Integrated Pest Management for Everyone: Using the Health Behavior Model for IPM Education

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Integrated Pest and Disease Management

- Physical
- Cultural
- Biological
- Chemical

Integrated Pest Management
Integrated Pest and Disease Management

- Prevention
- Cultural/Sanitation
- Physical/Mechanical
- Biological
- Chemical
Cultural practices/Pest and Disease Prevention

- Washing tools and clothing
- Cultivar selection
- Crop rotations
- Improving pest exclusion in a greenhouse

![Diagram showing mulched and non-mulched plants](image)
What influences preventative behavior (Cultural practices) in (Hispanic) farmworkers?
What influences preventative behavior?
Health belief model

- Risk perceptions
- Control Perceptions
- Education, training, signs, information

Preventative behavior
1. Risk perception

How susceptible am I to the risk?

How severe are the consequences if I do not prevent?
2. Control perceptions

Do I have control over mitigating the risk?

Will my preventative actions really make a difference?
Perceived control

Education/Trainings

Perceived risk

Education/Trainings
Perceived risk

Preventative behavior

Perceived control

Preventative behavior
Education ≠ Risk Perceptions
≠ Control perceptions
≠ Preventative behavior
Risk perceptions

Control Perceptions

Knowledge/Trainings

Work environment

Gender, socio-economic status, years of education, language etc..
Language influences control perceptions in Hispanic farmworkers

Farmworker Control Perception Index

Worker speaks English?

Yes

No
Wage type influences control perceptions in Hispanic farmworkers.

Type of payment

- Hourly
- Pound

Farm worker Control Perception Index
On-farm logistical issues affect control perceptions

Washing supplies, equipment available?

- Yes
- No

Farm worker Control Perception Index
Using the HBM toolbox in IPM

Understanding hispanic farmworkers risk and control perceptions on pests and diseases

Useful tools for IPM education and training
“The more proactive the farm team is on disease prevention, the lesser need for chemicals, and thus, the less exposure to these same chemicals.”

(Harold Brosius, Owner and manager of Marlboro Mushroom Farm)
We need to listen.....
Using the HBM toolbox in IPM

Create awareness among farm owners and farm managers

Open communication

Empower farmworkers

Create a healthy work environment
Thank you!

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