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

- 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

- **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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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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EFFORT COMPLETE!

POSTING WILL FOLLOW @ THE PESTICIDE STEWARDSHIP ALLIANCE SITE:

WWW.TPSALLIANCE.ORG

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

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