

Ways to Support the BAPPG Outreach Campaign for On-Pet and Indoor Flea/Tick Pesticides

February 2025

- Schedule a meeting with your supervisor, which could include:
 - Reviewing the BAPPG [Workplan](#) and/or [Powerpoint](#) Slides
 - Identifying the BAPPG point of contact for this campaign
 - Reviewing the BAPPG [campaign materials](#)
 - Discuss joining 10 BAPPG members who routinely include pesticides in their Pollutant Minimization program
- Ask your inspectors for contacts to share with BAPPG, such as:
 - Local community college with a vet tech /animal care program
 - Veterinary offices, particularly those in a regional chain (e.g. Adobe, VCA)
 - Local shelters or rescue groups
- On your website, provide a link to the [Baywise vets page](#) and [Baywise pet owner page](#)
- Include this topic in any newsletters you contribute to
- Amplify BAPPG flea/tick outreach by [using flea/tick campaign materials](#) in your service area for instance:
 - Print double-sided (English/Spanish) [BACWA-branded fliers](#) and order [brochure holders](#) for Earth Day and other tabling events. Distribute these fliers during wastewater treatment tours and to school groups.
 - Run [BACWA flea/tick video ads](#)
 - [Run Google-responsive Ads](#) or
 - Create a utility bill insert. (See the [Example Utility Bill Insert](#) from Palo Alto; this PDF file can be easily edited to feature your agency's logo)
 - Coordinate with your library to set up a community zoom event for Stephanie to present [a presentation geared for the public](#)
- Reach out to a vet/shelter in your service area and ask them to distribute outreach via pet adoptions and at shelter counters, and consider switching to Bravecto—a topical flea/tick product that is currently considered an effective and environmentally preferable product for water quality. Here is a [Model Agency introductory email](#) to a pet shelter or clinic in your service area
- Stumped? Reach out to Stephanie Hughes (sehughes@scu.edu) or Palo Alto staff to discuss how the rollout worked in Palo Alto and what this might look like for your agency.