

Seminole Education



Environmental Outreach Efforts

Marie Lackey, Seminole County

Tina McIntyre, UF/IFAS Extension Seminole
County



Florida-Friendly Landscaping™ PROGRAM



1 Right Plant, Right Place

Plants selected to suit a specific site will require minimal amounts of water, fertilizers, pesticide and maintenance.



2 Water Efficiently

Irrigate only when your lawn and landscape need water. Overwatering can waste water, cause pollution and makes plants more prone to disease and pests.



3 Fertilize Appropriately

Less is often best. Overuse of fertilizers can be hazardous to your landscape and the environment.



4 Mulch

Maintaining a 2"-3" layer of mulch will help retain soil moisture, prevent erosion and suppress weeds.



5 Attract Wildlife

Plants in your landscape that provide food, water and shelter will attract Florida's diverse wildlife.



6 Manage Yard Pests Responsibly

Unwise use of pesticides can harm people, pets, beneficial organisms and the environment.



7 Recycle

Grass clippings, leaves and yard trimmings recycled on-site provide nutrients to the soil and reduce waste disposal when reused on the landscape.



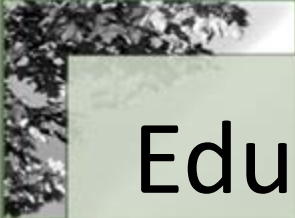
8 Reduce Stormwater Runoff

Water running off your landscape can carry pollutants such as soil, debris, fertilizer, gasoline and pesticides that can negatively affect water quality.

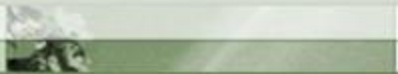


9 Protect the Waterfront

Waterfront property, whether on a lake, river, stream or pond, is very fragile and should be carefully protected to preserve Florida's waterways, plants and wildlife.

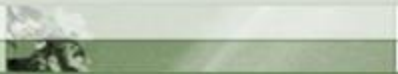


Educational Style

- Integrative Seminar: PowerPoint, Lecture, etc.
 - Experiential: Tours of Demonstration Landscapes
 - Reinforcement: EDIS publications, fact sheets, etc.
 - Videos
 - Personal Consultations and Site Visits
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Marketing

- Newsletters & Journals: 45,000+ reached
 - Press Releases: 7 this year reaching 567 media outlets
 - Mass Media: 17,759,501 reached
 - Publications Distributed: 17,700+
 - 56 multi-media presentations, fact sheets, etc. created
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Clientele Reached

Number of Clientele Contacts:		20,434
Field consultations/Site Visits		173
Email, Phone & Office consultations		310
Group Learning Participants		1,629
Web site visits		3,925
Social Media		11,637
Tabling Outreach		3,030





Group Learning Participants

Instructor	Type of Events	Topics	Number of Events	Number of Participants
Agent	Workshops	Florida Friendly Landscaping	32	884
Agent & Program Assistant	Workshops	Florida Friendly Landscaping: Fertilizer	5	166
Program Assistant	Workshop	Florida Friendly Landscaping: Fertilizer	32	579
Totals			69	1,629

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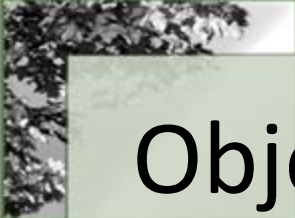
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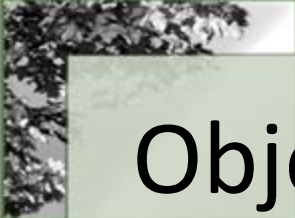


Objectives & Outcomes

Objective 1

- At least 90% of participants will report an ***increase in knowledge*** of at least 1 of the 9 FFL principles following a program
- Measured by retrospective pre/post-survey

# of respondents	% attainment
732	97.1%

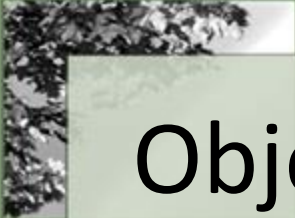


Objectives & Outcomes

Objective 2

- At least 60% of participants will report the ***intention to adopt*** one FFL related practice following a program activity as
- Measured by retrospective pre/post-survey

# of respondents	% attainment
732	74.0%

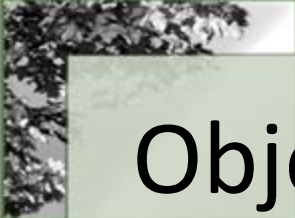


Objectives & Outcomes

Objective 3

- At least 20% of program participants ***will report adopting*** at least one FFL practice as measured by annual follow-up survey.

# of respondents	% attainment
238	75.1%



Objectives & Outcomes

Objective 3

- At least 20% of program participants ***will report adopting*** at least one FFL practice as measured by annual follow-up survey.

In our over 31 *Fertilizing Effectively in Sandy Florida Soils* workshops

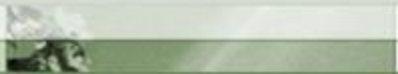
- 86.4% (114/132) of respondents are using a slow-release nitrogen product
- 85.1% (114/134) testing their soil prior to applying phosphorous
- 96.2% (51/53) following the summer restrictions





Sept. 2018- May 2019

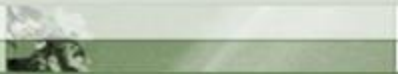
Measure my yard (physically or online) prior to applying fertilizer	75.00%
Use the Seminole County Fertilizer Calculator to calculate the correct amount of fertilizer for my yard	54.76%
Calibrate the fertilizer spreader prior to applying the fertilizer	87.21%
A 15 foot, no-fertilizer zone is maintained around all water bodies	95.16%
Grass clippings are left on my lawn after mowing	85.57%
Avoid blowing leaves and/or grass clipping down the storm-drain or onto pavement	98.96%
Follow watering restrictions (Mar.-Nov. 2 times per week, Nov-Mar. 1 time per week)	98.96%
The irrigation system is calibrated to 1/2 - 3/4 of an inch per application	78.38%
Avoided irrigating the pavement	88.89%
Installed micro-irrigation	33.80%
Water by hand as needed	81.52%
Use a working rain sensor	56.10%

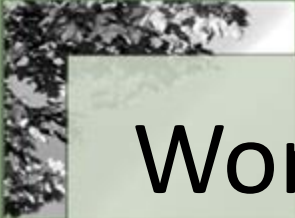




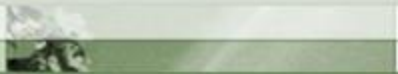
June 2019- Sept. 2019

I have tested the pH of my lawn	40.38%
Measure my yard (physically or online) prior to applying fertilizer	63.46%
Use the Seminole County Fertilizer Calculator to calculate the correct amount of fertilizer for my yard	42.55%
Calibrate the fertilizer spreader prior to applying the fertilizer	82.61%
A 15 foot, no-fertilizer zone is maintained around all water bodies	92.31%
Grass clippings are left on my lawn after mowing	87.04%
Avoid blowing leaves and/or grass clipping down the storm-drain or onto pavement	100.00%
Follow watering restrictions (Mar.-Nov. 2 times per week, Nov-Mar. 1 time per week)	98.04%
The irrigation system is calibrated to 1/2 - 3/4 of an inch per application	82.50%
Avoided irrigating the pavement	90.00%
Installed micro-irrigation	33.33%
Water by hand as needed	78.43%
Use a working rain sensor	46.94%





Workshop Comments

- I am reducing lawn area and never water or fertilize lawn
 - Very good class
 - Thank you Tina !!!!!
 - I have an irrigation system but primarily hand water as needed.
 - Very good and informational! Thank you!
 - Class was worthwhile
 - Great Class
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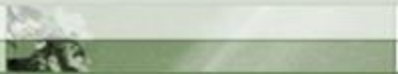
Future Fertilizer Goals

- New Fertilizer PSA
 - Marketing – Airtime, Digital, Social Media & Website
 - Partnerships
 - Future Educational 319 Grants
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New Fertilizer PSA

Campaign

- **“NUTRIENT POLLUTION”** will be the first in a series of :30 music videos, each from a different genre...Country, Rock, and Pop. Each song will have a description that will showcase the lyrics as a way to educate.
 - **RIGHT STORY, RIGHT PLACE, RIGHT TIME** - It's important that we cut through the clutter by grabbing viewer's attention, connecting with them emotionally, and initiate a response that gets people to stop and think before they purchase or spread any fertilizer.
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New Fertilizer PSA Concept



(Verse)

In the summer it is wise
to be smart when you fertilize.

Nitrogen & Phosphorus
Too much of it's bad for us.

Put summer blends inside that spreader
Till our waterways get better.

Red Tide, Fish Kills, Green House Gas
Really kicked us the Past!

(Chorus)

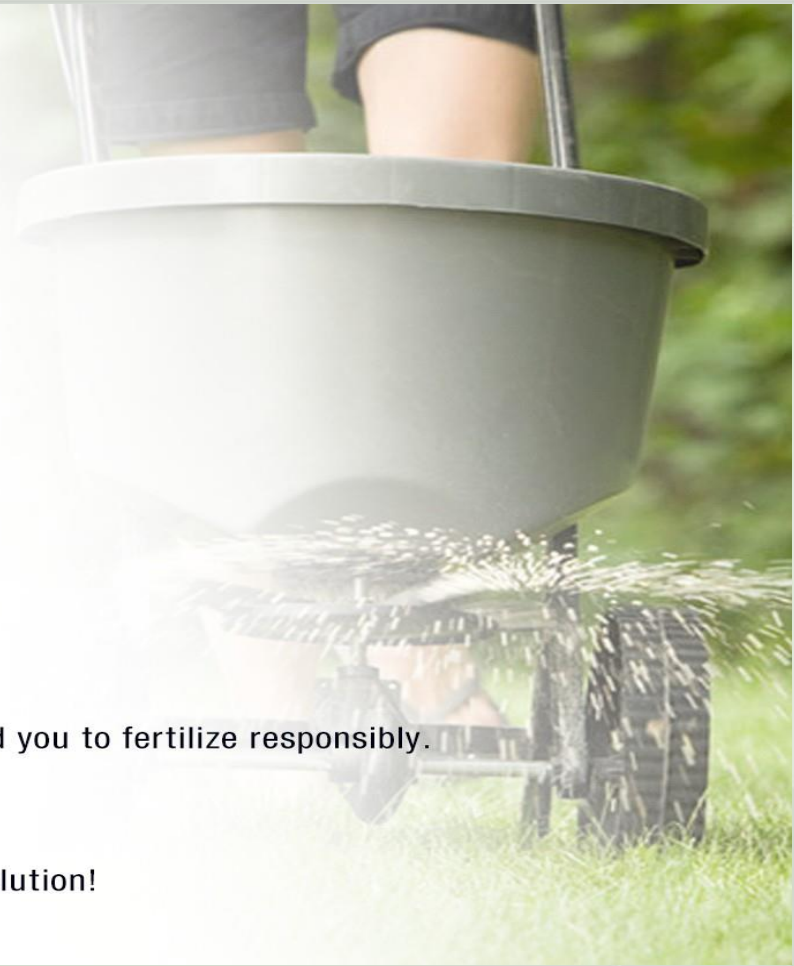
Its nutrient pollution, nutrient pollution
Don't be part of the problem,
Be part of the solution.

:07 VO

Seminole County Government wants to remind you to fertilize responsibly.
Check out the facts at FertilizeFlorida.com

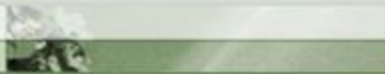
(Chorus)

Don't be part of the problem, Be part of the solution!





Marketing

- Utilize new website for all fertilizer campaigns, **fertilizeflorida.com**
 - Airing PSAs on WKMG and their sister stations throughout the year
 - Digital ads will also be developed for **ClickOrlando.com**, targeted to homeowners and social channels
 - Placing a special section on WKMG's over the top (OTT) channel, where full-length versions of the music videos can live
 - Social media outlets (Facebook, Twitter, Nextdoor, Instagram)
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Partnerships

- Utilize and create an inland counties campaign using **fertilizeflorida.com**, like **befloridannow.org** does now for coastal counties.
 - Partner with Central Florida counties and cities to enhance airtime and digital market for PSAs.
 - Partner with fertilizer manufactures to help enhance fertilizer displays in big box/retail stores.
 - Promote and enhance marketing on the UF/IFAS FFL Florida Fertilizer Ordinances site;
<https://ffl.ifas.ufl.edu/apps.html#ordinanceapp>
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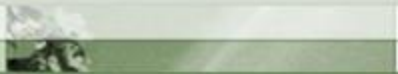


Future 319 Grant

- Create education videos for big box/retail store employees.
 - Create flyers and posters for big box/retail stores.
 - Work with fertilizer manufactures.
 - Utilize Master Gardeners to do educational booths or workshops at big box/retail stores.
 - Create certification program for fertilizer industry.
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Challenges

- Not having an uniform strict statewide fertilizer ordinance.
 - Getting the industry on board with stricter fertilizer ordinances.
 - Getting the big box/retail stores to care.
 - Answer the question: why? Showing the manufacturers, industry, homeowners, and businesses how these stricter fertilizer ordinances are improving our water quality.
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QUESTIONS