the department.
- Information Sessions: With staff, council and the public.
- Annual Review: of policy and implementation of milestones. ♦

WANT TO KNOW MORE...

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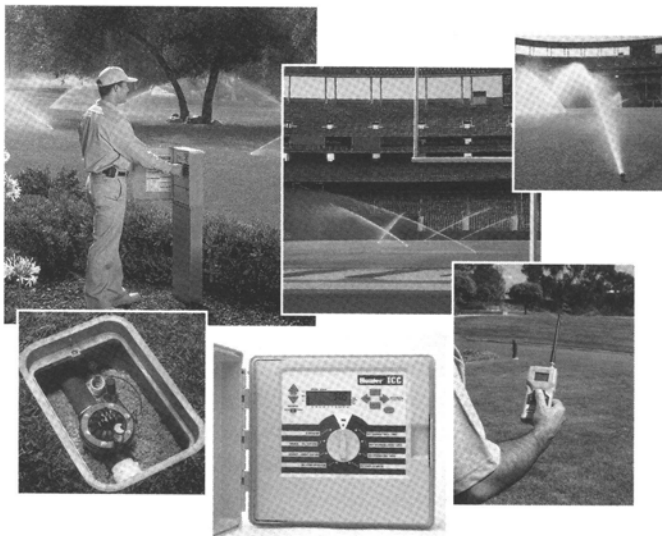
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