

G13-P

"THE BUGMOBILE!" A VEHICLE FOR PUBLIC ENGAGEMENT

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Reaching the public with messages of insect diversity, IPM and reducing risks of pesticide use is challenging. Traditional extension methods of distributing fact sheets or targeted talks to pesticide user groups reach only a limited audience. The PA IPM Program created an interactive exhibit via an old VW beetle painted like a ladybug for use at large public venues such as county fairs, teacher conventions etc. Response? Overwhelming.