

From: Jan Aceti
Sent: October 12, 2006
To: Todd Chadwell
Subject: Comments on Application 014

Mr. Chadwell:

I am writing in support of the Center for Ecological Technology's (CET's) proposal to the Natural Resource Damages Fund, entitled "Less Toxic Landscapes - A Healthier Housatonic River." The application identification number is 014.

My firm provides consulting and training in Community-Based Social Marketing (CBSM), an approach to promoting behavior change that will inform CET's effort to motivate and help people choose less toxic lawn and garden care products. Several of CET's executives and senior staff attended a full day workshop on CBSM that I organized a number of years ago. Since then, CET has employed tenants of CBSM in promoting pesticide use reduction and other sustainable behaviors. Further, as a result of their knowledge of the factors that influence pesticide use in lawn care, CET made a very important contribution to an inventory of barriers and motivations for reducing pesticide use that I prepared in 2002.

In addition to their grounding in CBSM, CET has a strong reputation as a credible community resource and for conducting innovative projects that are effective. Based on my work with CET's executives and senior staff in a variety of capacities since the mid-1990s, I feel that there are excellent reasons to believe that funding CET to carry out their proposed program would be a worthwhile investment.

Regards, Jan

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