

# Coalition for a Healthy Ottawa

July 8, 2002

Dear Friend,

Earlier this year you signed a petition calling on the City of Ottawa to restrict the cosmetic use of pesticides on both public and private lands, and to immediately develop and implement a comprehensive public education programme to demonstrate the viability of sustainable and safe lawn and garden maintenance practices. I am writing on behalf of the **Coalition for a Healthy Ottawa** to tell you what has happened as a result of your petition, and to let you know the next steps needed to achieve our goal for a bylaw to restrict the cosmetic use of pesticides in Ottawa's urban area.

In the course of less than a month some 5,000 people signed our petition, which was presented to the City's Health, Recreation & Social Services Committee and City Council in March, 2002, as it considered a report that proposed a public education campaign to reduce pesticide use, with a budget of \$400,000. As a result of your work, both Committee and City Council endorsed the strategy and the budget to implement it.

This has led to the June launch of the City's public education campaign, based on the theme:

## **This is a beautiful lawn**

For more information on alternatives  
to chemical pesticides, visit [ottawa.ca](http://ottawa.ca) or call 724-4227

on a backdrop of a picture of a child on a pesticide-free lawn. These ads are on (and in) City buses and City vehicles, accompanied by radio and print ads. The City has posted information on its web site on alternatives to pesticides, and is providing information to anyone who calls the 724-4227 info number.

There is more coming, such as a listing of model (pesticide-free) lawns and gardens to encourage people that it is possible to do, a listing of pesticide-free lawn care companies, and the distribution of **This is a beautiful lawn** lawn signs for pesticide-free lawns (more about that in a moment).

While all this is progress, we haven't yet got a bylaw restricting the cosmetic use of pesticides in Ottawa's urban area. We hope to see such a bylaw introduced for public consultation later this fall, and we will be asking you then to help us make this a reality – no easy task, as there is opposition from the industry(!). In the meantime, please make a point of talking to your City Councillor and urging him or her to protect human health by voting for such a bylaw. We need those votes!

Later in July the City will be announcing its lawn sign campaign to promote pesticide-free lawns and gardens. We think this is a great opportunity to show how many there are in the community who practice what they preach in terms of being pesticide-free. If you are interested in having such a lawn sign on your lawn, then please call 580-2424 ext. 28595 to register (or fax 580-2517, or e-mail [marie.wellman@ottawa.ca](mailto:marie.wellman@ottawa.ca)) and we'll get them up for you. Do it soon, as supplies are limited!

And finally, the campaign to get a bylaw through Committee and Council this fall isn't going to happen by itself – we will need help (and lots of it!). If you can spare a few hours to phone, write, attend a meeting, whatever, please let us know! *Many hands make light work* is the proverb, and your assistance will be greatly appreciated, especially for the benefit to our community's health.

Thanks for caring, and for your support.

**Alex Cullen, City Councillor - Bay Ward**  
110 Laurier Ave. W. Ottawa K1P 1J1 (580-2477)

**And**

The City of



Present you with the opportunity to show-off your pesticide-free lawn with an official lawn sign that says:

**THIS IS A  
BEAUTIFUL  
LAWN.**

**ÇA C'EST  
UNE BELLE  
PELOUSE.**

**Pesticide free,  
naturally!**

**Sans pesticides,  
naturellement!**

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➤ To order your lawn sign, please call 580-2424 ext. 28595,  
or fax 580-2517, or e-mail [marie.wellman@ottawa.ca](mailto:marie.wellman@ottawa.ca)

➤ Please do so today, as supplies are limited!  
Delivery to your lawn provided!

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*For more information on alternatives to chemical pesticides,  
visit [ottawa.ca](http://ottawa.ca) or call 724-4227 and leave a message.*

*Pour plus de renseignements sur des solutions autres que les pesticides  
chimiques, consultez [ottawa.ca](http://ottawa.ca) ou composez 724-4227 et laissez un message.*

