



**PLAYBOOK
(STEP BY STEP APPROACH)**

www.nontoxicneighborhoods.org

A group of four people stands on a grassy hillside, their backs to the camera, looking out over a vast, hazy valley at sunset. The scene is bathed in a warm, golden light. The people are dressed in casual attire, and their arms are around each other's shoulders, suggesting a sense of unity and shared purpose. The background shows rolling hills and a clear sky with a few wispy clouds.

“

Never doubt that a small group of thoughtful,
committed citizens can change the world,
indeed, it's the only thing that ever has.

- MARGARET MEAD



PROVEN MEETING STRATEGY

GET CONNECTED

You've already found Non-Toxic Neighborhoods, but if you haven't done so already, please email us your contact info at info@nontoxicneighborhoods.org so we can connect you with other people in your area who reach out to us to work on the issue.

FORM A NON-TOXIC TEAM

The more team members will provide additional ideas, time, connections and possibilities. To find team members, talk about how pesticides threaten human health at PTA meetings, your children's school, Nextdoor.com, church, Moms clubs, organic gardening groups, etc. and ask for others to help. Pet owners are also extremely passionate and a great support system, visit local dog parks and share flyers to educate residents and grow awareness.

IMPORTANCE OF PARTNERSHIPS

Connections to the local pediatric cancer community (parents of patients and survivors) will also be very valuable (see FOR THE CITY COUNCIL MEETING at the end of this document). One of our team members is the mother of a childhood cancer survivor. She was able to connect with other parents of children with a cancer diagnosis who share her concerns regarding the probable link between childhood cancer(s) and pesticides. All of the parents supported our efforts. Some, whose children are no longer in treatment, were able to share their stories at our City Council Meeting.

Please approach these parents gently and allow them the time and space to process information regarding pesticides and childhood cancer diagnoses. Ask them if they would like to present at meetings in person or even send a letter with their child's story. Give them different ways to participate such as presenting at meetings in person or writing a letter.

Our team member will tell you that there can be guilt and trauma associated with a childhood cancer diagnosis. Some childhood cancer parents may not be ready to present in public and others may be ready and willing to jump right into the process of talking and sharing information.



FIND A MALE TEAM MEMBER

This is an unfortunate reality - landscape maintenance is a boys club, so this work will be easier if you have a male team member. Almost all of the decision-makers we met with (landscape maintenance, superintendents, and the like) were male, and in our experience, most of them were more comfortable with and receptive to our male team member. In Irvine, the only females we had the opportunity to meet with were two city council members.

DO YOUR FACT FINDING

If you are working with your town or city, the first step is to submit a public records request. If you have trouble finding this option, you can email your city's public works department, your school district (maintenance and operations department), HOA management company or apartment company leasing or corporate office and request a complete list of pesticides used to control ALL pest pressure. This includes for weeds, insects, and rodents. At a minimum they should provide you with a list of which chemicals they use.

WRITE YOUR MISSION STATEMENT

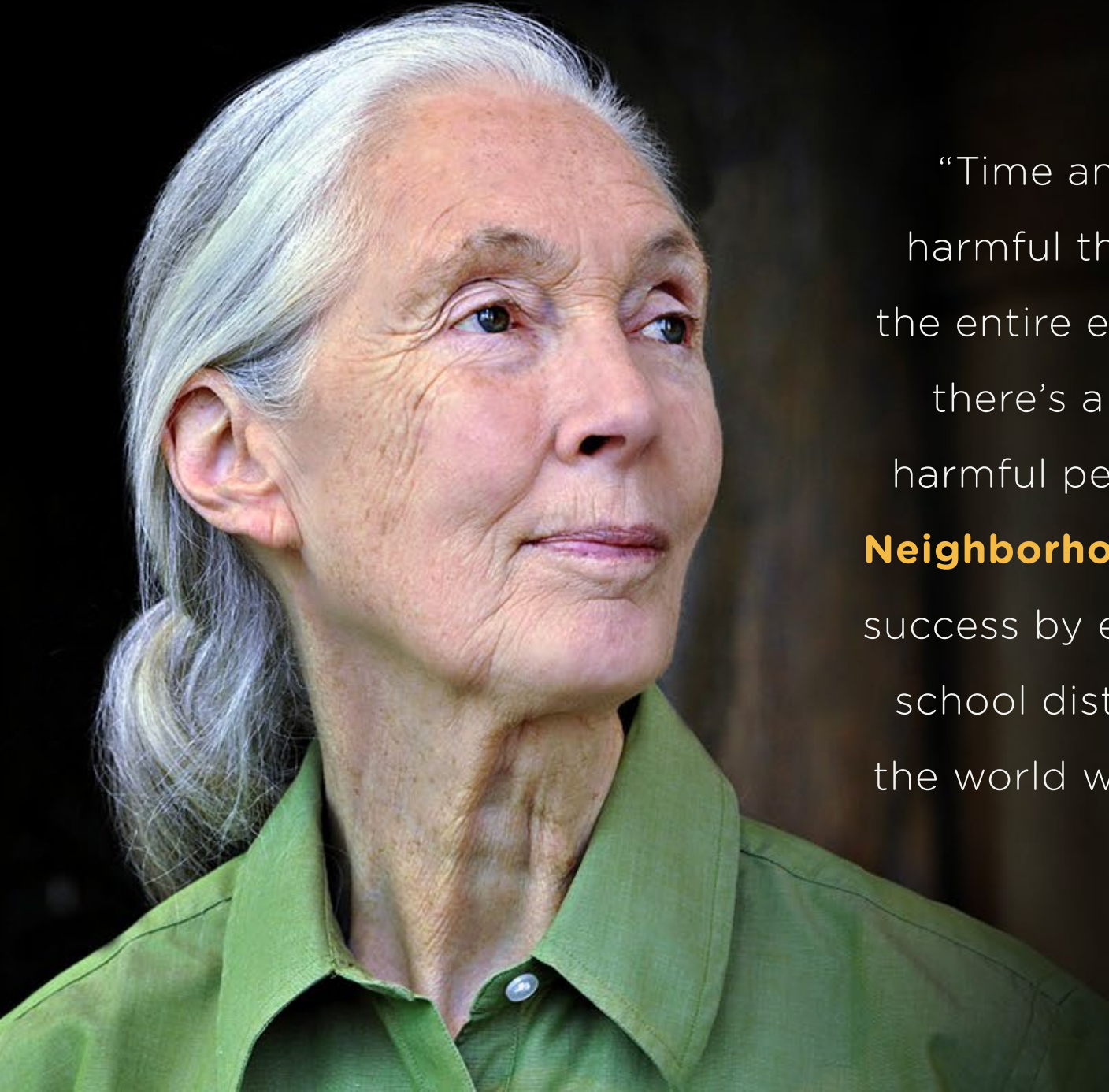
Think about your desired outcome. What do you want? Craft a clear and concise mission statement that conveys the goal(s) of your organization (who, what, where and why). For example: We want our school district, passive parks, playgrounds, athletic fields, greenbelts, and trails organically maintained.

DEVELOP YOUR BRAND

Your brand will contribute to sustaining your social impact, serving your mission, and staying true to your organization's values and goals. Organized and clear branding will help gain support and build key partnerships.

Once your brand, logo, and mission statement are finalized, create your identity online. To do this, use social media platforms and keep them up to date with news and updates that will be relevant to your supporters.





“Time and science are revealing just how harmful these toxins can be to humans, and the entire ecosystem. It’s encouraging to know there’s a team working to stop the use of harmful pesticides. A group called **Non-Toxic Neighborhoods** is doing good work and finding success by engaging in a dialogue with city and school district leaders. I hope people all over the world will be moved to take similar action.”

- DR. JANE GOODALL



SOCIAL MEDIA DEPLOYMENT



Non-Toxic
Facebook



Non-Toxic
Instagram



Non-Toxic
Twitter



Non-Toxic
Website



Non-Toxic
Nextdoor



Non-Toxic
Petition



CREATE AN ONLINE PETITION

An online petition will provide an easy way for your supporters to take action on your behalf. Do not use sites that are inherently political, such as moveon.org, because they may alienate some elected officials, and you will eventually need their support.

Non-Toxic Neighborhoods used change.org rather than ipetitions because when we tested ipetitions, we found that emails from that site were going straight into our junk mail folder, while change.org emails managed to get into our inbox.

After you click “publish” on your change.org petition, you will be able to input the email addresses of all your decision makers (city council members, school board officials, landscaping company leaders, etc) into the change.org site. By doing this, your decision makers will automatically receive a new email every time someone signs your petition, along with the person’s comments. This is the beauty of the online petition. In Irvine, the city stopped using pesticides almost immediately after the mayor began receiving signed petitions (we only had 200 signatures when the mayor put the temp ban in place).

Change.org has an “update your supporters” feature that enables you to send updates to people who have already signed your petition. When you do this, you can ask them to share your petition with their friends on social media.

Here’s a helpful guide from change.org:

<https://www.change.org/start-a-petition>

Link to a sample “Non-Toxic Neighborhoods” petition for New York City:

Feel free to use some or all of Non-Toxic Neighborhoods language, updating with your own community’s particulars, of course
<http://chnng.it/MgRKxVJP>



PROMOTING YOUR PETITION

Non-Toxic Neighborhoods primarily used Facebook advertising to promote our petition, which is pretty cheap. \$20 can buy you thousands of impressions, moving your petition up to the top of the FB news feeds of people you identify in your campaign.

Limit the geographic boundaries of your target area to your desired location. Approximately 90% of people responding to our FB ads were women.

Think about your community, what kind of people will support your petition and be creative. The possibilities are endless.

SEND A DEMAND LETTER

After your petition receives its first 50-100 signatures, email your decision makers, let them know who you are, what you want, and ask for a meeting. Be nice, but firm.

Facebook will ask you to identify the interests of people you want to target with your ad. These terms will remain private, so they can be political. Consider the time of year for additional keyword ideas.

Local Schools and Universities

Youth Sports Organizations,
Little League

Parenting, Breastfeeding,
Fertility Treatments

Vaccine Awareness

Cancer, Autism, ADHD,
IQ, Infertility

Major holidays
depending on time of year

Alex's Lemonade Stand
(cancer charity)

Monsanto, GMO, GMO Free

Greenpeace, ASPCA,
Audubon Society,

Whole Foods, Organic,
Organic Gardening



KEY MESSAGES AND ADDRESSING OBJECTIONS:

Your petition and other communications should address common objections by including facts re: human health concerns, dosage (“we don’t use that much!”), cost and effectiveness.

PESTICIDES HARM HUMAN HEALTH

A growing body of evidence in scientific literature shows that pesticide exposure can adversely affect neurological, respiratory, immune, and endocrine systems in humans, even at low levels.

Glyphosate Fact Sheet: Cancer and Other Health Concerns:

<https://usrtk.org/pesticides/glyphosate-health-concerns/>

Pesticides and Childhood Cancer:

<https://bit.ly/pesticidecancerstudy>

Glyphosate and Tumor Connection:

<https://bit.ly/glyphosatetumorstudy>

Actual Letter:

<https://bit.ly/glyphosaterewordletter>

CHILDREN ARE MORE VULNERABLE

Children are especially sensitive to pesticide exposure as they take in more pesticides relative to their body weight, are more physical in their environment and their bodies are still developing. (Children and Pesticides Don’t Mix fact sheet - be sure to cite sources if you use any excerpts from this)

PESTICIDES AND HUMAN HEALTH

“The release and use of toxic substances, the exploitation of resources, and physical alterations of the environment have had substantial unintended consequences affecting human health and the environment. Some of these concerns are high rates of learning deficiencies, asthma, cancer, birth defects, and species extinction, along with global climate change, stratospheric ozone depletion and worldwide contamination with toxic substances and nuclear materials.”

“While we realize that human activities may involve hazards, people must proceed more carefully than has been the case in recent history. Corporations, government entities, organizations, communities, scientists, and other individuals must adopt a precautionary approach to all human endeavors.”



“We believe there is compelling evidence that damage to humans and the worldwide environment is of such magnitude and seriousness, that new principles for conducting human activities are necessary.”

“We believe existing environmental regulations and other decisions, particularly those based on risk assessment, have failed to protect adequately human health and the environment—the larger system of which humans are but a part.”

“Therefore, it is necessary to implement the Precautionary Principle: When an activity raises threats of harm to human health or the environment, precautionary measures should be taken even if some cause and effect relationships are not fully established scientifically. In this context the proponent of an activity, rather than the public, should bear the burden of proof.”

“The process of applying the Precautionary Principle must be open, informed, and democratic, and must include potentially affected parties. It must also involve an examination of the full range of alternatives, including no action.”

PESTICIDES DRIFT FROM THE APPLICATION SITE

Pesticides can volatilize into the gaseous state and be transported over long distances fairly rapidly through wind and rain. - Texas A&M University study (Wade, T., et al. 2001. Atmospheric Deposition of PAH, PCB and Organochlorine Pesticides to Corpus Christi Bay. Texas A&M Geochemical and Environmental Research Group. Presented at the National Atmospheric Deposition Program Committee Meeting.)

“After they are applied, many pesticides volatilize into the lower atmosphere, a process that can continue for days, weeks, or months after the application, depending on the compound. In addition, pesticides can become airborne attached to wind-blown dust.” - U.S. Geological Survey report. (Majewski , M., et al. 2001. “Diazinon and Chlorpyrifos Loads in Precipitation and Urban and Agricultural Storm Runoff during January and February 2001 in the San Joaquin River Basin, California.” U.S. Geological Survey.)

Scientific studies show that 2,4-D applied to lawns drifts and is tracked indoors where it settles in dust, air and surfaces and may remain for up to a year in carpets.

(Nishioka, M., et al. 1996. “Measuring lawn transport of lawn-applied herbicide acids from turf...” Env Science Technology, 30:3313-3320; Nishioka, M., et al. 2001. “Distribution of 2,4-D in Air and on Surfaces Inside Residences...”Environmental Health Perspectives 109(11).)





We no longer have the time to point fingers at chemical companies or blame our politicians.

We simply don't have time. The shift and solution reside within us. We need to reinvent the way we function as human beings to move toward truth and solutions. **Non-Toxic Neighborhoods** is living the solution in their efforts to ban glyphosate in local parks and communities. We all have a role to play and we can't wait another minute to take action."

- ZACH BUSH MD

PESTICIDES DO NOT MAGICALLY BECOME SAFE AFTER APPLICATION

Pesticide residues will remain on the grass even if it is dry. While inhalation and dermal exposures are considered major routes of exposure for lawn pesticides, very few studies have been done to determine the health effects of such exposures.

PESTICIDE EXPOSURES IN THE REAL WORLD ARE NOT ISOLATED INCIDENTS

Rather, they are a string of incidents marked by combinations of exposures. As a result, scientists have argued for years that toxic exposures to pesticides should be measured as they would normally occur, in combination with one another. Yet, current federal law does not require this type of testing for pesticides on the market, except in very limited instances.

This issue was fueled during West Nile virus spray programs by researchers at Duke University's School of Medicine, who found that exposure to a popular insect repellent when combined with exposure to a popular insecticide caused a synergistic, or magnified, effect greater than the individual chemical effects added together.

“

Impacts from multiple chemicals may simply add up, amplify one another's effects.

**- David Bellinger, Professor of Neurology,
Harvard Medical School**

The major challenge with showing that a chemical causes cancer in humans [as opposed to animals] is that the cancer typically develops many years after exposure.

**- Dr. Bruce Blumberg, Non-Toxic Neighborhoods Advisor, PhD.
UCI Professor of Developmental and Cell Biology, Professor of
Pharmaceutical Sciences**

By allowing children to be exposed to toxins or chemicals of unknown toxicity, we are unwittingly using our children in a massive experiment.

**- Bruce Lanphear, Non-Toxic Neighborhoods Advisor, Professor
of Health Sciences, Simon Fraser University, Canada**



EPA REGISTRATION IS NOT A SAFETY RATING

The EPA *does not* conduct research to determine the potential health effects of pesticides, nor does the EPA consider university research into pesticide safety. The EPA merely asks pesticide manufacturers to conduct their own research and submit it. We don't have to think very hard to remember many cases when industry has failed to adequately police the safety of its products. Even substantial scientific evidence or consensus that pesticides harm human health can be disregarded by the EPA, as in the case of glyphosate and chlorpyrifos.

The EPA has only required toxicity testing for around 200 of the more than 80,000 chemicals permitted for use in the U.S. and by allowing children to be exposed to toxins or chemicals of unknown toxicity, we are unwittingly using our children in a massive experiment.

A child in a household using home and garden pesticides is 6.5 times more likely to develop leukemia than in a home that does not. Obviously, EPA approval is not a guarantee of safety; in fact, EPA believes that no pesticide can ever be considered perfectly "safe."

SHARE SOLUTIONS

Our Non-Toxic Neighborhoods Preferred Products are updated monthly: <https://bit.ly/ntn-productlist>

COST

Organic turf management is less expensive in the long-run and requires less water. (If you need more detail you could say, "Organic landscaping builds the biodiversity of the soil, making desired plants healthier and better able to resist incursion by weeds.")

EFFECTIVENESS

Harvard University has successfully used organic landscaping on its landscapes and hardscapes since 2008:

http://www.nytimes.com/2009/09/24/garden/24garden.html?_r=1 <http://www.energyandfacilities.harvard.edu/facilities-services/landscape-maintenance>)

MEETINGS

Make a presentation at a meeting with the city's landscaping superintendent, elected officials, the school district's maintenance and operations staff, your HOA board or someone else in a position to help.



PROVEN MEETING STRATEGY

KNOW YOUR AUDIENCE

Research key attendees on LinkedIn, and google them. This can help you find items to speak to or avoid.

DON'T GO ALONE

Elected officials and, by extension their staffers, like/need voters. The more people you have with you, the more you will seem like a credible coalition and not just one wacky parent.

SHARE YOUR PERSONAL STORY

Why are you so interested in the dangers of pesticides? Find a way to tell your story in 30 seconds or less. No one can argue with your experience, and sharing it will make you and your message more relatable.

PETITION

Bring a copy of your petition and all the signatures and comments.

BUILD CREDIBILITY AND STAY POLITICALLY NEUTRAL:

If you educate and engage policymakers on specific issues that are of interest to voters, you will be seen as a credible and useful source of information. Use neutral, fact-oriented messages delivered in a neutral (not angry) tone.

Even though city councils and school boards are not partisan, in reality they can split down party lines. How many Republicans are on your city council? How many Democrats? Do they have any voting history related to pesticides? When are they up for reelection? Do your research so you can have this info in mind and can tailor your messages and presentations for each meeting participant if possible.

Above all, make this an opportunity for an elected official to do the right thing and look good doing it. DO NOT ALIENATE them by calling them out at meetings before you have met privately or using overtly political groups or tools that will alienate them (such as moveon.org).

DO NOT talk about GMOs, or other asks - stay on message.



USE CREDIBLE RESEARCH

You should only cite credible scientific and mainstream news sources, not blogs or other sources that might be perceived as inaccurate or actually be inaccurate. There is plenty of good science demonstrating how pesticides cause harm, and referring to questionable sources will only undermine your efforts in the long-run.

Journal Impact Factor is a good metric for judging a scientific journal credibility. Low impact journals (< 2 or so) mean that the paper is not being cited and may not be of very high quality. Google “journal impact factor” to find journal impact ratings.

Here are three excellent scientific papers on glyphosate:

- 1 Glyphosate increases cancer risk by 41% - Exposure to Glyphosate-Based Herbicides and Risk for Non-Hodgkin Lymphoma: A Meta-Analysis and Supporting Evidence
<http://bit.ly/sciencedirectarticle>
- 2 Concerns over use of glyphosate-based herbicides and risks associated with exposures: a consensus statement
<http://bit.ly/environmentalhealthreview>
- 3 Trends in glyphosate herbicide use in the United States and globally
<http://bit.ly/springeropenarticle>
- 4 International Agency for Research on Cancer found that glyphosate is a probable human carcinogen
<http://bit.ly/iarcarticle>
- 5 U.S. Department of Health and Human Services (DHHS), Agency for Toxic Substances and Disease Registry (ATSDR), released the Draft Toxicological Profile for Glyphosate
<http://bit.ly/atsdrarticle>



ADDITIONAL STRATEGY

YOU ARE THE MESSAGE

While a good powerpoint presentation can help keep the conversation on track, what you say will be much more memorable than anything you read off a slide. Limit text on slides to 3-4 bullet points max. Use powerful quotes from scientific studies and articles. Non-Toxic Neighborhoods has some powerpoint decks we can share with you.

KEEP YOUR MESSAGES SIMPLE

When possible, your messages should relate to things your listener already understands so they can be easily understood. For example: “Pesticides are often used together simultaneously and may interact with each other, changing or amplifying their effects. Think of this as the grapefruit juice effect - if you’re taking certain medications, your doctor will tell you not to drink grapefruit juice because it may change how your body reacts to that medication. Pesticides work the same way, but very little research has been done in this area, so the interactions are mostly unknown.”

TAILOR YOUR MESSAGE

Your messages should appeal to your listeners’ existing values. Be sure to include messages that appeal to those values, such as:

- Proven effectiveness (list of cities where they have been successfully implemented)
- Fiscal prudence (the lower long-term cost of organics)
- Children’s health (children are especially vulnerable)
- Elderly communities (research relating pesticides to Alzheimers and Parkinsons)
- Pets (research relating pesticides and pets disease)
- Education (impact on IQ, neural development and learning abilities)
- Water conservation (organic landscaping requires 80% less water)



GET LAB WORK DONE

You need your physician to order the labs for your child, or family member. You will need the same for your veterinarian for labs on your pet. This has proven extremely powerful by linking the pesticide usage reports to the level of for example “glyphosate” and “2,4-D” in the blood work.

Example of a lab-GPL-TOX Profile (Toxic Non-Metal Chemicals) — The Great Plains Laboratory, Inc.: <https://www.greatplainslaboratory.com/gpl-tox>

PROVIDE SUCCESSFUL CASE STUDIES, ALTERNATIVES AND RESOURCES

Remember that many people do not like change. Please keep that in mind as you ask them to shift how they control pest pressure in the landscape. Make sure you are sensitive to this and work to support their efforts to switch to organic and regenerative practices to control pests.

FOR SCHOOLS - Irvine Unified’s Progressive Pest Management Policy Playbook: <https://bit.ly/irvinepestplaybook>

FOR MUNICIPALITIES - City of Irvine’s Integrated Pest Management Policy: <http://nebula.wsimg.com/>

FOR BOTH SCHOOLS AND MUNICIPALITIES - City of Irvine’s Organic Athletic Fields Maintenance Playbook: <https://bit.ly/irvineorganicplaybook>

CITY OF IRVINE 2016 IPM REPORT

In April 2017, the City of Irvine published this detailed annual report on the city’s IPM, which reports the total use of glyphosate, Speed Zone and other synthetic pesticides for 2016 as zero (see page 5). It reports a 5.6% increase in landscaping costs, which we think is a small price to pay when you consider the long-term benefits residents will enjoy - hospitalization and chemotherapy treatments avoided, etc. Page 3 reports on alternative practices including mechanical removal, biological controls and beneficial insects, potential use of goats in the future and habitat modification to control for certain rodents. City of Irvine Integrated Pest Management Program 2016 Annual Report



“Non-Toxic Neighborhoods are positively impacting communities across the country - and they started as just a group of concerned parents who decided it was time to make a difference.”

- ADAM SCOTT



FOR THE CITY COUNCIL MEETING

SEEK SCIENTIFIC EXPERTS/ADVISORS:

Once you have solid support on your petition and have made some headway setting up meetings with your mayor and city council people, seek out scientific leaders in your own community.

Do Google searches using the name of your nearest universities and terms like “pesticides,” “cancer,” “environmental health risks” and “research”. The results should give you the names of some professors who have done research on the topic. If their research seems to be related to the health risks of pesticides or other chemicals, you can contact them and ask them to participate in your meetings with elected officials.

REACH OUT TO YOUR LOCAL PEDIATRIC CANCER COMMUNITY

Pediatric brain cancer and leukemia are two of the non-communicable diseases that have been linked to pesticide exposure. Non-Toxic Neighborhoods’ success with the Irvine City Council was largely due to the many parents of pediatric cancer patients who spoke at our meeting. Try to find people like these who will be willing to share their stories at the city council meeting to illustrate the real human cost of pesticide use.

Please approach these parents gently and allow them the time and space to process information regarding pesticides and childhood cancer diagnoses. Ask them if they would like to present at meetings in person or even send a letter with their child’s story. Give them different ways to participate such as presenting at meetings in person or writing a letter.



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ADDITIONAL RESOURCES



FARMER'S FOOTPRINT

Farmer's Footprint is a non-profit organization catalyzing the mass exodus from conventional chemical agriculture toward regenerative land management by offering solutions to support farmers, showcasing the inseparable connection between soil health to human health, and preserving food independence.



KISS THE GROUND

An education and advocacy nonprofit advancing initiatives across four distinct programs: Advocacy, Farmland, Education, and Media.





NON·TOXIC NEIGHBORHOODS

Non-Toxic Neighborhoods and our advisors believe that it should be a basic human right that children are protected from exposure to harmful pesticides, especially since a majority of the exposure is happening for purely cosmetic reasons! #playfree

GOOD LUCK!

- KIM, BOB, JESSIE, BRUCE, MARY ANNE, FINIAN, ZACH, DAVID, NICOL, JENN, LEIA, BJORN, NICK, KRISTAL, TRACI, DEAN, PHIL, AND THE REST OF OUR TEAM!

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