

NEED & APPROACH –
VISUAL MEDIA
IN SUPPORT FOR PESTICIDE
CONTAINER STEWARDSHIP

Arrowchase

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Training:

part of container collections from the start



Evolution ~ resources + complexity

- **Norm:** Study Guide or Verbal Lecture ..mostly text.
- **Rare:** Extensive Visual
- **Rarer:** (Above +) Hands on Demonstration.
- **Rarest:** (Above +) Student practice, exercises.

Guidelines on Management Options

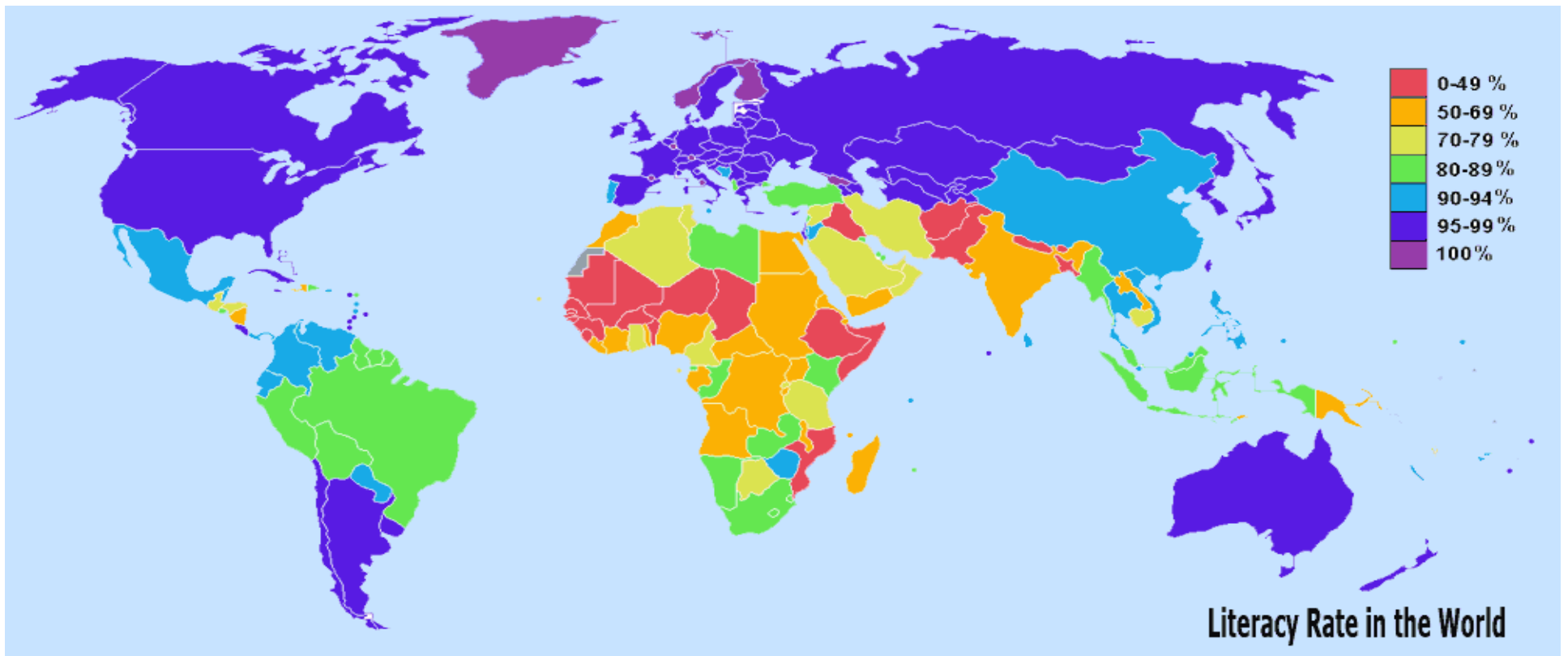
Pesticide
Container
Instructions
Were
Evolving in
Different
Directions
Worldwide.



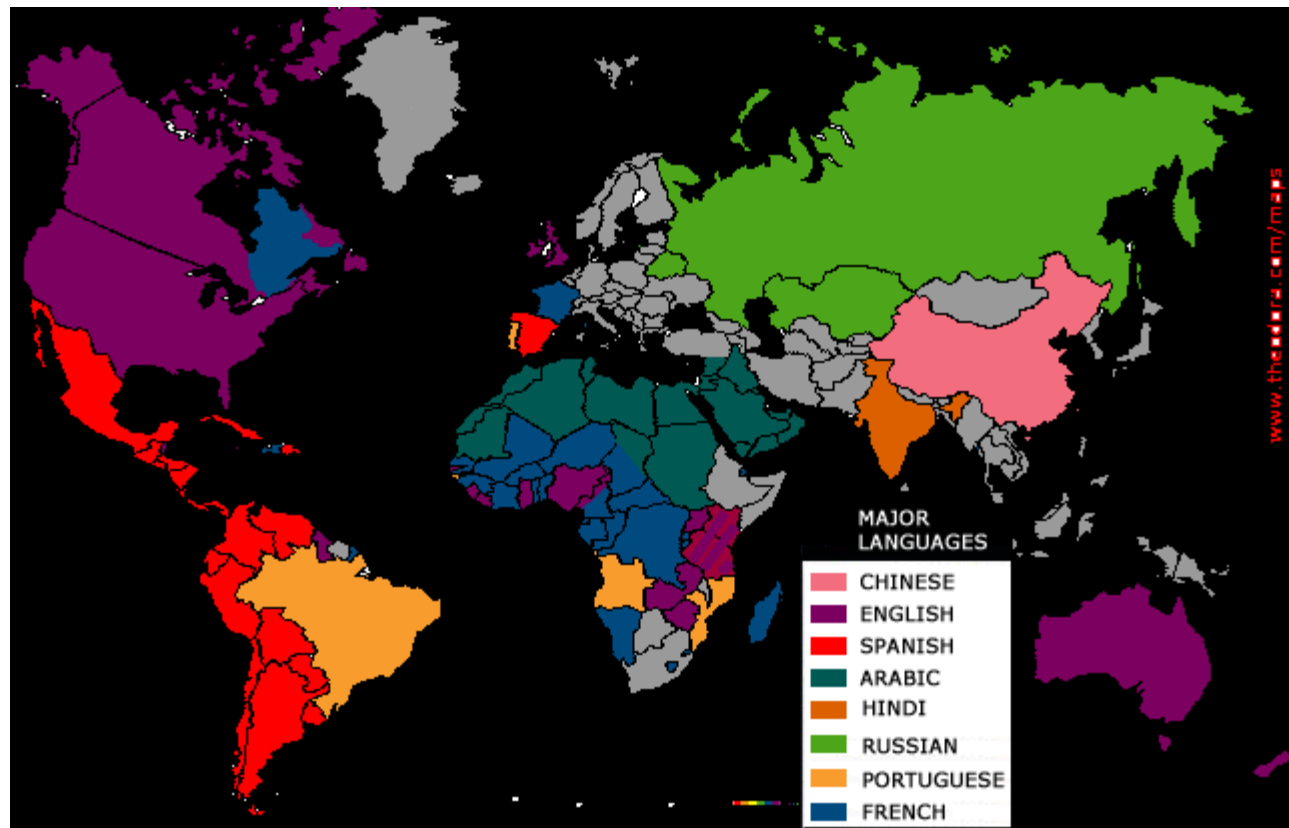
International Code of Conduct
on the Distribution and Use
of Pesticides

Guidelines on Management Options
for Empty Pesticide Containers

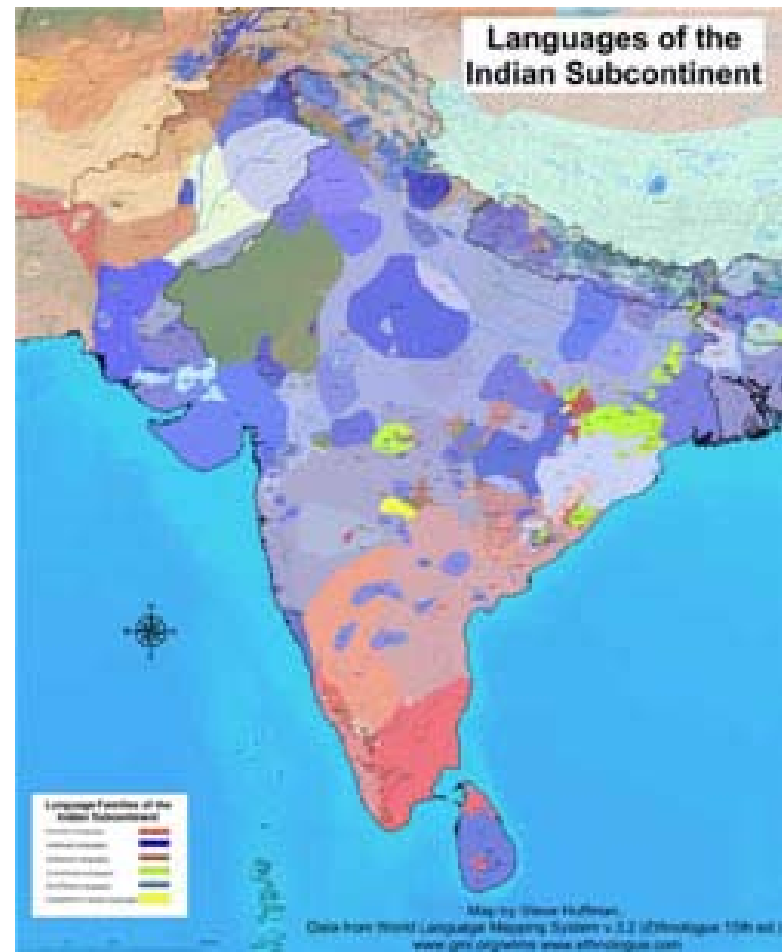
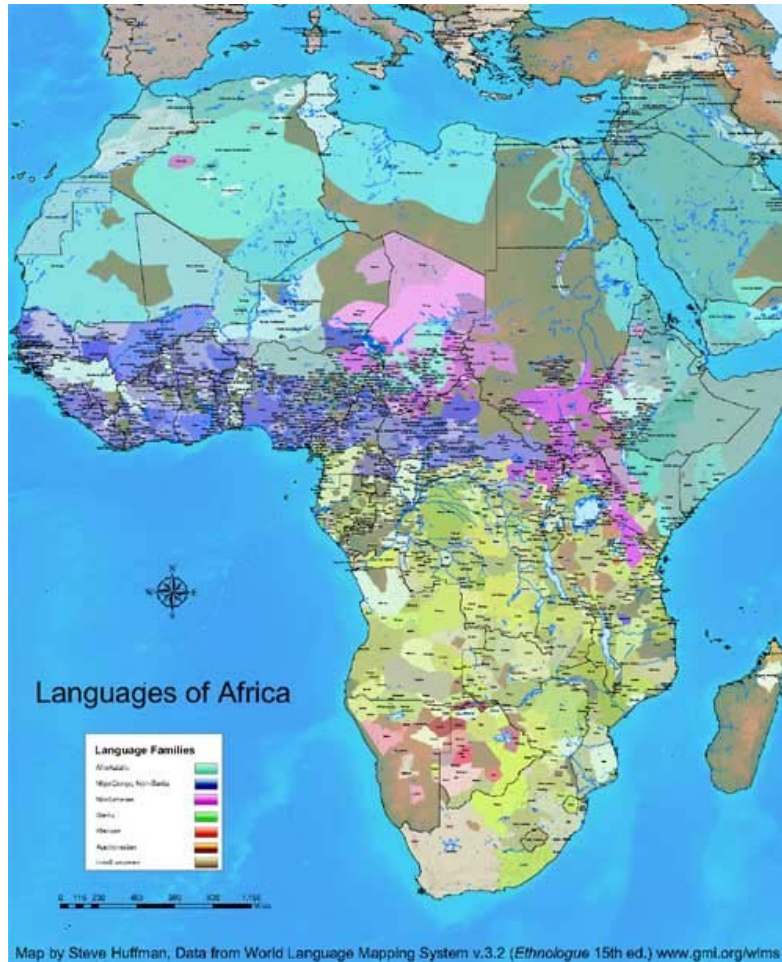
Literacy: Part of the Stewardship Challenge



Ability to Read NOT only Challenge



Over 6,809 Living Languages

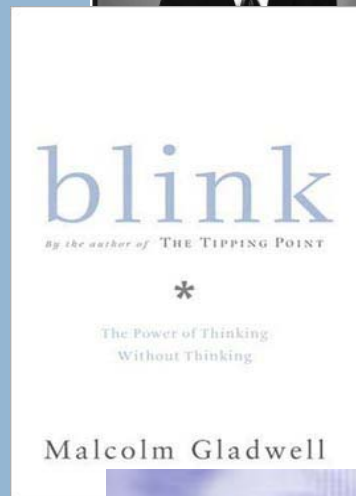


Limitation of the *Words* Themselves

- RESEARCH FROM NEW & EXTRAORDINARY FIELD of PSYCHOLOGY



How do we determine things in a Blink of an Eye?

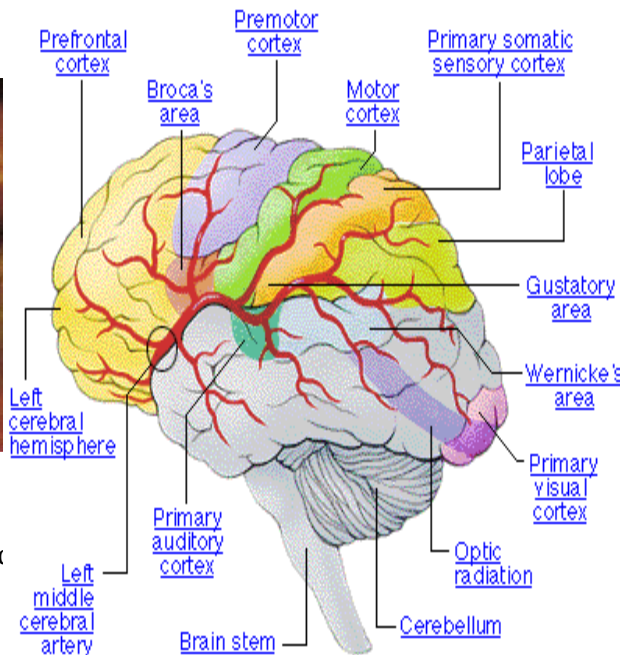


What is RAPID COGNITION?

“we learn by example and by direct experience because there are real limits to the adequacy of verbal (and written) instructions”



True? Impractical (DANGEROUS) to Learn Pesticide Stewardship by Experience Alone.



<http://hubel.med.harvard.edu>

http://www.medem.com/medem/images/ama/ama_brain_stroke_level20_thebraineffectsstroke_01.gif

- Images, better than text, or in addition to text-oral instruction *most indelible.*
- *“The picture superiority effect has been well documented in tests of item recognition and recall”*
- Visualization, demonstration, hands-on practice..short cuts to “try and fail.”



Funded 2009 International Projects Explores Better Message Delivery

Alliance

Stewardship

Interests

Regulatory

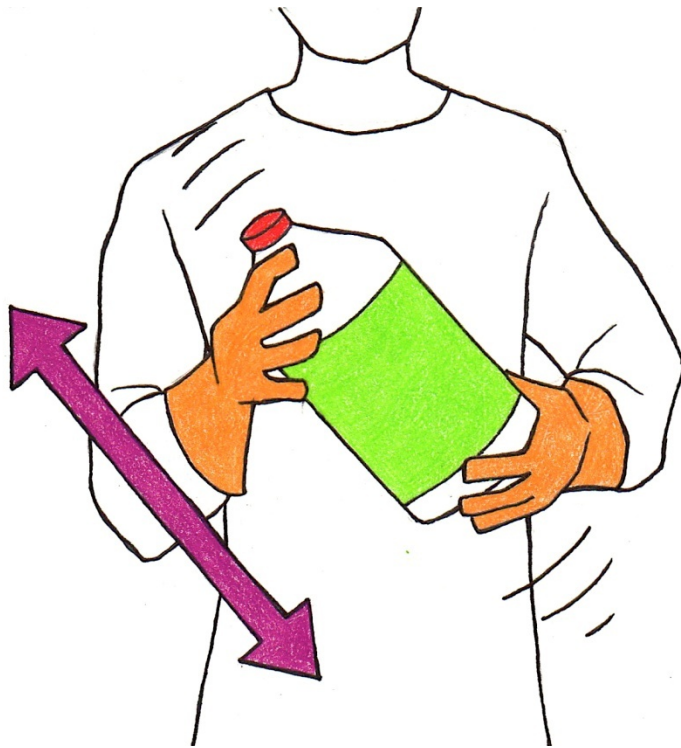
Academia

Industry

Users

- **Phase 1:** Faithful to FAO Guidance, only goal adding visually enhanced message retention.
- **Phase 2:** Enhancement to training efforts in areas where resources are sub-norm, emphasis is on final disposition of container when recycling/sw resources non-existent.

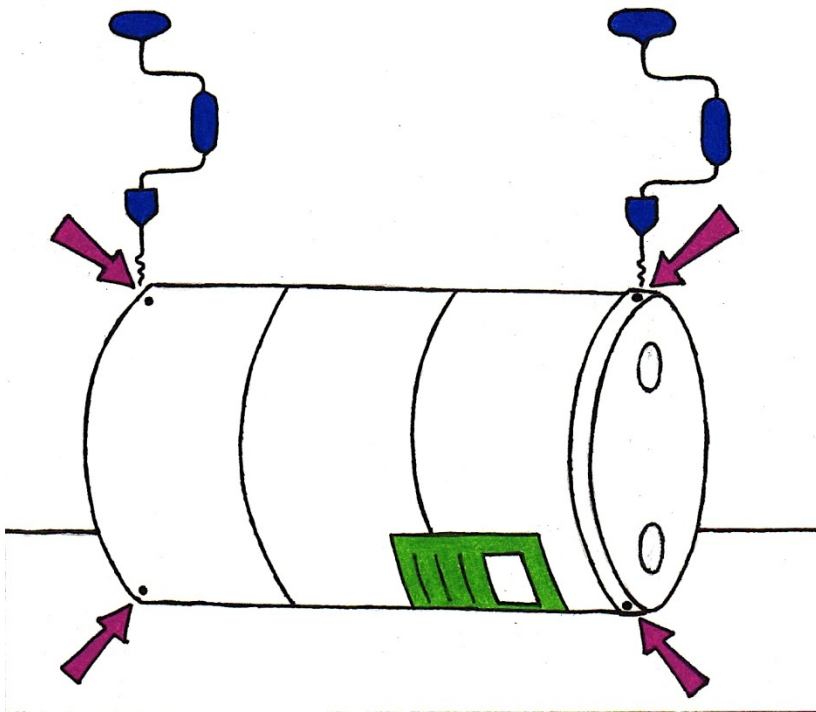
GOALS: Drawings Faithful to FAO Code



Seek to focus on:

- **Process of rinsing**
- Disabling container as vessel
- Preferred option of recycling
- Neutral to Geography, Culture, & Race

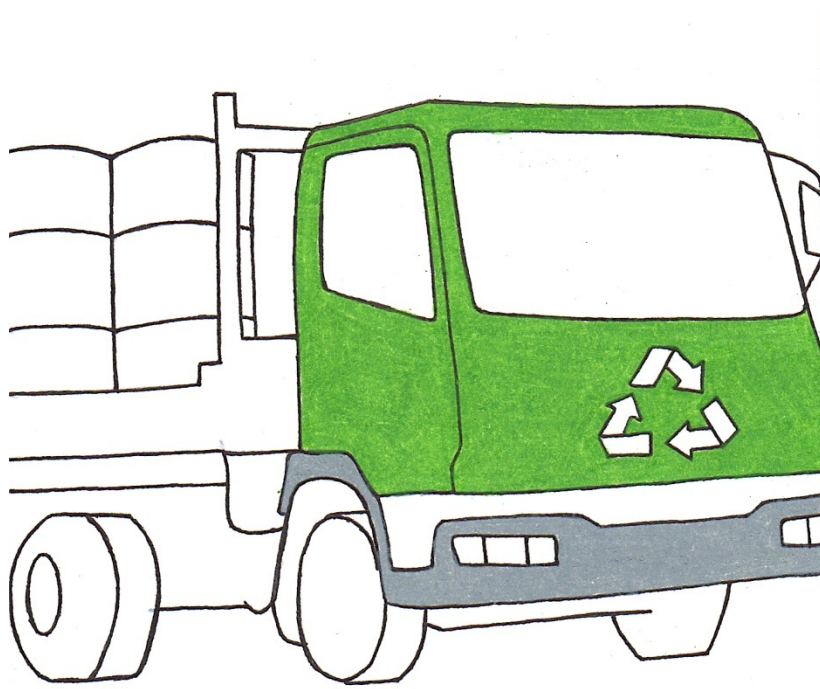
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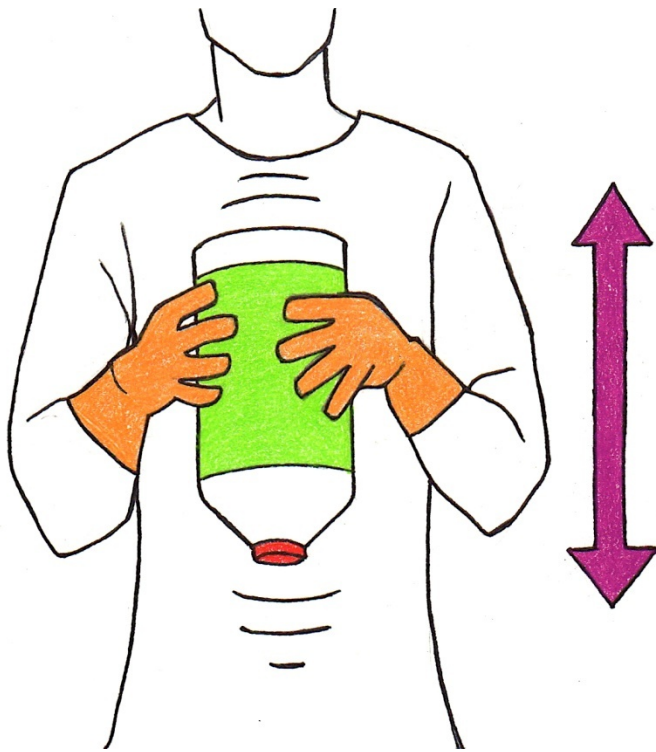
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Covers Certain FAO Sections



3 Rinse containers:

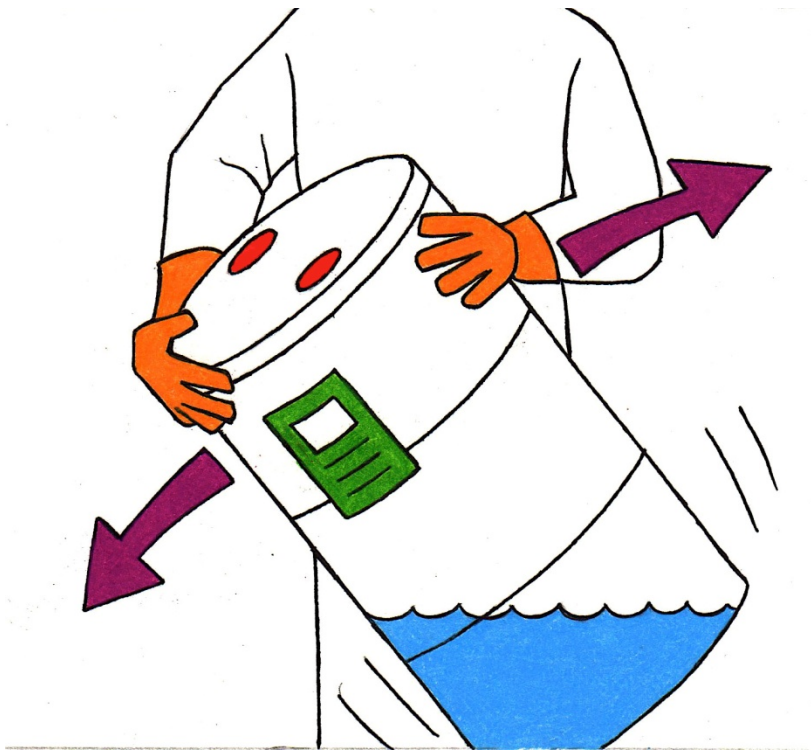
- ❑ **Small Enough to Shake**
- ❑ Too Large to Shake

Pressure Rinsing:

- ❑ Small Enough to Hold
- ❑ Too Large to Hold

NO Integrated Rinsing Equipment

Covers Certain FAO Sections



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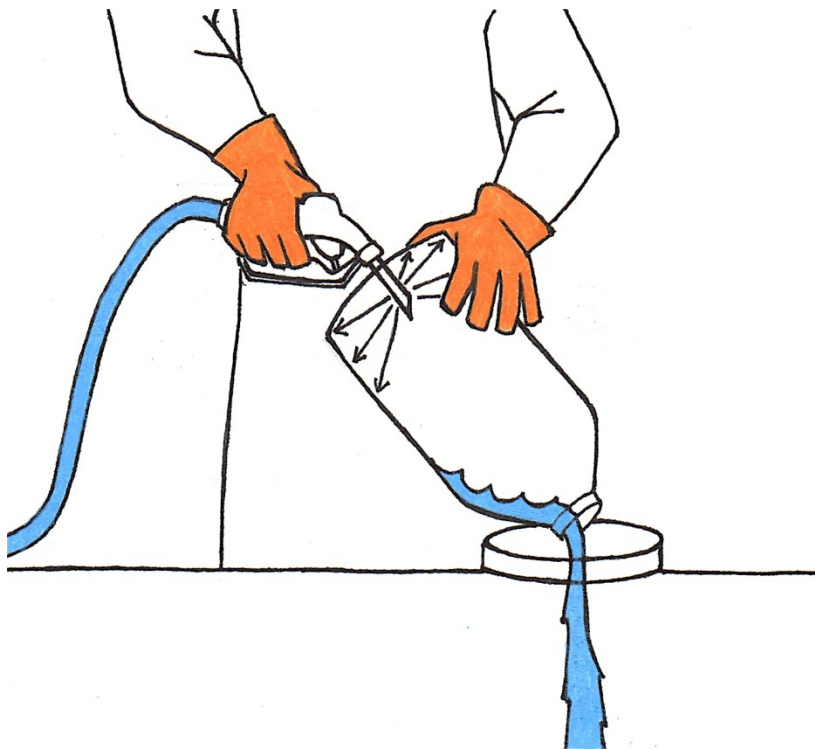
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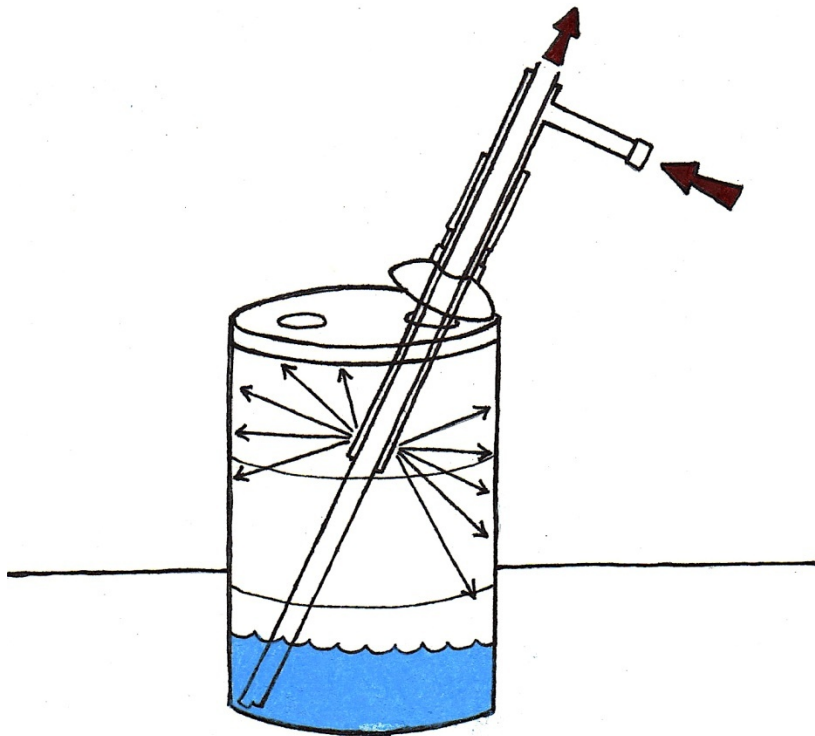
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EFFORT COMPLETE!

POSTING WILL FOLLOW @
THE PESTICIDE STEWARDSHIP ALLIANCE SITE:

WW.TPSALLIANCE.ORG

THANK YOU TO TPSA AND MANY COMMENTER'S
THAT MADE THIS SUCCESS POSSIBLE

ROB DENNY
ENVIRONMENTAL PROJECT MANAGEMENT
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