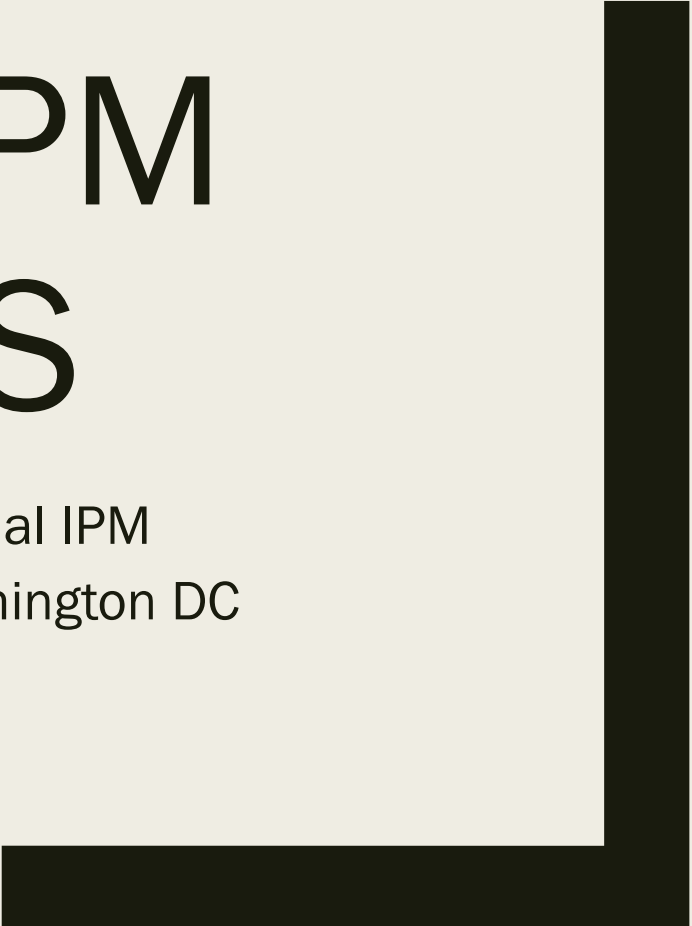




INCREASED IPM AWARENESS

Presentation and Discussion for the National IPM
Coordinating Committee, September 2-3, Washington DC



**“IPM is the best-kept secret in
American science.”**



“What we’ve got here is... failure to communicate.”

Inherent difficulties in communicating Integrated Pest Management

- Name devoid of inherent meaning or implied value
- And we use an acronym most of the time
- IPM is an approach, a process, not a prescription
- IPM is not simple
- IPM is not “pure”

Some of our problems are self-inflicted

- Communication was an afterthought, not a priority.

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- Communication wasn't being done by communicators.

We are doing better

- 2017 endorsement of a National IPM Communicator position.
- More communicators.
- Awareness included as one of the four pillars in the strategic plan.

Communicate the value and scope of IPM to the public and key audiences

- Launch a public awareness campaign (“This is IPM”)
- Build an IPM Success Story database and website to highlight impacts and benefits
- Coordinate and conduct an ongoing federally focused education campaign

Create a repository of communication resources for IPM programs and professionals

- Publish a comprehensive review of IPM communication, highlighting challenges (in process)
- Collect and share how-to information and resources

Coordinate an annual (or at least regular) outreach campaigns around a single IPM topic

- How do we ensure that the “This is IPM” campaign reaches a broad audience?
- What strategies should the National IPM Communicator prioritize?
- Would your program or university participate in an annual coordinated, topic-based IPM outreach effort?
- Would your program or university utilize or contribute to a repository or IPM communication resources?
- What metrics should we use to evaluate IPM communication efforts?
- Is there value to creating and promoting a public brand and logo for the Public IPM Enterprise?