



CLEAR CHOICES CLEAN WATER

NATIVE PLANTS & POLLINATORS

GET BACK TO YOUR ROOTS



Pollinator Protection

Bee Part of the Buzz

Jill Hoffmann, White River Alliance

Clear Choices Clean Water

A Social Marketing Campaign

Project Goal:

- Utilize an existing, successful outreach program to engage citizens in pollinator protection.

Project Approach:

- Conduct Social Indicator survey (1104 responses)
- Buildout the pledge website and resources
- Begin early phase outreach, promotion, and partnership building



Focuses on getting people to PLEDGE ACTION

Survey says...

Highlights from our Fall 2016 social indicator survey gauging public awareness:

- While almost 80% of those surveyed had heard about threats to pollinators, some of those threats—mites and the impact of turf lawns in particular—remain poorly understood.
- Despite wide interest in the subject, many of those surveyed had trouble identifying different species of pollinators and understanding their role in pollination.



Survey says...

- There is considerable interest in using native plants around homes and common areas to promote pollinator habitat: **86% of respondents already use native plants**, and another 11% expressed willingness.
- Many people are afraid to be stung by wasps (82%) and yellow jackets (85%), but **few (17%) are unwilling to use native plants** that might attract them.
- One thing some people are unwilling to do: **stop treating their lawns (20%)**



A Big Thank You

Clover Blossom Honey provided a free 2 oz. bottle of honey to promote the survey, and they even shipped them for us!

Thank you for your generosity.





Main Goals:

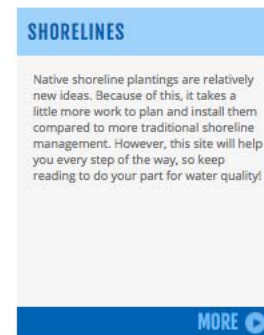
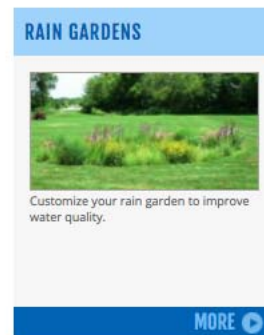
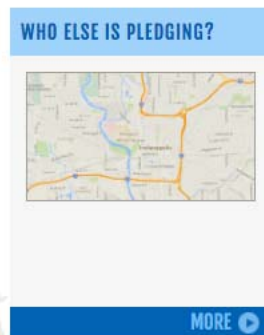
- Provide material for education and awareness; help reduce behavior change or action barriers
- Develop a pledge mechanism that collects measurable data
- Create a “viral” call-to-action for widespread engagement

The Pledge Build

Using the Clear Choices Platform as a Call-to-Action



Social Marketing:
The Public
Commitment



POLLINATORS

You might not immediately see the connection between birds and bugs and clean water, but it's a connection that is growing every year—literally! Pollinators are crucial to the food web and native plants are the lynchpin of that web. Native plants provide the food and habitat pollinators need to do

pollen from flower to flower and, in the case of bees, back to the honey. And without the pollination of flowers, plants can't produce fruits and vegetables, and they would also not be able to reproduce. While the native plants are busy providing food and habitat, pollinators they're also working hard to capture, clean, and store pollen. They use their leaves, stems, trunks, branches, and roots. The result is a cleaner, healthier environment, where it would otherwise pick up

and carry it straight to streams, lakes, or rivers. Less stormwater runoff results in a recharge of groundwater storage which supplies water to plants. So, the next time you take a drink of water thank a bee or a hoverfly or a beetle or a hummingbird...even a bat...for a job well done!



Background education and context

WHY IS POLLINATION IMPORTANT?

Pollinators are critical to today's agricultural success. And agricultural success doesn't just mean a lot of corn and soybeans. Imagine a world with 320,000 fewer species of crops. It would be a lot different! And if there were 320,000 fewer crop species, many of the foods you enjoy on a daily basis wouldn't be around. In fact, more than a third of crops worldwide rely on pollination—foods like honey, berries, apples, and peaches. Products like beeswax candles and lip balm also need pollinators to do their jobs.



MORE

WHO ARE THE POLLINATORS?

A pollinator is any insect or animal that moves pollen from the reproductive parts of one plant to the reproductive parts of another plant. Pollen is collected on an insect's body while it is feeding on the flower or plant. When the insect travels to a different flower or plant, pollen from the first plant is transferred to the new plant. As the insect or animal continues to move, touching other flowers, it trades pollen with them as it goes. The flower then uses the pollen to produce a fruit or seed.



MORE

THREATS TO POLLINATORS

Resources for more detailed information



Who Stings, Who Doesn't

Unless you're allergic, you probably don't need to worry too much about being stung. Less than half of the world's bees sting, and of those that do, only the females possess stingers. Check out this [sting guide](#) to learn more about who stings and who doesn't and who has the biggest bite...err sting!



Monarch Butterflies

Monarch Butterflies one of the many species of pollinators that need protection. But the Monarch is special in that their migration is one of a kind and they rely almost solely on milkweed to grow. To find out more about the Monarchs unique migration and milkweed, check out the link below from the North American Pollinator Protection Campaign.

[NAPPC Protecting Monarchs Brochure](#)



Beekeeping Anyone?

If you are interested in becoming a beekeeper—or becoming a *better* beekeeper—[check out this resource](#)



Pollinator Protection

Sting Guide



CLEAR CHOICES
CLEAN WATER

NATIVE PLANTS & POLLINATORS

Don't let a fear of getting stung keep you from helping these important critters!

It's true that some pollinator insects sting. And some insects that look like pollinators sting. There are even pollinators that look like they sting but don't. Aside from the pain stinging can cause, about 3% of the adult population (and 0.5% of children) is allergic to bee stings and at risk of possible systemic reactions, including anaphylactic shock. If someone is stung and experiences nausea, wheezing, or difficulty breathing, or if they are stung multiple times, they should seek immediate medical care. However, you're more likely to be struck by lightning than have a deadly reaction to bee stings. This guide breaks down who can sting and how aggressive they are so that it's easier to feel comfortable around these important insects.



Name: Honey bee (*Apis mellifera*)

Threat Level: Medium

Facts: Female worker honey bees, who are the ones out collecting pollen, can sting. While foraging away from the hive, they are pretty docile and won't sting unless they are provoked. Worker bees become more aggressive near their hive if they feel it is threatened. The hive's queen can sting, but she typically only stings potential rival queens. Male honey bees do not have

TAKE A PLEDGE

Your Information

First Name:*

Last Name:*

Contact Email: *

How Did You Hear About Us: *

Newsletter ✕

From Whom: *

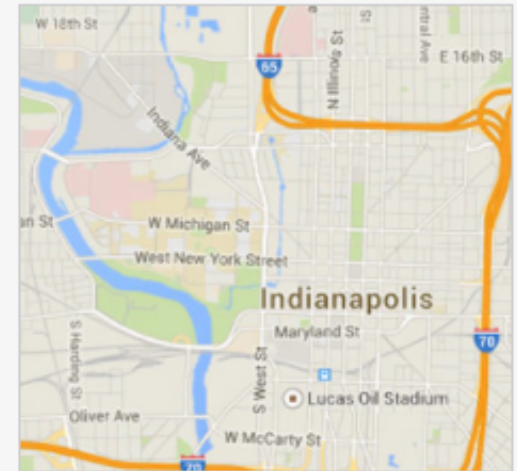
Purdue Pesticide
Programs ✕

Built-in Evaluation
Mechanisms for Outreach
Strategies and Partners

Property Information



WHO ELSE IS PLEDGING?



LAST NATIVE PLANTS & POLLINATORS
PLEDGE

Scott M. - Indianapolis

TOTAL NATIVE PLANTS & POLLINATORS
PLEDGES

733

Take the Pledge

☒ I PLEDGE TO LANDSCAPE WITH NATIVE PLANTS.

☒ I PLEDGE TO PROTECT POLLINATORS.

POLLINATORS

Please select each action you will or already do and be sure to fill out the additional information requested. Protecting pollinators is key to keeping thousands of species of crops available for us to enjoy.

☐ I pledge to take special care with pesticides (choose as many actions as you're willing to do).

☐ I pledge to create quality pollinator habitat (choose as many actions as you're willing to do).

☐ I pledge to be a better beekeeper (choose as many actions as you're willing to do).

SUBMIT MY PLEDGE!

☒ I pledge to create quality pollinator habitat (choose as many actions as you're willing to do).

I already do this



I will do this



Able to engage 'early
adopters'/leaders
Able to measure % behavior
change

I will plant pollen and nectar-rich native plants in my landscaping, container gardens, and non-farmable areas.

☐

I will plant a diverse array of trees and shrubs that support pollinator foraging.

☐

I will use soft twigs, and dead branches and limbs to create habitat for ground-dwelling pollinators.

☐

I will avoid mowing when pollinators are active (i.e. the warmest parts of the afternoon).

☐

I will provide fresh water in a safe location for pollinators.

☐

Take the Pledge

☐ I WANT TO TAKE A PLEDGE TO DO, OR ALREADY DO, LANDSCAPING WITH NATIVE PLANTS.

☒ I WANT TO TAKE A PLEDGE TO DO, OR ALREADY DO, POLLINATOR PROTECTION ACTIONS.

POLLINATORS

Please select each action you will or already do and be sure to fill out the additional information requested. Protecting pollinators is key to keeping thousands of species of crops available for us to enjoy.

☐ I pledge to take special care with pesticides (choose as many actions as you're willing to do).

☒ I pledge to create quality pollinator habitat (choose as many actions as you're willing to do).

I already do this



I will do this



I will plant pollen and nectar-rich native plants in my landscaping, container gardens, and non-farmable areas. Please make sure you go back and complete the information for a native planting area in the tab above. ☒

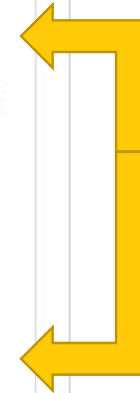
I will plant a diverse array of trees and shrubs that support pollinator foraging. ☐

I will use soft twigs, and dead branches and limbs to create habitat for ground-dwelling pollinators. ☐

I will avoid mowing when pollinators are active (i.e. the warmest parts of the afternoon). ☐

I will provide fresh water in a safe location for pollinators. ☐

☐ I pledge to be a better beekeeper (choose as many actions as you're willing to do).



NATIVE PLANTING

Planting Width in linear ft: *

Planting Length in linear ft: *

Sediment Reduction in lbs/yr:

Phosphorus Saved in lbs/yr:

Nitrogen Saved in lbs/yr:

Algae Prevented in lbs/yr:

[\(Assumptions\)](#)

Personalized pollution reductions and relatable outcomes resulting from each person's 'choice'/action

I love bees. I want to help the pollinators by including pollen and nectar-rich native plant in my planting area.



The "upsell" to take additional actions for pollinators....

I will register with BeeCheck™ in order to get alerts about pollinator activity in my area.

☐

I will review the BeeCheck™ registry and contact nearby pollinator managers before using pesticides.

☐

I will contact nature preserve managers for properties within two miles of my property before using pesticides.

☐

I or my contractors will carefully follow pesticide application instructions.

☐

I will not apply pesticides when pollinators are foraging (i.e. do not apply during mid-morning through late afternoon, and/or when temperatures are over 55 degrees).

☐

I will not apply pesticides when crops are blooming.

☐

I pledge to mow flowering weeds before applying pesticides.

☐

I will not apply pesticides when weather conditions create a drift hazard (it is safest to apply when winds are between 3-7 mph).

☐

I will use Integrated Pest Management strategies on my property in order to avoid pesticide use.

☐

I pledge to create untreated vegetated strips around sensitive pollinator sites.

☐

I will not use neonicotinoid (neonics) pesticides.

☐

☒ I pledge to be a better beekeeper (choose as many actions as you're willing to do.

I already do this

☐

I will do this

☒

I pledge to create access to quality forage and water for my hives.

☐

I pledge to avoid placing hives in low spots, where pesticide drifts can settle and temperatures can drop too low.

☐

I pledge to make contact with local pesticide applicators, renters, and owners to make them aware of my bees and their typical activity.

☐

I pledge to keep hives visible to pesticide applicators and/or use signage so that they are aware of the bees' presence and can adjust their practices.

☐

I pledge to report bee kills to the proper authorities. (State Chemist).

☐

THANK YOU FOR TAKING THE NATIVE PLANTS & POLLINATORS PLEDGE

Thank you for making a difference for water quality by utilizing native plants in your landscaping! Please share your important action via social media and invite your friends via email. The collective actions of a community will create a better quality of life for all!

Print this page if you are participating in a local community incentive or give-away program and need documentation of your pledge!

ADDRESS OF PLEDGE PARTICIPANT

Scott Minor
4808 Broadway Street
Indianapolis, IN, 46205

HELP GET THE MESSAGE OUT! SHARE YOUR PARTICIPATION



LAST PLEDGE

Scott - Indianapolis

TAKE THE SERVICE PLEDGE

TAKE THE KIDS PLEDGE NOW!

TAKE THE SEPTIC PLEDGE NOW!

TAKE THE LAWNS PLEDGE NOW!

TAKE THE PETS PLEDGE NOW!

TAKE THE CONSERVE PLEDGE

TAKE THE WATERFOWL PLEDGE

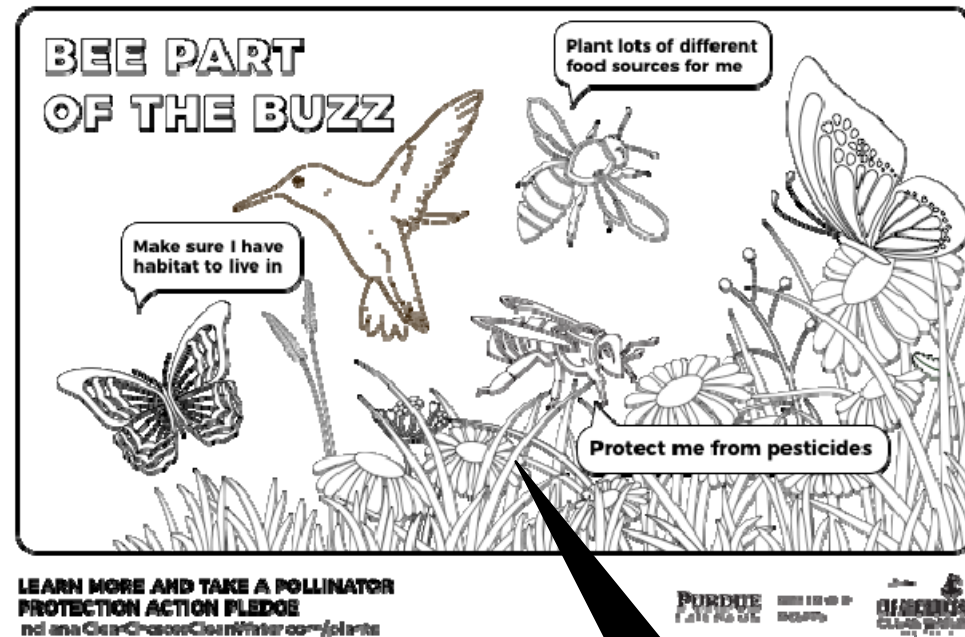
Automatic, ongoing
email
encouragement



Getting the Word Out

Our new materials and partnerships

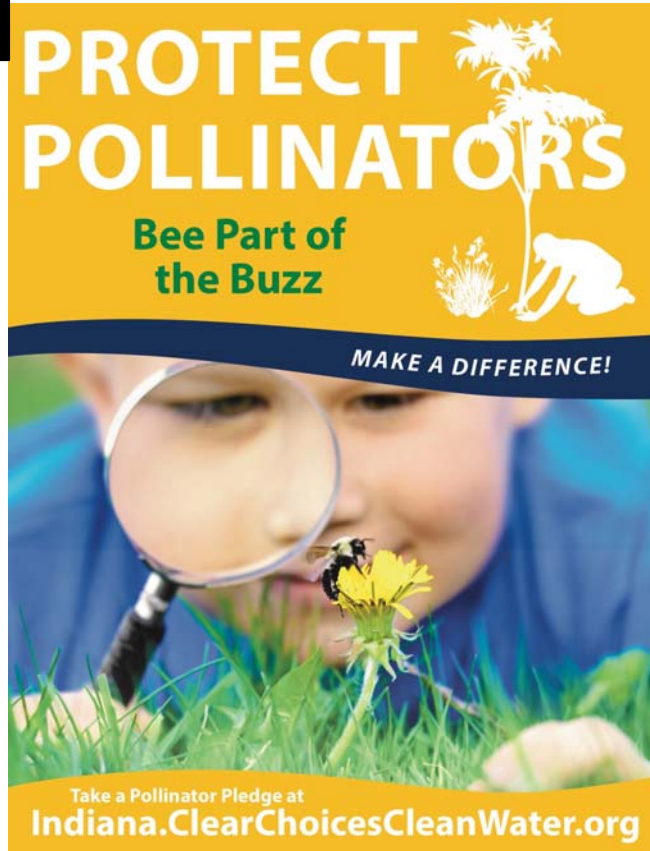
Materials



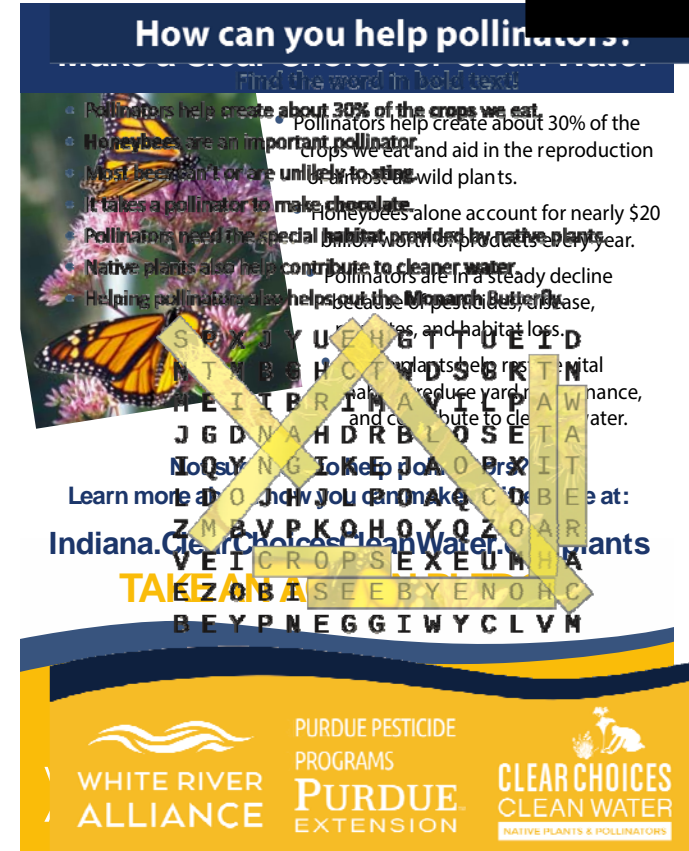
8' Tall Banner

Kids' Coloring Page

Info-cards for adults



And activity cards for kids



Materials



Bookmark



Seed Packet

How do native plants PROTECT POLLINATORS? Here's the story...

Pollinators like bees, birds, and butterflies need to eat like the rest of us. The plants that will grow from these seeds are some of the best nectar and food sources out there, and they are adapted to thrive in our environment. These three species will provide forage from Spring to Fall, ensuring that pollinators get what they need throughout the growing season.

Planting instructions:

Sow seeds ¼ inch deep outdoors just before last frost in a location with partial sun. These plants prefer well-drained soil and tolerate heat and drought. Blooms heavily June through October (although may not bloom in first year). Plants grow 2-4' tall.

DID YOU KNOW?

- Pollinators contribute more than 20 billion dollars to the United States economy.
- The loss of natural forage is a serious threat to pollinators.
- Most bees can't or are reluctant to sting when foraging.
- You can take an action pledge to protect pollinators at Indiana.ClearChoicesCleanWater.org

WHITE RIVER
ALLIANCE

PURDUE
EXTENSION

PURDUE PESTICIDE
PROGRAMS

CLEAR CHOICES
CLEAN WATER
NATIVE PLANTS & POLLINATORS
GET BACK TO YOUR ROOTS

Outreach Partners



Thank You!

Bee Part of the Buzz



**CLEAR CHOICES
CLEAN WATER**

NATIVE PLANTS & POLLINATORS

GET BACK TO YOUR ROOTS

