

*CPR Annual Conference Agenda, March 19<sup>th</sup> and March 20<sup>th</sup> 2010*

*Friday, March 19, 2010*

**2:00 PM-6:00 PM: Get on the bus! Local Farm Tour**

*Saturday, March 20, 2010*

**8:30 AM-9:30 AM: Breakfast and Registration**

**9:30 AM-9:50 AM: Welcoming address**

**9:50 AM-11:00 AM: Plenary Panel - Healthy Harvest: From Field to Table:** From climate change to pressure on small growers, the need to create a sustainable agricultural system has never been more critical. Not using pesticides is a key part of a safe, sustainable food system, as are fair labor practices and access to healthy food for all. As leaders shaping vision and practice, our panelists will speak about the challenges they face and the opportunities they see in building a thriving food system in California.

**Ongoing Workshop Throughout the Day: Art Power!:** Expressing the left side of your brain while exploring the themes of pesticides, healthy food, healthy people, and a healthy California heritage.

**11:00 AM-12:15 PM: Workshop Session 1**

- **Pesticides: The Basics:** This workshop is an introduction to why pesticides are a problem for you, for your children and pets, and for the environment. Learn about the impact of pesticides on our health. Find out how often they contaminate food, air or water. Get information about pesticide hazards for pets and wildlife. Learn about better ways to deal with pest and weed problems—what choices you can make and how you can act if someone else's use of pesticides threatens your health and safety. A short presentation will be followed by questions, answers and discussion.
- **The Grass is Greener: Pesticide-Free Parks:** No longer are pesticides limited to our agricultural fields; pesticides are increasingly used our parks, dog parks and public spaces. The Healthy Parks Act which is currently being debated in the California state legislature seeks to protect people, pets and the environment by eliminating the use pesticides in city and county parks. This workshop will outline the protections in the bill and what you can do to help it pass.
- **Pests or Pesticides? Eliminating Both From Low Income Housing:** Pests are more than a nuisance in many households. But in much low income housing serious pest problems are automatically treated by routine, ineffective pesticide use. But is that the answer? Learn about CPR's campaign toward no pests and no pesticides in low income homes. What's the problem? Who needs to be part of the solution?
- **Know Your Government-How a Bill Becomes a Law:** For seasoned advocates and new activists, the California legislature can be a difficult place to navigate. Come learn about the art and skill of introducing and moving legislation through government, who key

players are and what tools you and your community have at your disposal. The experience doesn't end with this workshop--plug into ongoing statewide advocacy efforts through the Environmental Health Legislative Working Group.

- **Clearing the Air: Working for Pesticide-Free Air:** It's a basic human right to breathe clean air, but California has the highest pesticide use in the nation, much of which drifts away from where it is applied. Come and learn about exciting campaigns to ensure clean air by stopping the registration of the fumigant pesticide methyl iodide, and establishing protection zones around schools.

**12:15 PM-1:30 PM: Lunch**

**1:30 PM-1:45 PM: Afternoon Address**

**1:45 PM-3:00 PM: Workshop Session 2**

- **Recent Science and Pesticides:** Three speakers will address current hot topics of science related to pesticides: (1) Tyrone Hayes will help debunk the myth of “the dose makes the poison”, presenting data on how minute amounts of endocrine-disrupting pesticides, at critical times, can have severe health impacts; (2) Sharyle Patton will speak about community-based biomonitoring and share stories of how people effectively use body burden data to move health policy; (3) Marcia Ishii-Eiteman will present data on climate change and sustainable agriculture—how sustainable agriculture can both mitigate effects of climate change and help farmers better adapt to climate change.
- **Read My Lips: Effective Lobbying from the Pros:** Activism can take on many forms – if you want to be an effective community advocate, come to this workshop! Learn how the California Legislature operates and how to effectively lobby a legislator. This is an interactive workshop, with time to practice.
- **Rallying the Masses: Effective Community Organizing:** Organizing, whether with farm workers or urban families, is an art. Learn the nuts and bolts of successful organizing CPR members use from Kern County to the Bay Area. This workshop will feature small group practice of skills you can take away with you.
- **Faces of California Farmers:** Being a farmer isn't easy. Long hours and little pay. Despite these challenges, these individuals decided to become or remain organic farmers. Learn first-hand what it means to be a small-scale farmer in California, and what policy changes may be necessary to help support more farmers like them.
- **Media 2.0: Getting your Message out in the Digital Age:** This is the first media workshop. In just the past few years, a wide array of technologies have changed the dynamics of how our stories get told. Facebook, Twitter, blogs and online press are some of the only ways people learn about news. Learn from practicing journalists about what this means for your work, and how to make sure your story reaches the right audience.

**3:00 PM-3:15 PM: Break**

**3:15 PM-4:30 PM: Workshop Session 3**

- **Growing Healthy Farms-Opportunities to Promote Sustainable Agriculture:** The ultimate solution to getting rid of pesticides in the fields is to support the spread of sustainable agricultural systems. From climate change to local food systems, come and hear about exciting policy opportunities at the national, state and local levels to promote sustainable agriculture.
- **On Deadline-The Art of the Pitch:** This is the second media workshop. Reporters are busy people. And so are we. Given those constraints, how do we get the most out of our conversations with them, and make sure our story gets told to its fullest. This session will be very interactive and we hope the results will be seeing you on TV more.
- **Campaign Planning-From Seed to Plant:** This workshop will help participants walk through important strategies and steps when beginning a campaign, including targeting the decision maker, framing your message, and grassroots tactics.
- **California Schools: Pesticides Out, Healthy Foods in!** From playgrounds to cafeterias, a lot of changes have been taking place in California schools. With the passage of the Healthy Schools Act, there are fewer pesticides used, and many communities have risen up to connect local farmers more directly to schools. Come learn about the challenges and opportunities to make schools and their students more healthy.
- **Beyond the Light Brown Apple Moth-A Sane Approach to Invasive Species:** This workshop will provide an update as to the current status of the California Department of Food and Agriculture's eradication program for LBAM, but also take a step beyond LBAM and look at invasive species eradication programs in California. Included in the conversation will be a background on invasive pests, how our current monoculture farming system contributes to invasive pest problems, what can be done on the state level to prevent and mediate problems and how small farms are affected by eradication programs.

**4:30-4:45 PM: Closing**