

# Science Communication & Pesticides

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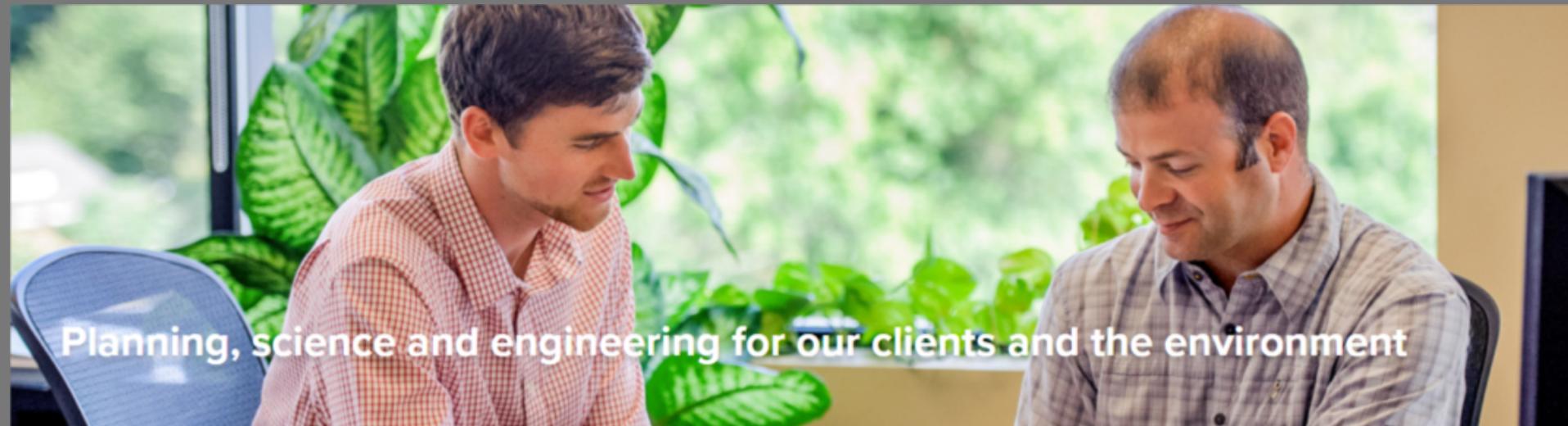
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# WHO AM I?



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# WHO IS MFA?



Planning, science and engineering for our clients and the environment



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# WHO IS MFA?



Air Quality



Phase I and II Environmental Site Assessments



Contaminated Site Closure



Regulatory Compliance



# BARRIERS TO EFFECTIVE SCIENCE COMMUNICATION

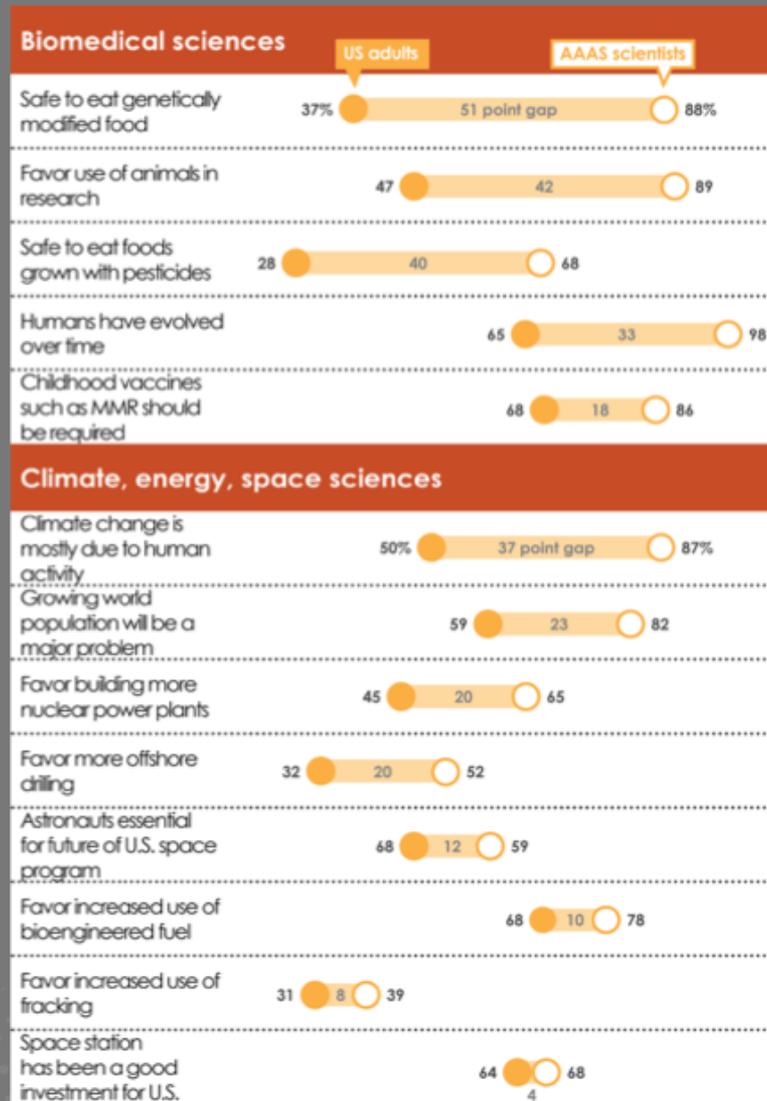
PUBLIC THOUGHT IS OFTEN DIFFERENT FROM THE SCIENTIFIC CONSENSUS ON AN ISSUE

TECHNICAL PROFESSIONALS RECEIVE MINIMAL TRAINING IN COMMUNICATING TO BROAD AUDIENCES

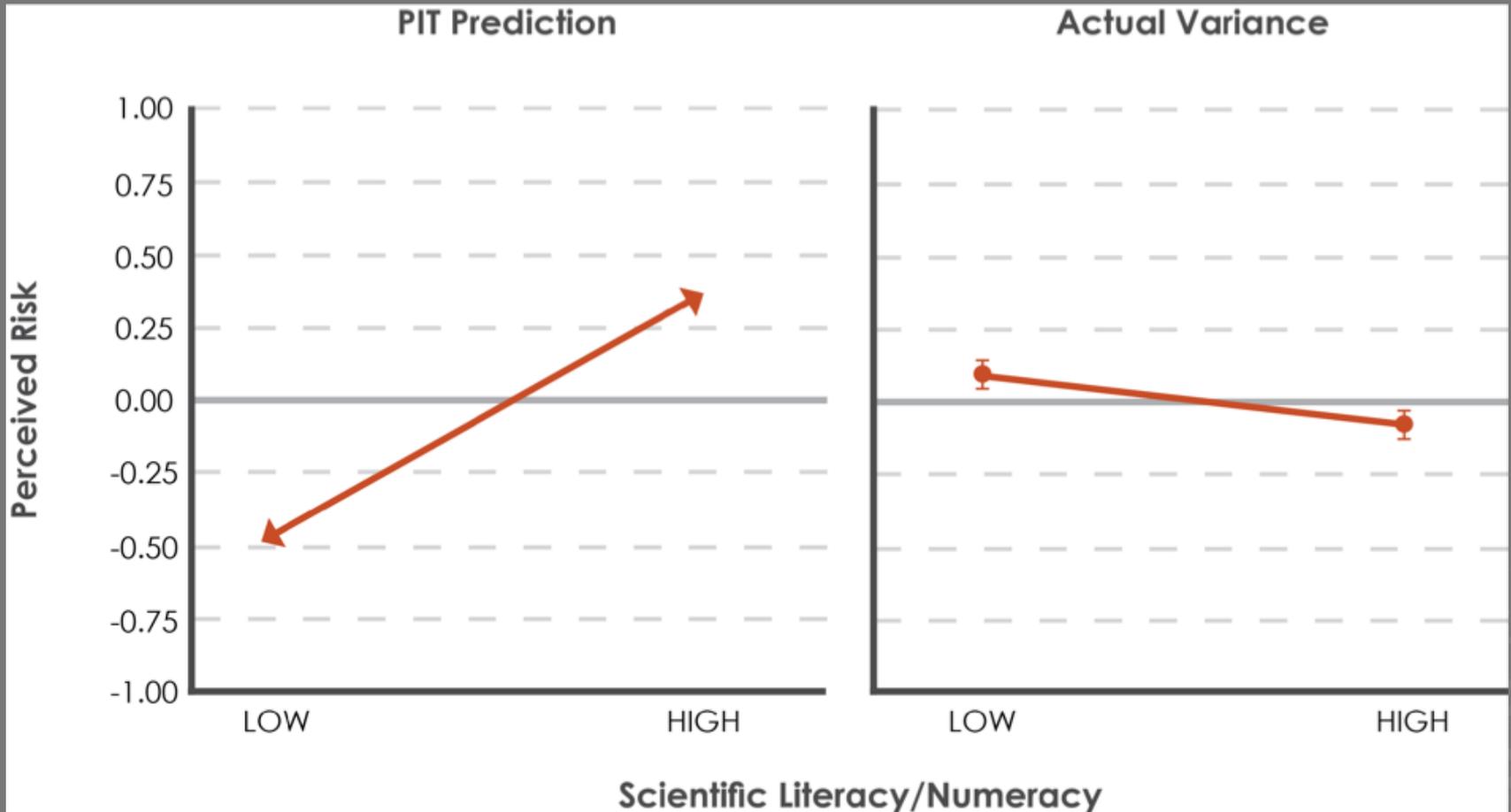
THE PUBLIC IS MORE LIKELY TO TRUST A NON-SCIENTIST THEY KNOW THAN A SCIENTIST THEY DON'T KNOW



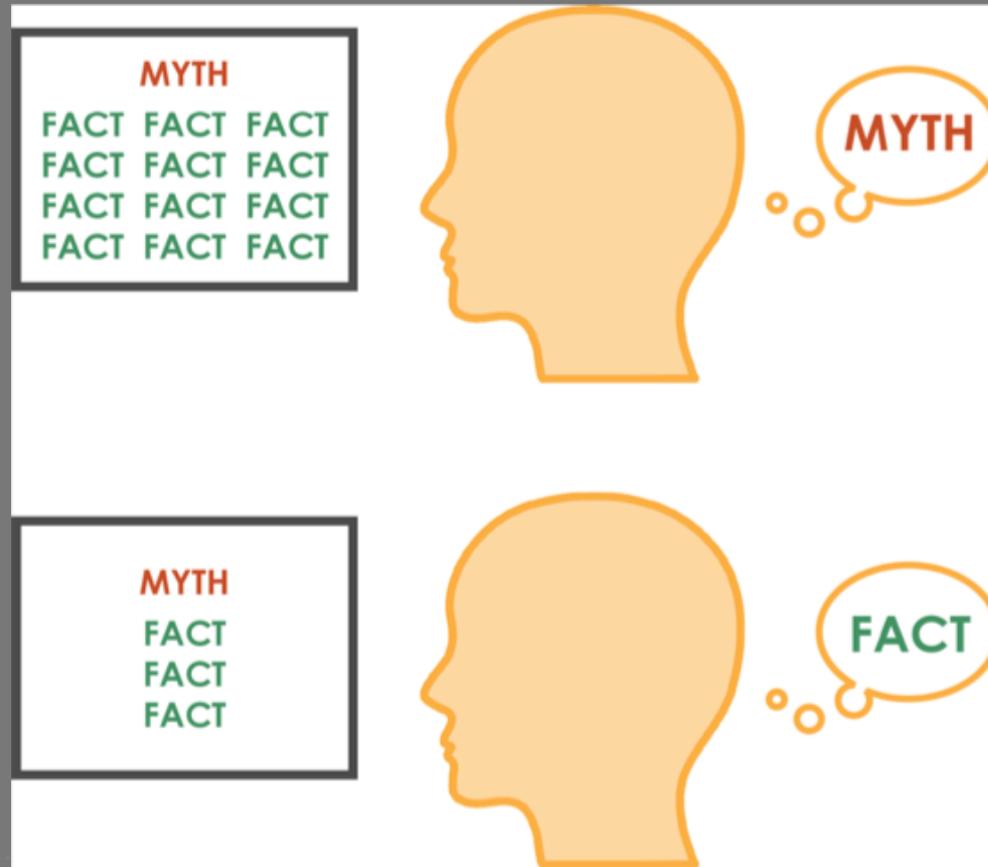
# GAP BETWEEN PUBLIC & SCIENTISTS



# THE EFFECTS OF SCIENCE LITERACY ON RISK PERCEPTION



# THE OVERKILL BACKFIRE EFFECT



# ENGAGING WITH COMMUNITIES



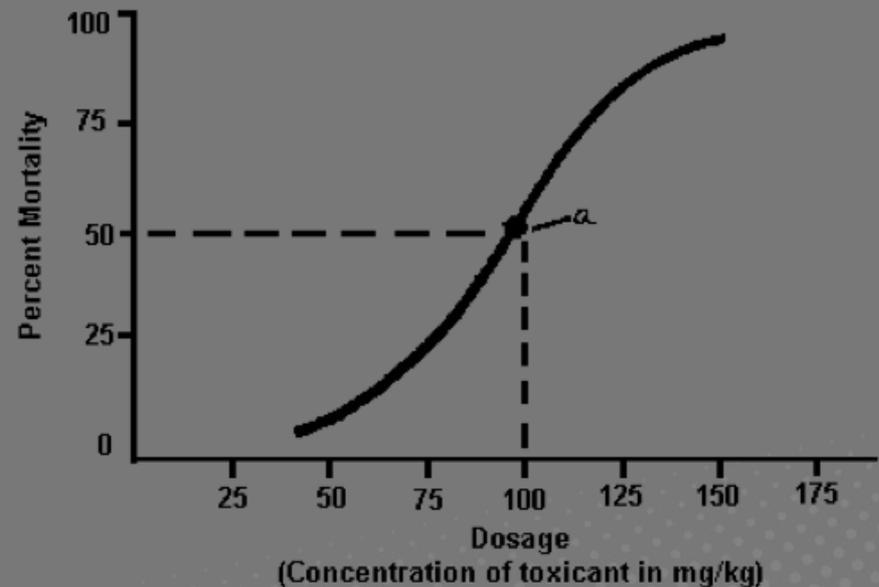
# PESTICIDES & COMMUNICATION CHALLENGES

- Widespread
  - Variable toxicity
- Pesticide regulation has changed over time in US
  - Still varies widely around the world



# PESTICIDES & COMMUNICATION CHALLENGES

- The dose makes the poison
  - “Low risk” does not mean “Safe at any amount”
- Organic does not mean “pesticide free”



# RECOMMENDATIONS

- Seek training in communicating science to the public
  - University courses & programs
  - Training at local science museums
- Take advantage of opportunities to engage directly with your community
  - Keep the message simple
  - Be mindful of existing myths that contradict scientific consensus of the topic
  - Tailor the message to the audience



# QUESTIONS?

## PROTECT YOUR CHILDREN Against Disease-Carrying Insects!



**TRIMZ DDT**  
REG. U. S. PAT. OFF.  
**CHILDREN'S ROOM**  
**WALLPAPER** and Ceiling  
Paper

### KILLS FLIES, MOSQUITOS, ANTS

... as well as moths, bedbugs, silverfish and other household pests after contact!

**MEDICAL SCIENCE KNOWS** many common insects breed in filth, live in filth and carry disease. Science also recognizes the dangers that are present when these disease-carrying insects invade the home. Actual tests have proved that one fly can carry as many as 6,600,000 bacteria! Imagine the health hazard—especially to children—from flies seriously suspected of transmitting such diseases as scarlet fever, measles, typhoid, diarrhea . . . even dread polio! Some types of mosquitos carry malaria and yellow fever. And any mosquito bite is painful and easily infected when scratched.

**NON-HAZARDOUS** to children or adults, to pets or clothes. Certified to be absolutely safe for home use. Tested and commended by *Parents' Magazine*.

**GUARANTEED** effective against disease-carrying insects for 1 year. Actual tests have proven the insect-killing properties still effective after 2 years of use.

**NO SPRAYS! NO LIQUIDS! NO POWDERS!** So convenient, so safe because the DDT is fixed to the paper. It can't rub off!

**BEAUTIFUL!** "Jack and Jill" or "Disney Favorites"—gay new patterns that protect as they beautify a child's room.

**DDT CEILING PAPERS, TOO!** Extra protection for your children's room—for every other room in the house. Choice of two tints.

TESTED AND  
COMMENDED  
by  
**PARENTS'  
MAGAZINE**  
CONSUMER  
SERVICE  
BUREAU



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# REFERENCES

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