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Using Research to Design and Evaluate Pesticide Dealer Training

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Abstract

More than 700 dealers are licensed to sell restricted-use pesticides in North Carolina. Although their primary activity is commerce, dealers often serve as a source of information on pesticide use to their clientele. In order to provide reliable information to their clientele, dealers must have access to unbiased, science-based information on pest management. A mail-in survey of pesticide dealers in North Carolina was conducted in 2001. Based on survey results, a Dealer Day training program was developed and conducted in 2003. Selected responses to the survey and pre- and post-evaluations of the training program are presented.

Keywords: dealer, training, pesticide, safety, education, research, evaluate, design, survey

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