

# The Pesticides Challenge

- 100s of Pesticides used and discharged
- Many pass through POTWs
- Some exhibit aquatic toxicity as low as ng/L
- Toxicity in CA surface waters nearly always linked to current pesticides
- May present a potable reuse/RO concentrate disposal challenge
- POTW treatment changes unrealistic
- **State law prohibits local pesticide regulation**

# How Does BAPPG Tackle Pesticides?

- Pesticides Workgroup
- Public Outreach

# Pesticides Workgroup

## *Monitoring partnerships (RMP, DPR, SFEI)*

- Identify and support monitoring programs
- Identify key scientific research
- Use those findings to inform science-based pesticide regulatory programs

## *Regulatory engagement*

- Coordinate with CASQA to track regulatory activity
- Advocate for POTWs concerns
- Educate regulators about POTWs & CWA
  - Formal: Letters to EPA/DPR
  - Informal: Meetings & science conferences

## *Professional and community engagement*

- Identify specific indoor uses and less-toxic alternatives
- Reach out to relevant professionals
- Coordinate messages with CASQA's Our Water Our World
- Inform Regional Outreach

# BAPPG Flea & Tick Outreach

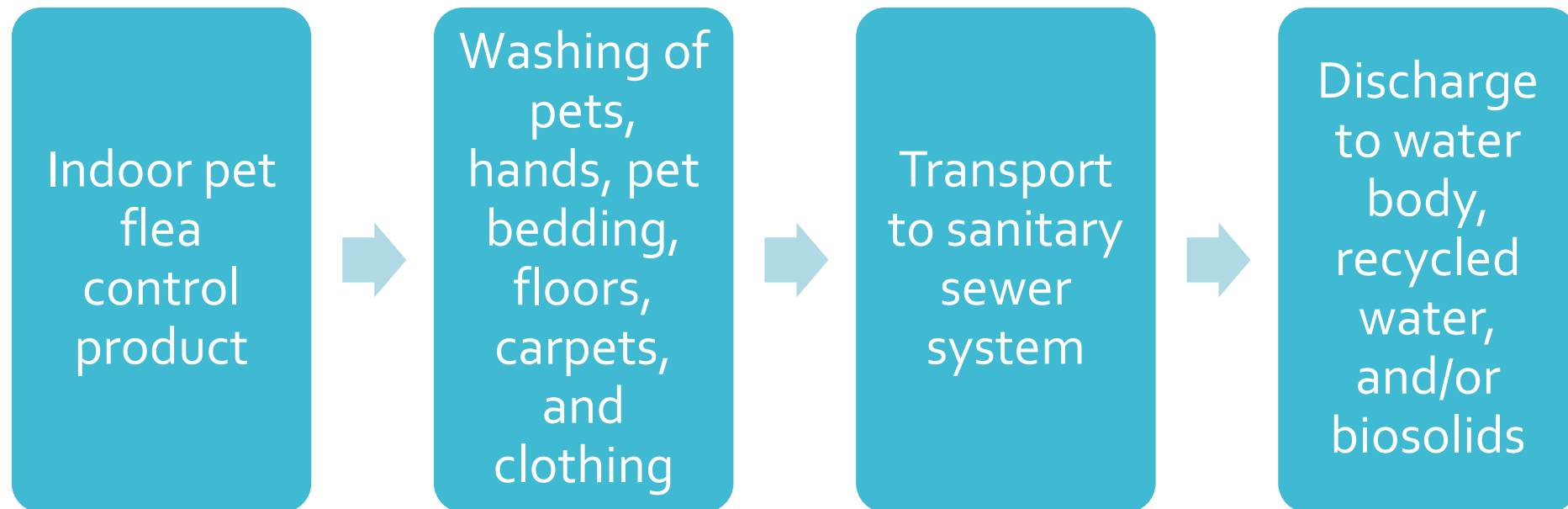
- Responsive display and video ads
  - > 2M impressions, 14.7k clicks



# Outreach describes how on-pet and indoor flea/tick treatments transfer from pets to hands & home to sewer systems and San Francisco Bay

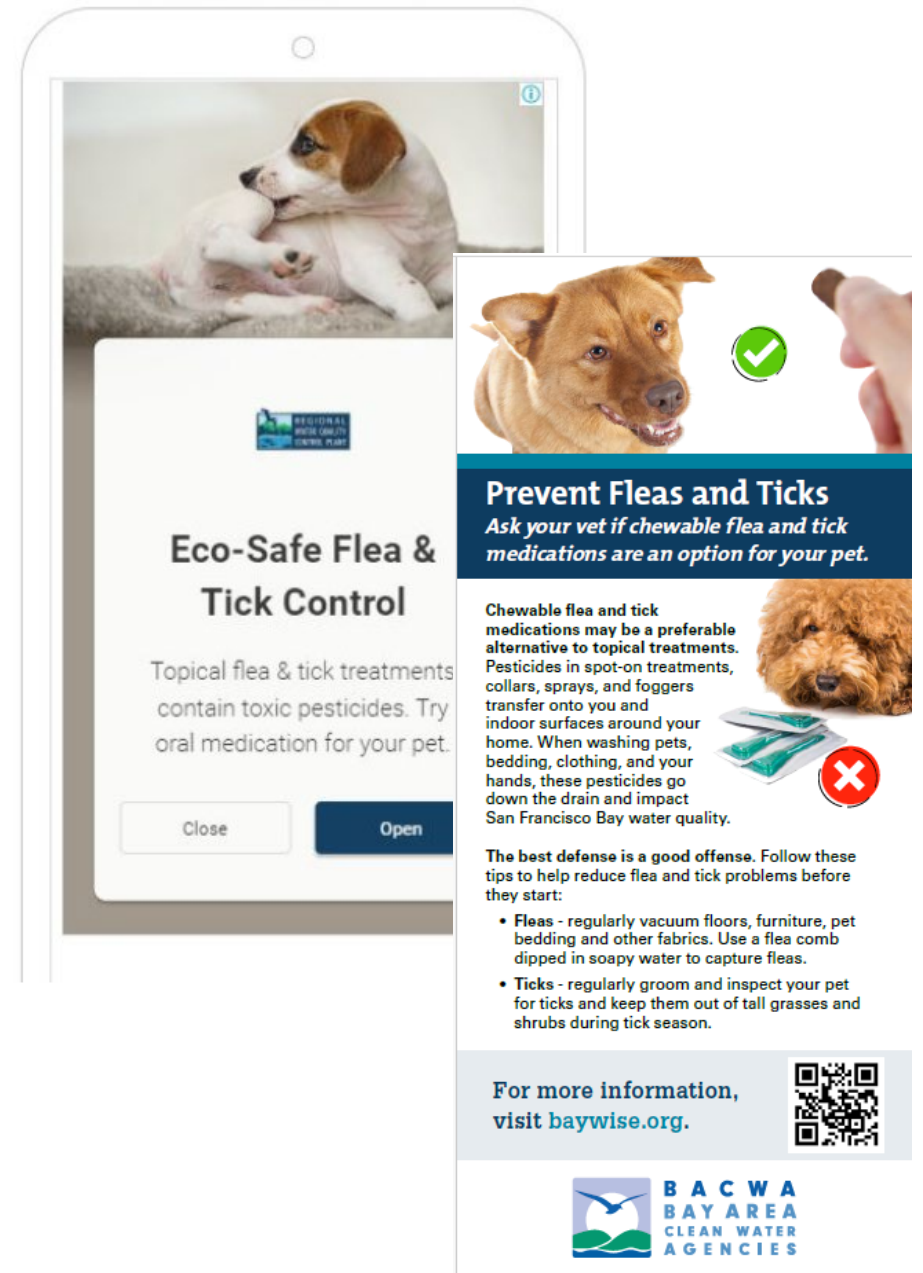


Fig. 3. Handling of a dog treated with Frontline<sup>®</sup> containing 1% Tinopal<sup>®</sup> CBS-X fluorescent tracer revealed contamination of hands during routine application and handling of a treated dog (color figure available online).



# Veterinary Engagement

- Connect with the veterinary community
  - Conferences, surveys
- Palo Alto launched an ad campaign on flea and tick medication issues
  - Online ad campaign
  - Rack card
- Collaborated with Pets In Need (PIN) and trained vet staff
- Created toolkits for BACWA members
  - Veterinary Toolkit
  - Public Toolkit



The image shows a smartphone displaying an advertisement for 'Eco-Safe Flea & Tick Control'. The ad features a photo of a dog and a puppy, a logo for 'REGISTRATION WITH QUALITY SERVICE PLAN', and the text: 'Eco-Safe Flea & Tick Control', 'Topical flea & tick treatments contain toxic pesticides. Try oral medication for your pet.', and buttons for 'Close' and 'Open'. To the right of the smartphone is a rack card with a photo of a dog, a green checkmark, and the text: 'Prevent Fleas and Ticks', 'Ask your vet if chewable flea and tick medications are an option for your pet.', 'Chewable flea and tick medications may be a preferable alternative to topical treatments. Pesticides in spot-on treatments, collars, sprays, and foggers transfer onto you and indoor surfaces around your home. When washing pets, bedding, clothing, and your hands, these pesticides go down the drain and impact San Francisco Bay water quality.', 'The best defense is a good offense. Follow these tips to help reduce flea and tick problems before they start:', a list of tips for fleas and ticks, a QR code, and the BACWA logo.

**Eco-Safe Flea & Tick Control**

Topical flea & tick treatments contain toxic pesticides. Try oral medication for your pet.

Close Open

**Prevent Fleas and Ticks**  
*Ask your vet if chewable flea and tick medications are an option for your pet.*

Chewable flea and tick medications may be a preferable alternative to topical treatments. Pesticides in spot-on treatments, collars, sprays, and foggers transfer onto you and indoor surfaces around your home. When washing pets, bedding, clothing, and your hands, these pesticides go down the drain and impact San Francisco Bay water quality.

**The best defense is a good offense.** Follow these tips to help reduce flea and tick problems before they start:

- **Fleas** - regularly vacuum floors, furniture, pet bedding and other fabrics. Use a flea comb dipped in soapy water to capture fleas.
- **Ticks** - regularly groom and inspect your pet for ticks and keep them out of tall grasses and shrubs during tick season.

For more information, visit [baywise.org](http://baywise.org).

**BACWA**  
BAY AREA  
CLEAN WATER  
AGENCIES

# Expanding BAPPG's Efforts

## **Veterinary Community Outreach**

- Connect with the veterinary and regulatory community through BACWA Pesticide Committee (more from Stephanie in the future)
- BAPPG or other individual agencies could replicate the Palo Alto pilot with their veterinary offices and shelters
  - Toolkits and flyers available online
- Coordinate outreach with regional vet chains

## **General Public Outreach**

- This could potentially include regular online ad campaigns, press releases, and story coverage (as was done in the past)

The image features a white background with two teal-colored geometric shapes. On the left, there is a large teal trapezoid that tapers towards the right. On the right side, there is a smaller teal triangle that tapers towards the left. The text 'Thank you!' is centered between these two shapes.

Thank you!