



PESTICIDE ENVIRONMENTAL STEWARDSHIP PROGRAM

STRATEGY INSTRUCTIONS



INTRODUCTION

PESP strategies use a goal-oriented approach focus our cooperative efforts to reduce pests and pesticide risks. These instructions are intended to provide some general guidance as you prepare your strategy. We encourage you involve your PESP liaison as you prepare your strategy.

Your strategy can:

- convey your organizational goals for the next five years,
- identify the challenges and opportunities you face in achieving your goals,
- identify areas where we can assist you in achieving your goals,
- describe the method you will use to determine if you are successful,
- provide a means for us to recognize your organization for its accomplishments.

GOALS

When joining PESP, all members affirmed that environmental stewardship was an integral part of pest management and that you would work toward pest management practices that reduce the risks to humans and the environment. To help realize the over-arching risk reduction goal of PESP, we ask that you think about your efforts in a five-year timeframe.

We would like you tell us:

- what you feel are the major pest/pesticide issues facing your industry,
- what do you envision doing to try to resolve these issues,
- whether practical, problem-solving activities are available to resolve these issues that will be accepted by key stakeholders,
- what might EPA be able to do or facilitate to help resolve these issues,
- how you will determine whether or not you have been successful in achieving your intended results, and

- are there objective, economically-feasible measures of success that you can utilize to evaluate the success of your efforts.

We do not expect your goals to change annually; however, it is important that you reassess them regularly to be sure they still fit your organization's situation. If your pesticide issues/goals changed substantially over the past year, it would be important to reassess your PESP strategy.

Your strategies and tactics should easily flow from your goals and lay out the path you will take over the next five years to achieve your goals.

TACTICS

In the tactics section, describe the efforts that your organization will make in the coming five years to attain your risk reduction goals. For example, if your goal is to implement IPM, one of your tactics could be to educate your members on a specific IPM technique.

We ask that you look at tactics that can affect change within five years. For longer-term or more open-ended goals, the tactic you report may be only a single phase of a multi-phase effort.

In addition to describing the tactic, we ask that you indicate how it links with your organizational goals and how it will ultimately reduce pesticide risk. While the expected impacts of some projects may be obvious, other projects may impact risk in more subtle or distant ways.

Finally, tell us how you will measure the success of each tactic. Ideally, you will be able to measure the actual change that occurs as a result of your activities. We realize that, in practice, this may be very challenging. We welcome the opportunity to work with you to devise tactics with measurable impacts.

SUBMITTING YOUR NEW STRATEGY

Web submission (the preferred method):

Go to www.epa.gov/pestp, select *Member Strategies*, then *Prepare and Submit Your Strategy*.

By e-mail:

pestp.info@epa.gov
MS Word or Adobe PDF files only

By Mail:

EPA - PESP
1200 Pennsylvania Ave NW (7511P)
Washington, DC 20460-0001

FUTURE REPORTING

While your strategy will be in place for five years, we will ask you to submit a brief annual report describing the outcomes of your tactics and the progress toward your stated goals. Your liaison will play an active role in this reporting process.

Annual reporting gives you the opportunity to highlight your successes, document your challenges, and share your lessons learned.

Your reports should quantify your progress whenever possible. Quantifiable information will give us a better picture of your accomplishments and provide us with a way of measuring the success of PESP as a whole.

Your strategy will be *live* for five years following its submission. At any time during those years, you will have the opportunity to submit a revised strategy or to restate your goals or tactics.



THE IMPORTANCE OF MEASUREMENT

Measures are tools that help evaluate progress toward achieving a given goal. The goal of PESP is to reduce the risks to humans and the environment from the use of pesticides.

Measuring results is important to learn if what we are doing is achieving the desired results.

We are asking you to place an emphasis on documenting the progress you make in moving toward your five year goals.

The following provides a context for this request and some examples of measures for you to consider.

MEASURES FOR MEMBERS

Since pesticides have different toxicities and vary in their impact to people and our environment, a goal of PESP is to reduce risk. The tactics we use to achieve this goal include encouraging the use of reduced risk pesticides (including biopesticides), fostering the adoption of integrated pest management (IPM), and working with PESP members and government agencies to encourage increased partnering.

Any measures you adopt should help you document the effectiveness of the tactics you are using to achieve your organization's goals. The better you are able to measure the impact of your efforts, the better you can evaluate their effectiveness and your return on investment.

MEASURES FOR SECTORS

As we work within PESP to further develop our PESP sectors, we intend to eventually develop sector-specific goals and measures, where possible. These would be amenable to all members within a given sector.

Perhaps the clearest example of a sector goal would be the Rights-of-Way Sector goal of implementing integrated vegetation management (IVM) on 95 percent of electric rights-

of-way mileage within 10 years. Members in this sector could all support this goal and develop tactics they would use to attain this goal. Measurement of the achievement of this goal would be straightforward if a commonly accepted standard for IVM is utilized.

As our sectors develop, we will look for your involvement in the development of these sector-based goals and measures.

BASIC ELEMENTS OF MEASURES

All measures need three elements:

(1) Baseline – measure change from a known starting point. Baseline data provide a starting point and show the change achieved as a result of a tactic or activity.

(2) Timeline – you need to state the date by which change will occur, and,

(3) Amount of change you expect to see.

Performance measures fall into two categories, direct and indirect.

Direct measures are those that can be directly quantified. Examples include: pesticide residue levels in food, the amount of pesticide exposure in a targeted population, and pesticide use data.

Indirect measures cannot be directly measured but tend to track closely with the desired outcome.

Examples include the percentage of total acres managed under IPM practices, the number of school districts with IPM programs, the number of acres under management that include pesticide risk reduction practices, and percentage of farmers using reduced-risk production methods.

A complete measures statement could be, "Sixty-five percent of our district's schools will have pest management plans implemented by December 2007." Well designed measures can document your organization's progress in achieving your goals and, secondarily, assist us in quantifying your achievements.

MEASURES AND ACCOUNTABILITY

EPA, other federal agencies, as well as private companies are under increasing pressure to measure the impact of their activities. Accountability for the change achieved per resource invested (dollars, personnel hour, etc.) has become a link that is required to support continued funding for many company and program activities.

We want the PESP strategy to serve the mutually beneficial purpose of helping us document the impacts of our efforts. As always, we welcome your suggestions on how to do this more effectively.

