

## Turn-Key Pesticide Kit for Municipalities

Judie Squires © 2007

Word Count: 401

Tools of Change is a fantastic interactive site offering specific tools, case studies, and planning guides for helping people take actions to adopt habits that promote health and environmental issues. They have been offering tools and information since 1998.

[Tools of Change](#) was developed and is managed by Cullbridge, a research, marketing and communications consulting firm that offer webinars; On-line interactive workshops.

With great sponsors such as CMHC, Health Canada, Environment Canada, The Federation of Canadian Municipalities, Natural Resources Canada and several others, Cullbridge can offer free information as a public service through their Tools of Change website.

For a small charge the [Cullbridge](#) website offers on-line webinars, a great tool for individuals wishing to attend a seminar through the comfort of their home, those with disabilities who can not leave their homes, for groups, governments and organizations. If you have a group attending a webinar there is only one charge per connection.

Almost anyone can attend a webinar, all you need is a web browser and a telephone line separate from your internet connection. Cullbridge will send you all the details prior to

your session. The interactive browser allows you to IM with other people attending the webinar in different parts of the world.

I had the opportunity to attend the very informative 60 minute webinar *Pesticide By-laws: Making Them Work*, hosted by [Alternative Environmental Solution](#); a Canadian company that has helped over 30 municipalities develop tools and practices to adopt pesticide by-laws.

Municipalities no longer need to be apprehensive regarding pesticide by-laws. The presenter and president Micheline Lévesque has 30 years experience as a biologist and has worked in the fields of sustainable plant care.

Micheline Lévesque explains how they can help any municipality offer a healthier sustainable future with their turn-key pesticide bylaw kit.

Alternative Environmental Solution will work with municipalities from the initial stage of drafting a by-law that works; so there is no need to reinvent the wheel. They will launch education campaigns, working with residents and businesses in the municipality. They offer eco-advisors and control officers to educate the public on alternatives and to enforce the pesticide bylaw minimizing the challenge municipalities face with enforcement and compliance by citizens and lawn care companies.

The combination of by-laws with education, warning letters, escalating fines, and home visits with horticultural tips has enabled these communities to reduce pesticide use by up to 90% for safer healthier communities.

#### Freelance Writer

Since 1999, Judie has been aggressively researching a wide range of subjects, particularly those pertaining to human health and environmental issues. Judie has written for local, regional and national publications.