



## LOOKING FOR “BLUE OCEANS” AND WE CAME UP GREEN



This year Midwest Pesticide Action Center identified room to improve on how we connect with communities and institutions to reduce pesticide use on lawns and landscapes. We wanted to create something that helps activists push sustainable land management practices forward in their communities.

Introducing Midwest Grows Green! All of Midwest Pesticide Action Center’s community-based lawn and landscape care initiatives identified by a distinctive orange Midwest Grows Green stamp and unified by a single message – protect people, pets, and the environment by practicing natural lawn care. This three pronged initiative (1. Community Engagement; 2. Pesticide-free Parks; and 3. Retailer Point-of-Purchase) can be adopted by communities individually or in any combination.

Each of Midwest Grows Green’s three components works to reinforce the easily recognized external-facing brand and message associated with environmentally friendly, sustainable lawn and landscaping practices. This provides amplitude to the Midwest Grows Green natural lawn care message. In this way, the campaign aims to transform information-knowledge (natural lawn care and steps to take to achieve it) into action-knowledge (purchasing products, services, and implementing processes) that actually reduce the negative health and environmental impacts of lawn care. Look for more information about this program in the coming months by following us on Facebook and Twitter @ToxicFreeMW.

## ADVANCING OUR MISSION THROUGH TECHNOLOGY

Our Integrated Pest Management in Child Care Facilities online training is now available on the Gateways Online Learning system. Midwest Pesticide Action Center, in collaboration with the Illinois Network of Child Care Reference and Referral Agencies (INCCRRA) and funded by the U.S. EPA, developed this online module to provide Illinois child care providers with the tools needed to reduce the exposure of children and staff to pests and pesticides and to help facilities comply with Illinois laws and DCFS licensing requirements. Now childcare providers can earn one hour of continuing education credit from any computer with internet access, 24 hours a day, 7 days a week. Find the training at [bit.ly/IPMinChildcares](http://bit.ly/IPMinChildcares).

## PESTICIDE-FREE PARKS UPDATE

Our fundraiser for Pesticide-Free Parks was a great success last spring. We are happy to report that we achieved our fundraising goal for the adoption of pesticide-free lawn care management at five parks and made one better. That’s right; to date we have six parks committed to pesticide-free lawn care and one more on deck. Thanks to Greenwise Lawn Care and all our other partners for making this a reality.



## #GIVINGTUESDAY

Mark your calendars! We are participating in #GivingTuesday on Tuesday, December 1. The non-profit answer to Black Friday! Go to [midwestpesticideaction.org/donate/](http://midwestpesticideaction.org/donate/) or check out these other ways to give back this holiday season, [midwestpesticideaction.org/what-you-can-do/support-us/](http://midwestpesticideaction.org/what-you-can-do/support-us/). Thank you!

## MIDWEST GROWS GREEN: A PEEK INSIDE

Let's look under the hood of Midwest Grows Green and the three programs that make up the initiative.

**Community Engagement** includes customized outreach materials, a natural lawn care pledge, and signs distributed to neighbors pledging to manage their lawns using natural lawn care. Our staff works with community activists to promote this program through events and online campaigns.



**Pesticide-Free Parks** links community activists and concerned citizens with park managers to create natural lawn care demonstration sites. We work with park staff and community members to select an appropriate park, train staff, and create permanent signage

to promote the park as a pesticide-free space and educate the community on natural lawn care practices and how they can adopt them on their lawns.

**Retailer Point-of-Purchase** participants receive our Midwest Grows Green (MGG) shelf-tags and shelf-talkers to advertise eco-friendly products already on their shelves. Our MGG Retailer Catalog identifies these products and can also assist retailers with adding more eco-friendly products and tools to their shelves. We created a map to guide community members to participating stores to purchase the natural lawn care products they need. For more information about this exciting new initiative, go to [bit.ly/midwest-grows-green](http://bit.ly/midwest-grows-green).



## WELCOME TWO NEW STAFF MEMBERS

Midwest Pesticide Action Center is happy to announce some exciting staff changes that are already breathing new life into the organization. We welcome Deborah Stewart and Ryan Anderson to our team. Both bring a wide-range of experiences and skills to the table.



Deborah Stewart, our Development Director, has a background in the theater arts providing a fresh perspective on fundraising and grant writing. Her previous work includes nine years on the development team at Steppenwolf Theatre Co. as well as stints as Managing Director for the Festival Theatre in Oak Park, and for 16th Street Theater.



Ryan Anderson leads our integrated marketing campaign and outdoor programs. Before joining MPAC in 2015, Ryan led carbon mitigation strategic planning in Indianapolis, provided communication support to the Delta Institute, and served as editor in chief for the online, video-format journal the *Sustainability Review*. Ryan has a Masters of Sustainable Solutions from Arizona State University and holds a dual bachelor's degree in Biology and Electronic Journalism from Butler University.

## SUCCESS! ONE WOMAN'S PATH TO PESTICIDE FREEDOM

Kim Stone has been a long-time advocate for the elimination of pesticide use on public and private lands and structures. Now as a councilwoman for Highland Park she has been instrumental in moving the village to adopt pesticide-free policies. She, also, went further and spearheaded the rewrite of landscaping and maintenance contracts to ensure the village received the pesticide-free services the policies demanded. We had a chance to catch up with Kim to learn about her experiences and we received some great advice along the way. You can read the entire interview on our website at [bit.ly/KimStone1](http://bit.ly/KimStone1).