

Note to Agents

Contents of this folder were developed from the **No P On My Lawn!** program to inform homeowners of the issues of over or improperly applied fertilizer and provide simple best management practices they can implement at home.

Goal: To increase homeowner knowledge of issues associated with excess nutrient application and facilitate behavior change by encouraging the 5 R approach to nutrient management. The premise is that an informed and engaged public will make lawn care decisions that reduce nutrient loading to our waterways and result in improved water quality.

Supporting Research: According to the EPA, nutrient pollution is one of America's most challenging environmental problems. Leading the list of contaminants are nitrogen and phosphorous, which are commonly found in lawn and garden fertilizers and natural amendments. Over 20 years (1990 – 2014) of soils data show that 79% of Kentucky home lawns and gardens exceed the maximum recommendations for phosphorous fertilizer applications and levels are increasing. Over fertilization and improperly timed nutrient applications increase nutrient loads to stormwater runoff which leads to impaired water quality in the Commonwealth.

Program Purpose:

- Increase homeowners' knowledge of the major nutrients needed by plants and their sources
- Increase homeowner awareness of the impacts of excess nutrients
- Inform homeowners on how to assess nutrient needs and manage nutrients in their home landscape.
- Equip homeowners to engage with their lawn care professionals
- Increase the number of home and garden soil tests

Program Strategy:

Offer free soil tests

Train Master Gardeners to assist in enlisting participants and in program delivery

Deliver workshops to neighborhood associations and community groups

Partner with other educational groups to deliver content through workshops, tabling, etc.

Lessons Learned:

- In person workshops provided more engagement and "aha" moments
- Publicize through various media channels before (to prepare the audience for the message), during (to keep them engaged), and after (to reinforce the materials).
- Master Gardeners were a great "test audience" and provided feedback on the level of delivery for homeowners, but were not inclined to deliver this as a program. Several were instrumental in helping us connect with their neighborhood organizations and to arrange workshops and soil testing.

- Free soil tests were not an enticement to homeowners. Most people do not know what a soil test is or why they need it. Disseminating educational material on soil testing in advance of a workshop might encourage more interest.
- Most people want to do the right thing, but are not aware of the issue or how they play a role in improving water quality
- Partnering with other groups (tree groups, watershed groups) increased number of participants, improved interest and engagement, and helped homeowners think more holistically about their lawn care.

Folder Content:

Current Practices Survey	<p><u>Purpose</u>: assess homeowners’ current practices in their lawn care regime.</p> <p><u>Objective</u>: Develop baseline to assess behavior change over time. Provides basis of comparison to national survey results.</p> <p><u>Delivery/Utilization</u>: administered prior to delivery of workshop materials, while assisting with soil tests, and at events where there is a booth or table.</p>
Pre- post Survey	<p><u>Purpose</u>: assess participants understanding before and after delivery of workshop educational materials and change in attitudes.</p> <p><u>Objective</u>: Identify gaps in understanding and potential for additional programming needs or other resources to augment behavior change.</p> <p><u>Delivery/Utilization</u>: administered at the end of a workshop or presentation.</p>
Homeowner Pres	Annotated powerpoint presentation that defines the 3 key nutrients, their importance in plant health and development, explains the issues of excess nutrient application, and demonstrates the importance of the 5 R’s. This would be a good primer if using the tri-fold format because it goes into more depth and has examples.
P Soil Test Levels MS4 County	Powerpoint format of the 20-year soil test data for each MS4 county. Data are to be utilized for local comparison and can be added to the powerpoint presentation above.
Tri-fold poster	Three posters for 24x36 display boards. <u>Panel 1</u> : explains what nutrients are and why they are necessary, issues with excess nutrients, and how stormwater runoff carries excess nutrients into waterways. <u>Panel 2</u> : explains results from historical KY soil test data that show that most KY soils have plenty of P, explains what a soil test is and why it is important; <u>Panel 3</u> : explains the 5 Rs – right source, rate, time, place and price.
Poster 11x17	This is a condensed version of the large tri-fold suitable for printing

	on 11x17 paper.
Exclusive	Newspaper ready article to discourage spring fertilization of lawns. Text is geared to spring-time release. Could be used in conjunction with social media images.
Social Media Image	No P On My Lawn: 800 x 800 image to educate homeowners that they likely will not need to add P and should conduct a soil test. This image size should scale to various social media platforms. (png and pdf)
Tri-fold brochure	Provides the No P story in tri-fold form and includes a calendar with recommended application times. It's fairly simple and straight forward. The brochure can be printed in-house. However, best print quality will be achieved if done by a professional printer. Your MS4 coordinator might be able to provide funds to assist with printing.

Resources:

HENV-402: Water Quality and Nutrient Management at Home

<http://www2.ca.uky.edu/agcomm/pubs/HENV/HENV402/HENV402.pdf>

Urban Stormwater Preliminary Data Summary (this is an older publication but a good overview)

https://www3.epa.gov/npdes/pubs/usw_b.pdf

Impacts of Anthropogenic Land Use Changes on Nutrient Concentrations in Surface Water Bodies: A Review

<https://onlinelibrary.wiley.com/doi/full/10.1002/clen.201800051>

Link to No P Folder on One Drive – available to UK personnel, no edit privileges:

https://luky-my.sharepoint.com/:f:/g/personal/sdwa226_uky_edu/Ej6-iadd32FNv6Buc_ri_bgBF58gifAj-l67HxykII71MQ?e=7O2nxi