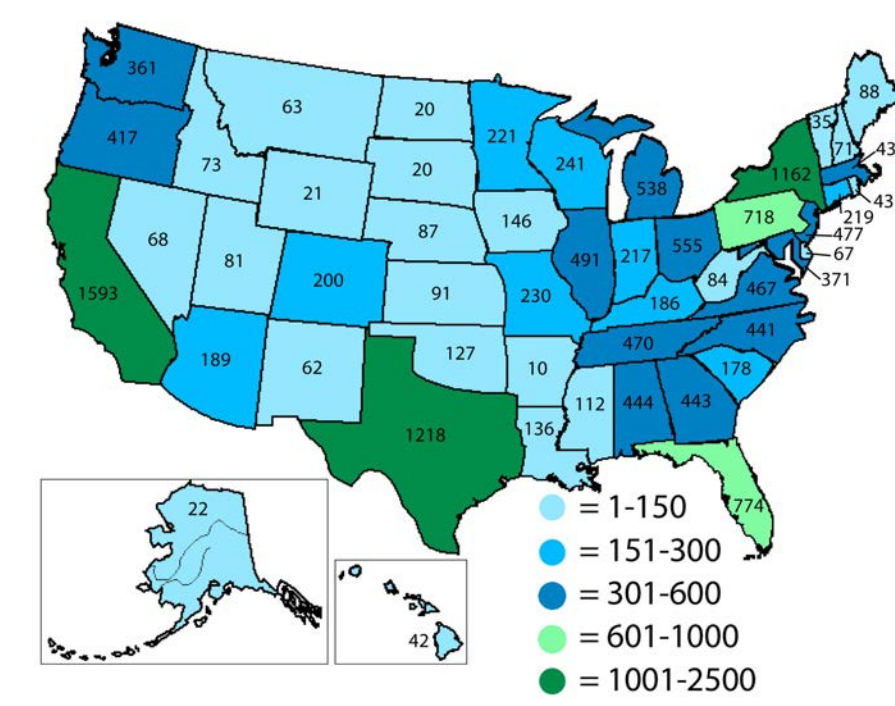


Dave Stone, PhD, Amy Hallman, MS, Kaci Buhl, MS, Sean Ross
 Department of Environmental and Molecular Toxicology, Oregon State University, Corvallis, Oregon

Background:

The National Pesticide Information Center (NPIC) is a cooperative agreement between Oregon State University (OSU) and the Environmental Protection Agency (EPA). The Center began operating at OSU in 1995 as the National Pesticide Telecommunications Network, reflecting the prominence of the phone as the primary tool to communicate with the public. In 2000, the Center was changed to NPIC with an on-going mission to provide objective, science-based information about pesticides to enable people to make informed decisions. Over the past twenty years, NPIC has communicated with hundreds of thousands of people in real time, as well as millions of people on-line, to help them make informed decisions.

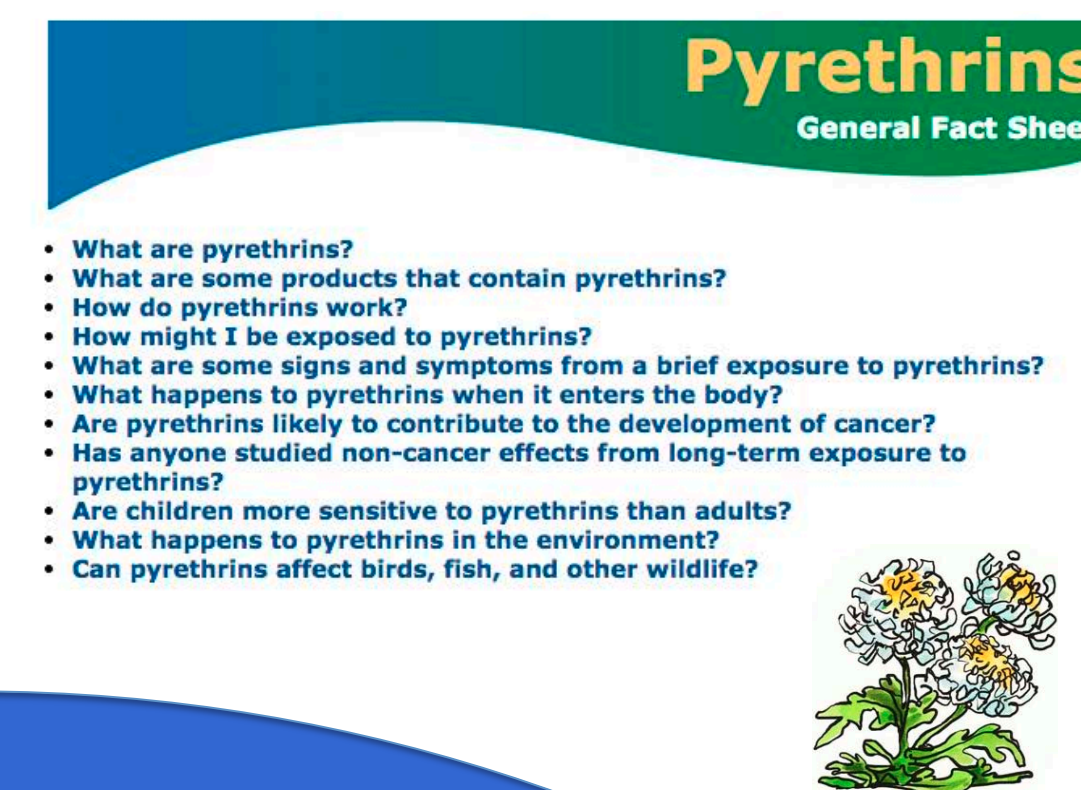


Risk Communication:

- Specialists address health and safety questions using a risk-based framework.
- Specialists distill complex subjects into lay language that can be easily understood and retained.
- Specialists are experienced in communicating with bi-lingual audiences from broad and diverse backgrounds.
- Specialists document information from callers, particularly for incident reports, collecting chemical information, signs and symptoms, circumstances surrounding exposures and other relevant parameters. This information is shared with EPA.

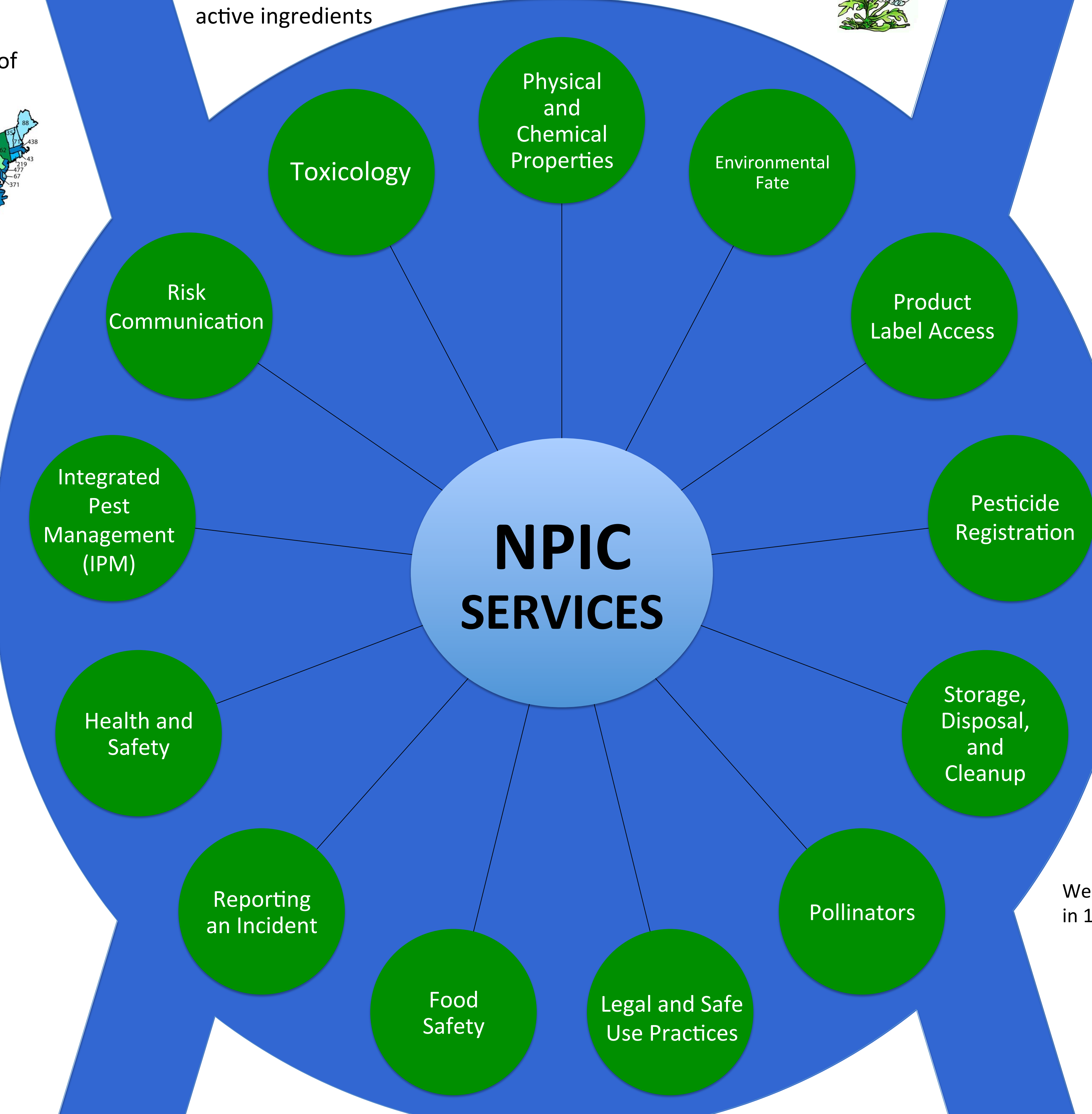
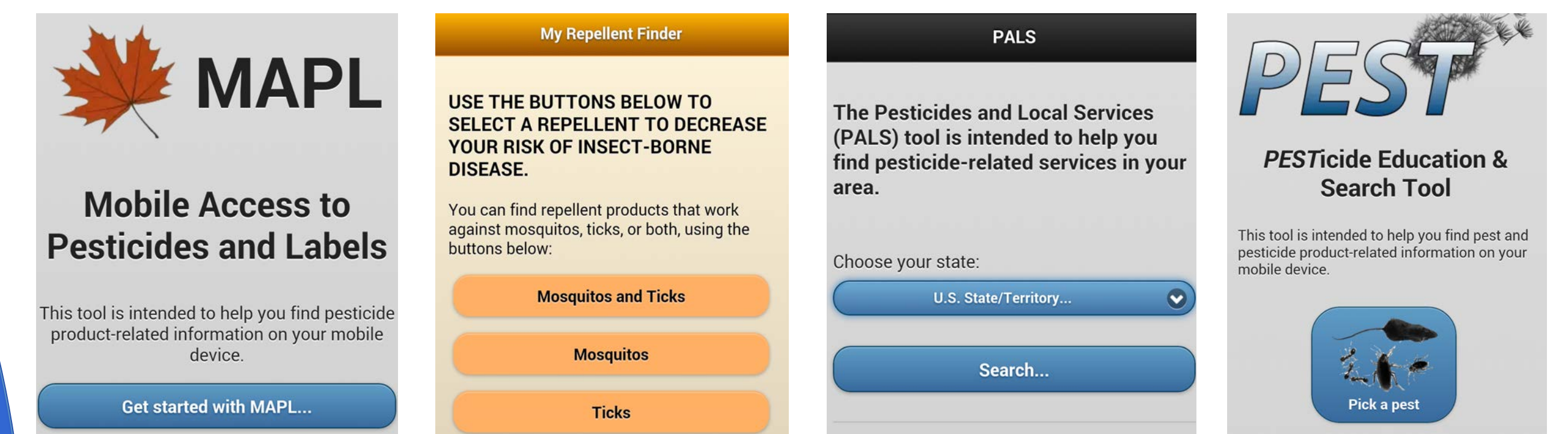
Specialized Information on Pesticides:

- 80+ Fact Sheets written for general and scientific audiences
- Centralized portal for pesticide-related databases and technical information
- Detailed scientific and regulatory information for over 1,000 active ingredients



IT-based Applications for Mobile Devices:

- NPIC recognizes that an increasing number of people are seeking scientific information from their phones, tablets and other mobile devices.
- To address this trend, NPIC has launched a series of tools that enable the public and professionals to obtain important health and safety, regulatory and product label information in real time from almost anywhere.
- Mobile Access to Pesticides and Labels (MAPL)¹ enables access to federal pesticide labels, product data, and searches using pest-crop combinations.
- The Insect Repellent Locator (IRL)² assists the public with finding mosquito and tick repellents, including protection time and other considerations.
- The Pesticide Education Search Tool (PEST)³ provides the public with evidence-based IPM information for common residential pests.
- The Pesticide and Local Services (PALS)⁴ tool connects people with local resources to assist with a variety of pesticide related issues, based on zip code or county.



Pesticide Incidents and Toxicology

Specialists can discuss health and safety information including:

- How risk relates to toxicity and exposure potential
- Ways to prepare the home before a pesticide application
- How to protect yourself and your family during a pesticide application
- How to minimize the risk of exposure after a treatment
- How to minimize pesticide residues on foods (washing, peeling, cooking)
- The environmental fate and transport of pesticides

In the event of a pesticide exposure:

- NPIC specialists connect people with help in a timely way, including emergency resources such as human or animal Poison Control Centers.
- NPIC collaborates with the American Association of Poison Control Centers (AAPCC) to prevent poisonings through outreach.
- NPIC can provide critical health information on over 1,000 active ingredients.

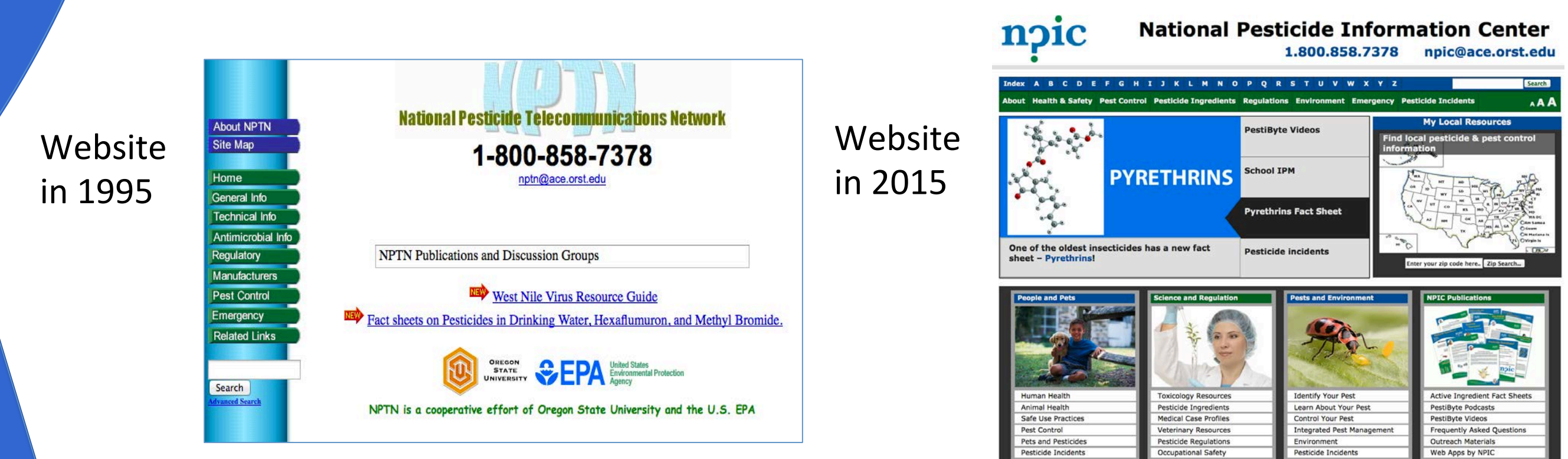


Pesticide Incident Reporting:

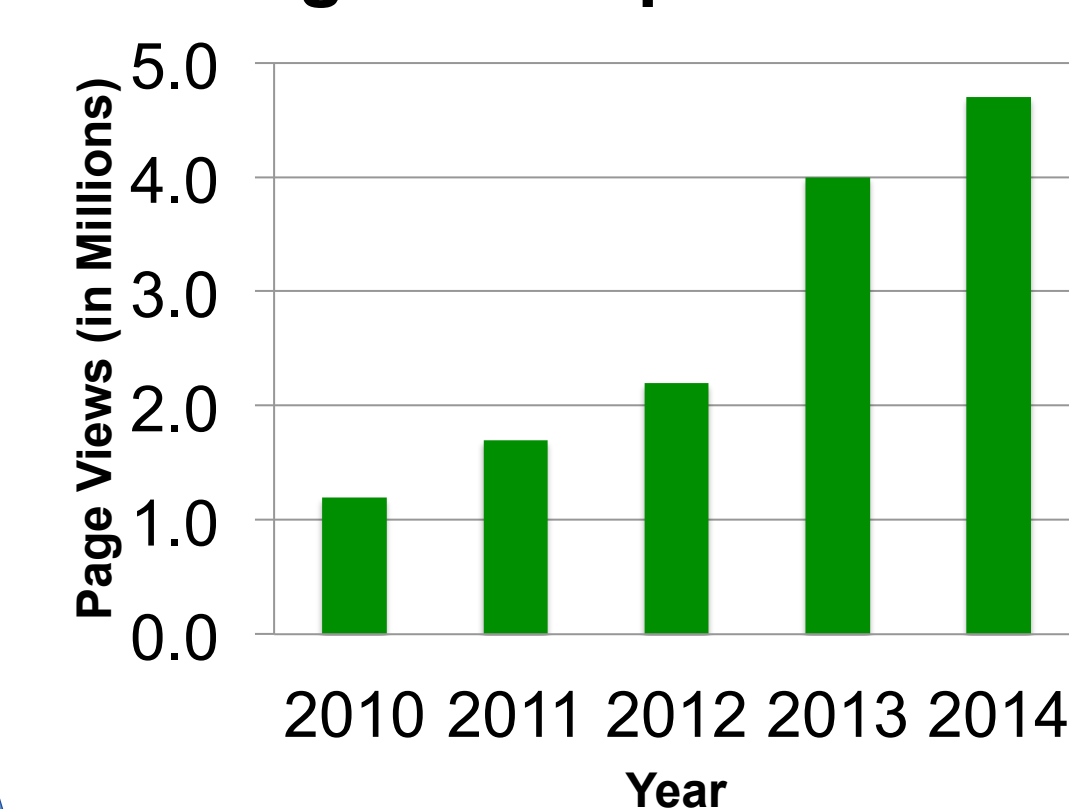
- NPIC classifies the certainty that a pesticide was related to the incident, as well as the severity of the health outcomes. This information is shared through scheduled reporting with the EPA, and with State agencies upon request.

The Internet:

- In 1995, OSU launched a website for the NPIC project, which was one of the first sites on the OSU campus. Since that time, the website has grown in content and multimedia platforms, with a fully mirrored Spanish version. Last year, NPIC received several million visitors from all over the world.



Page Views per Year



Resources available on the NPIC website:

- Written, audio, and video content in English and Spanish
- FAQs: Short, quick answers to frequent pesticide questions
- NPIC's My Local Resources (MLR): >5,000 local resources nation-wide

Social Media:



- In 2010, NPIC launched their first Facebook page, acknowledging the rise of social media platforms. Since that time, NPIC has actively posted and disseminated information through Facebook, Twitter and other platforms.
- Sites, such as Pinterest, are popular for posting Do-It-Yourself (DIY) instructions for pest control, providing an opportunity for NPIC to post important health, safety and legal information about pesticide use.

Call or Click for:

- Written, audio, and video content
- English and Spanish websites
- Bilingual specialists over the phone
- PestiByte podcasts and videos
- Inquiries answered in 170 languages

NPIC.orst.edu
NPIC@ace.orst.edu
1.800.858.7378

1) <http://npic.orst.edu/MAPL>
 2) <http://npic.orst.edu/myrepel>
 3) <http://npic.orst.edu/PESTapp>
 4) <http://npic.orst.edu/PALS>

Acknowledgments: The National Pesticide Information Center is a cooperative agreement between the United States Environmental Protection Agency and Oregon State University. (cooperative agreement # X8-83560101).