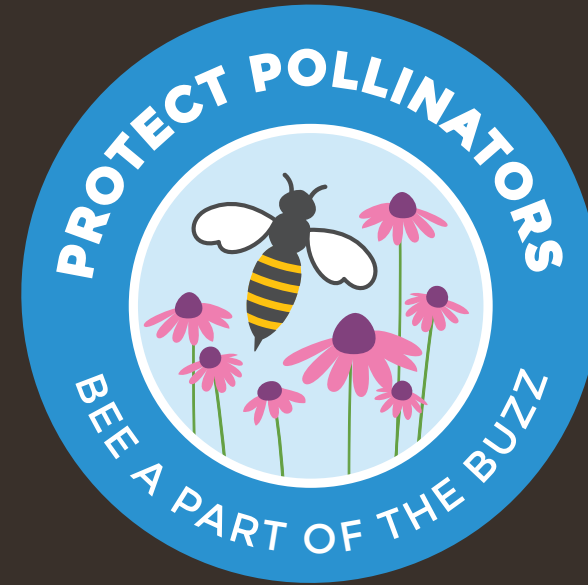




CLEAR CHOICES CLEAN WATER

NATIVE PLANTS & POLLINATORS

GET BACK TO YOUR ROOTS



Pollinator Protection

Bee Part of the Buzz



Pollinators create ONE THIRD of the crops we eat...

< and they NEED OUR HELP
YOU CAN MAKE A DIFFERENCE!

**Make a Difference
TAKE A PLEDGE**

Social Marketing:
The Public
Commitment

WHO ELSE IS PLEDGING?

MORE

POLLINATORS

Pollinators are critical to the production of many of the foods we enjoy everyday!

MORE

RAIN GARDENS

Customize your rain garden to improve water quality.

MORE

SHORELINES

Native shoreline plantings are relatively new ideas. Because of this, it takes a little more work to plan and install them compared to more traditional shoreline management. However, this site will help you every step of the way, so keep reading to do your part for water quality!

MORE

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 shelter, pollinators they're also working hard to capture, clean, and store pollen in their leaves, stems, trunks, branches, and roots. The result is less runoff, meaning the streets, 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 wells. 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...consider 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



GET BACK TO YOUR ROOTS

TAKE A PLEDGE



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](#)

TAKE A PLEDGE

Your Information

First Name: *

Last Name: *

Contact Email: *

How Did You Hear About Us: *

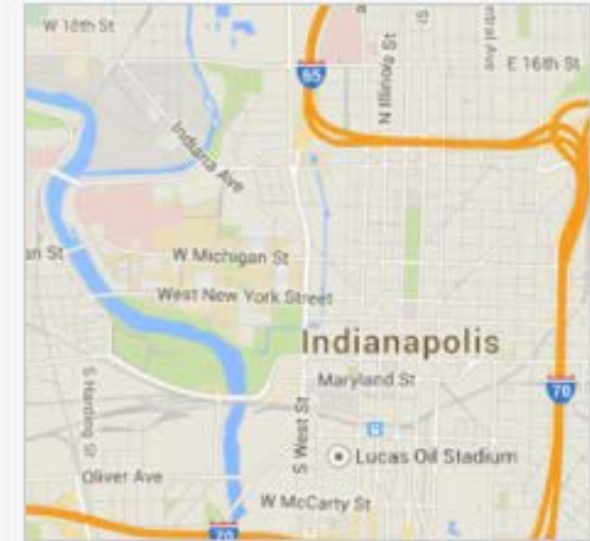
From Whom: *

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

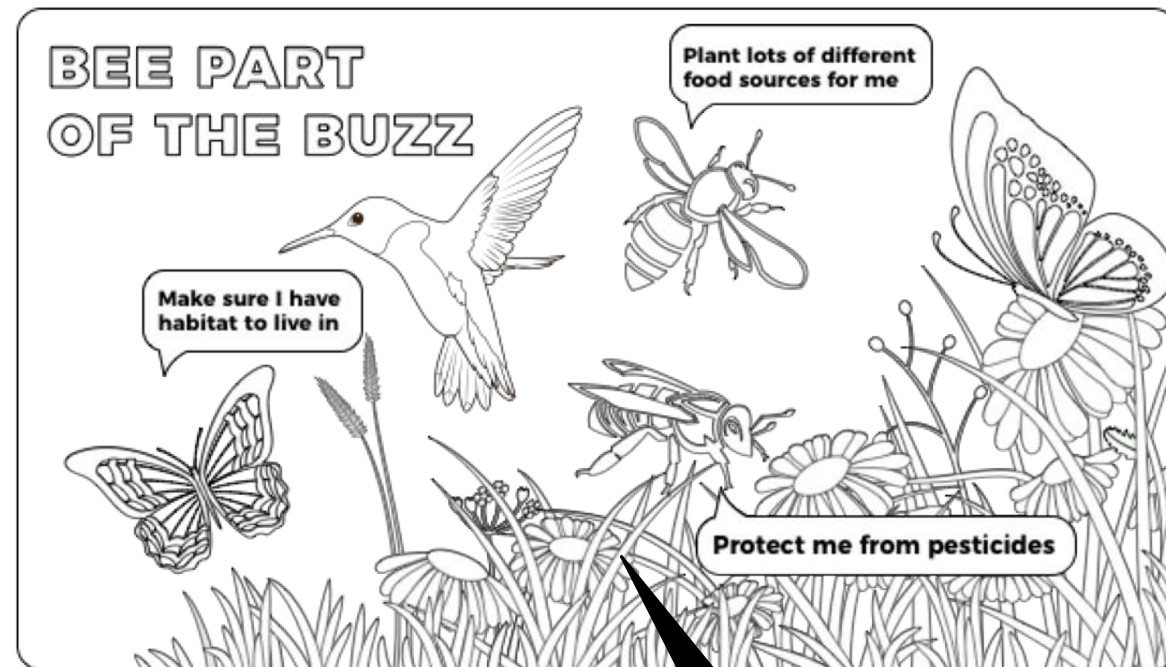
Pledge and View Stats

- 51 Action Pledges
- 295 Page Views for Pollinators and another 904 for Native Plants
- 51 acres of pollinator habitat (yep: same amount)
- Prevented 1534 pounds of algae from entering our waterways

Getting the Word Out

Our new materials and partnerships

Materials



LEARN MORE AND TAKE A POLLINATOR PROTECTION ACTION PLEDGE
Indiana.ClearChoicesCleanWater.com/plants

PURDUE EXTENSION | PURDUE PESTICIDE PROGRAMS | CLEAR CHOICES CLEAN WATER
make a difference

8' Tall Banner

Kids' Coloring Page

Info-cards for adults

And activity cards for kids

PROTECT POLLINATORS

Bee Part of the Buzz

MAKE A DIFFERENCE!



Take a Pollinator Pledge at
[Indiana.ClearChoicesCleanWater.org](https://www.Indiana.ClearChoicesCleanWater.org)

How can you help pollinators?

Find the word in bold text.

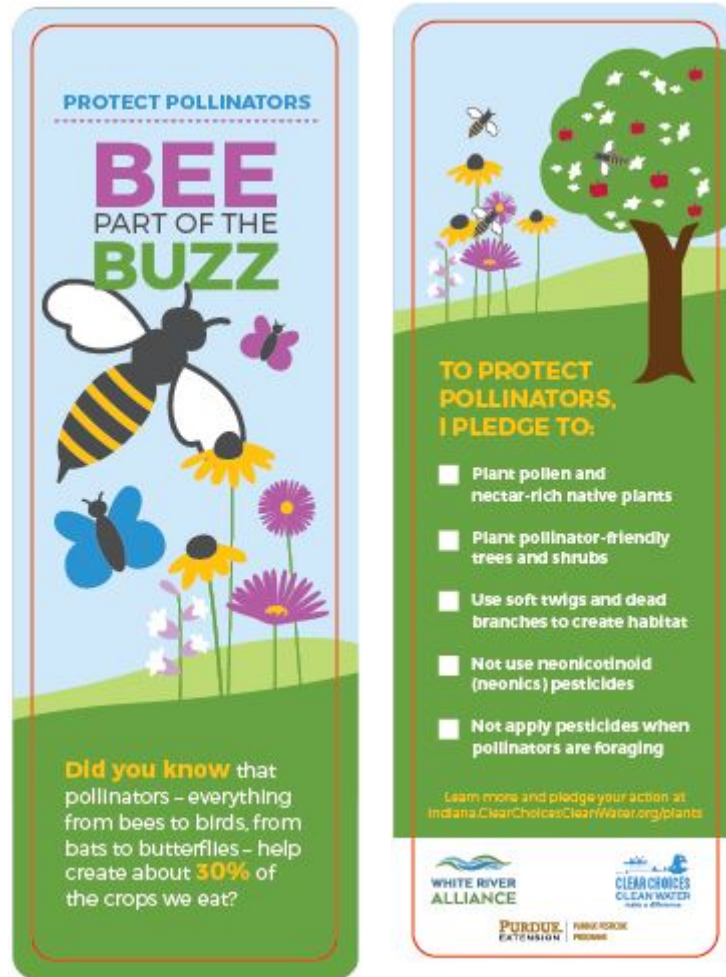
- Pollinators help create about 30% of the **crops** we eat.
- **Honeybees** are an important pollinator.
- Most bees don't or are unlikely to **visit** wild plants.
- It takes a pollinator to make **chocolate**.
- Pollinators need the special **habitat** provided by native plants.
- Native plants also help contribute to cleaner **water**.
- Helping pollinators also helps out the **Monarch** butterfly, because of pesticides, disease, parasites, and habitat loss.
- Native plants help restore vital habitat, reduce yard maintenance, and contribute to cleaner water.

Not sure how to help pollinators?
Learn more about how you can make a difference at:
[Indiana.ClearChoicesCleanWater.org/plants](https://www.Indiana.ClearChoicesCleanWater.org/plants)

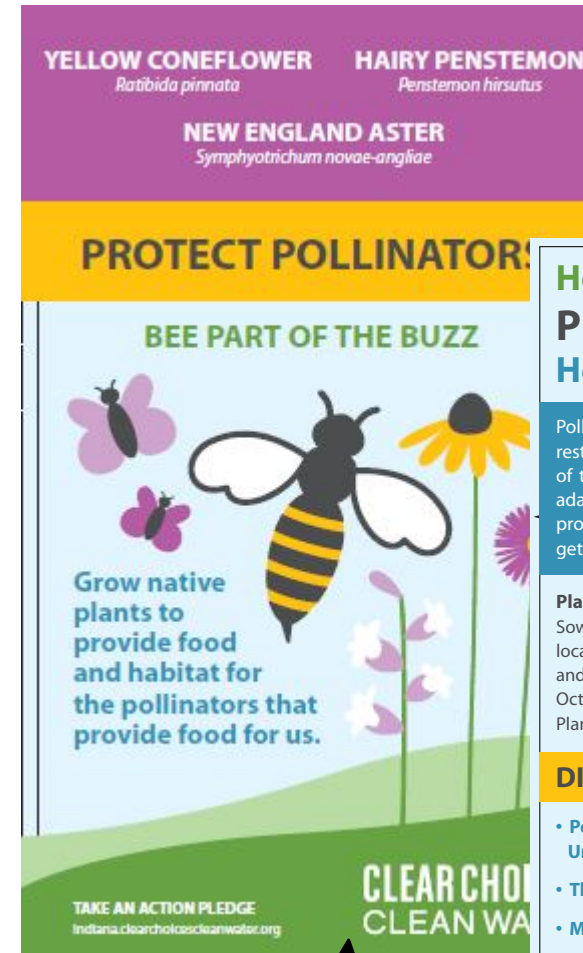
TAKE AN ACTION PLEDGE!

WHITE RIVER ALLIANCE | PURDUE PESTICIDE PROGRAMS | PURDUE EXTENSION | CLEAR CHOICES CLEAN WATER | NATIVE PLANTS & POLLINATORS

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

The 1-2-3 Punch

Knocking Out Our Pollinators



We need your help protecting pollinators!
Learn more and take an action pledge at

Indiana.ClearChoicesCleanWater.org



POLLINATORS are more than just HONEY BEES



We need your help protecting pollinators!
Learn more and take an action pledge at

Indiana.ClearChoicesCleanWater.org



INSECTS MADE MY SUNDAE



We need your help protecting pollinators!
Learn more and take an action pledge at

Indiana.ClearChoicesCleanWater.org





Finalized the Indiana Pollinator Protection Plan

Common eastern bumble bee, *Bombus impatiens*

INDIANA POLLINATOR PROTECTION PLAN

What we're doing to protect the vital species that impact our agricultural industry, food supply, and natural heritage



Office of Indiana State Chemist | 2018

INDIANA POLLINATOR PROTECTION PLAN



What we're doing to protect the vital species that impact our agricultural industry, food supply, and natural heritage

Following a June 2014 Presidential memo, a federal task force was charged with developing a national strategy for promoting bee health and survival.

Goals

1. Educate & inform stakeholders & the public about the Plan
2. Make growers & applicators aware of pollinators near pesticide application sites
3. Encourage growers & pesticide applicators to contact pollinator managers
4. Support regulatory measures to promote pollinator protection & health
5. Promote Best Management Practices (BMPs) for pollinator protection & health



Developed a
rack card to
promote the
plan

Honey bee, *Apis mellifera*



Outreach Successes: Pollinator Week with Libraries

Pollinator Week Program for Libraries

- Materials sent to 52 libraries statewide
- 10 libraries ran the full program



Outreach Successes: The Nature Conservancy

For January-June 2018, 2.5 million impressions were made, broken out as:

- 520,000 impressions from more than 190, 60-second spot broadcasts
- 658,000 impressions from Billboards in Anderson, Muncie, Hamilton Town Center, and Castleton around Memorial Day weekend
- 1.3 million impressions through social media ads, YouTube ads and Facebook overlay promotion

Between July and December of 2018, 1.8 million impressions were made, broken out as:

- 246,000 impressions from more than 220, 60-second spot broadcasts
- 658,000 impressions from Billboards in Anderson, Muncie, Hamilton Town Center, and Castleton around Independence Day and Labor Day weekends
- 896,000 impressions through social media ads, YouTube ads and Facebook overlay promotion



STORIES IN INDIANA

The White River

The Nature Conservancy is partnering with the Clear Choices Clean Water program to help the White River.

With the Clear Choices Clean Water program, you can make decisions every day to help improve the health of the White River.

TAKE AN ACTION PLEDGE

Outreach Partners



Protect Pollinators Video

Exploring Next Steps

- Develop a pack-and-play outreach program for partners
- Work with Purdue University professor on teacher education program
- Develop pollinator protection component to add to annual White River Alliance HOA managers/landscapers workshop
- Develop and distribute a pollinator-focused content calendar to drive social media engagement
- Develop short video series on particular topics: pollinator identification, how to plant a pollinator garden, etc.

Thank You!

Bee Part of the Buzz



**CLEAR CHOICES
CLEAN WATER**

NATIVE PLANTS & POLLINATORS

GET BACK TO YOUR ROOTS

