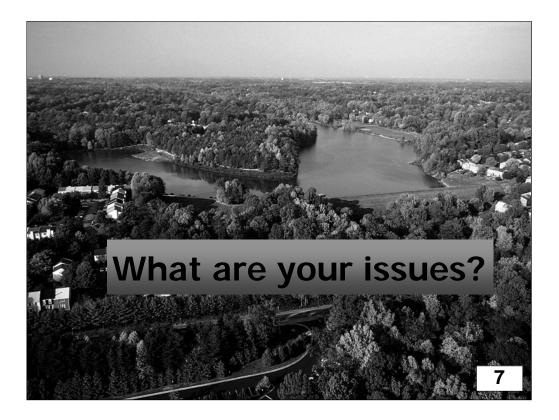
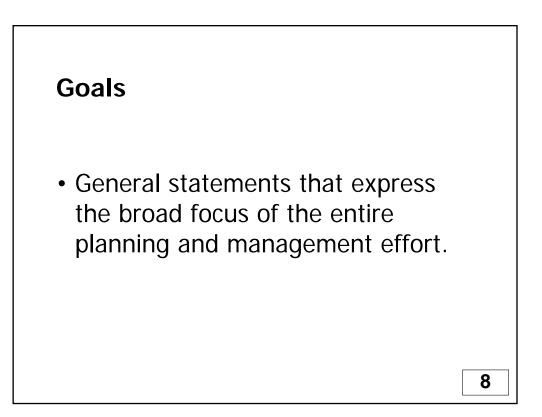
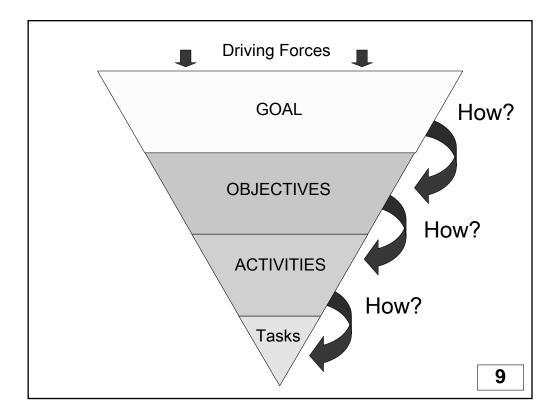


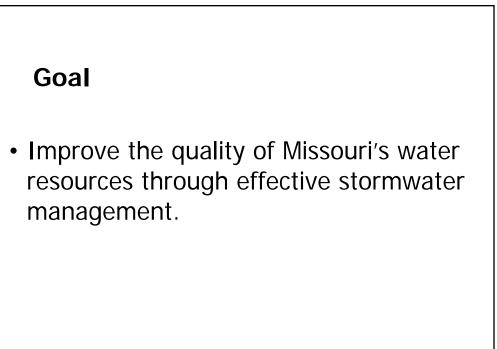
Driving Forces

- Why do you need outreach?
 - -Water quality problems
 - New regulations
 - Public pressure
 - Political pressure











Objectives

 Make residents in Clark County aware of the impacts of stormwater runoff and educate them so that 30% of them know what stormwater runoff is and can identify at least 2 management strategies.



• Develop and distribute 5 newspaper inserts to MS4 residents in Clark County within the next 12 months.





- ✓ Develop unifying theme and logo by 9/05.
- ✓ Identify newspaper outlet to distribute inserts by 10/05.
- ✓ Identify key topics for each issue by 12/05.
- ✓ Design layout and write text for first issue by 2/06.
- ✓ Send issue 1 to printers by 4/06.

Driving forces	
Goals	
Objectives	
	14





Target Audience

- Break down your audience by....
 - Geographic location
 - Socioeconomic
 - Gender
 - Age
 - Ethnicity
 - Occupation



Groups of Audiences

- Public Agencies
- Elected and other public officials
- Non-governmental organizations
- Business and Industry
- Students and others in academia
- Homeowners

Homeowners...

- Who own on-site septic systems
- Between the age of 40-55 with lawns who do their own lawn care maintenance
- Who have children in grades 3-6 in the Buck's County school system
- Who own homes around Lake Shasta

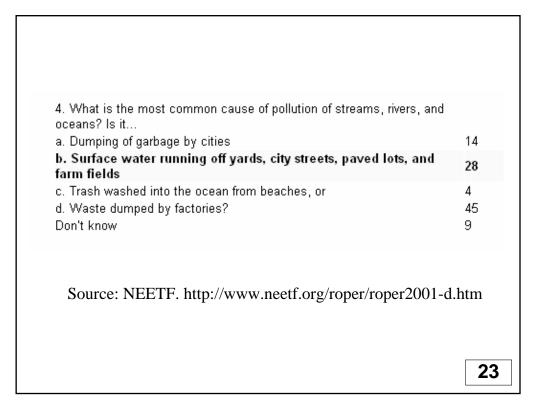
Target Audience

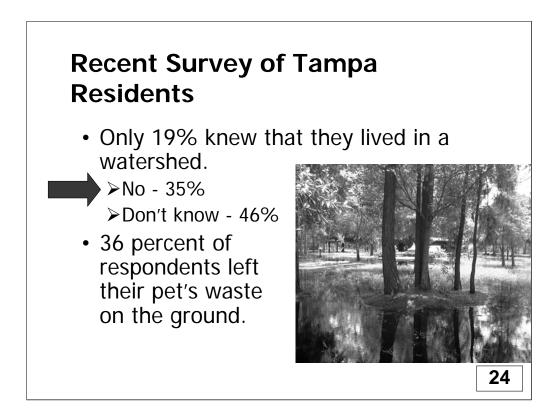
- Information needed
 - Demographics
 - -Knowledge of the message
 - Communication channels
 - Attitudes/perceptions

Target Audience

- Research the target audience
 - Focus groups
 - Phone interviews
 - Pre/post surveys
 - Public agencies
 - Community leaders
 - Trade associations

	llplan org	SWCP	
	Public Opinion Survey I	Results	
HOME/MAP	(Telephone survey conducted by	Global Strategy Group, Inc.)	
ABOUT SWCP	Schuylkill Watershed Ci	itizens Support Land Conservation	
FINAL REPORT			
PROTECTING YOUR WATERSHED	 88% of the respon keep pace with la 	dents said that land conservation should nd development	
PUBLIC MEETINGS	 84% said that the 	e are economic benefits to preserving	
PUBLIC OPINION SURVEY RESULTS	open space • 82% of those surv	eyed said that they would pay more for a	
RELATED LINKS		d parks and /or natural areas nearby eyed support the purchase of land for	
CONTACT US	municipality as a • 86% support an in sprawl and over-d	atural areas by their county or way to improve their environment crease in government efforts to curb evelopment dents support an increase in public	





Driving forces	
Goals	
Objectives	
Target audience	
	25



Message

- Specific to target audience
- Should have direct benefit to target audience
 - "Improves/protects resources"
 - "Costs less"
 - "Improves health"
 - "It's convenient"
 - "It's free"

WE PAY YOU TO LOSE WEIGHT

36 People Needed Who are Serious About Losing Weight!

•Eat Your Favorite Foods Every day

•All Natural – No Drugs

•Doctor Recommended

•Permanent Weight Loss

Call MELANY (555) 266-2079



Social Marketing

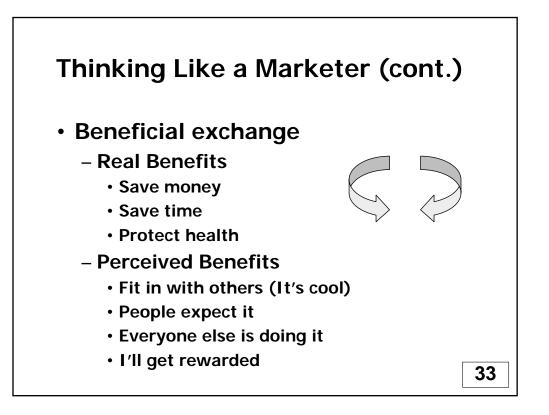
 Applying commercial marketing principles to social issues, such as seatbelt use, anti-smoking, to achieve a change in behavior

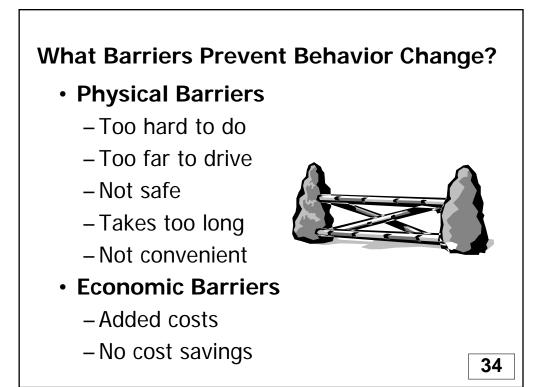


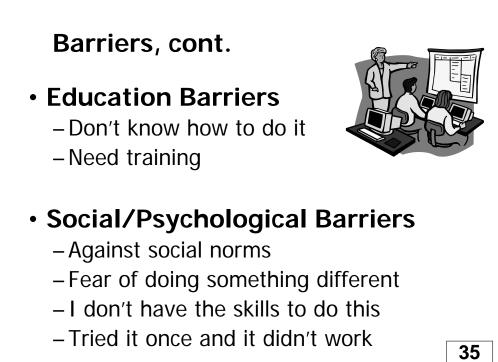
Most popular environmental campaign?

- Keep America Beautiful -- Iron Eyes Cody (1961 - 1983)
- Goal: To create a powerful visual image that dramatized how litter and other forms of pollution were hurting the environment, and how every individual has the responsibility to help protect it.
- First aired on Earth Day in 1971.
- Message: People start pollution. People can stop it.











Get Green

- Formats: TV and radio PSAs
- Messages: Save money and the environment
 - Turn thermostat down
 - Cash for recycling
 - Properly inflate tires
 - Keep your car regularly tuned



37

Tools for Changing Behaviors

- Social norms
- Commitments
- Prompts
- Incentives



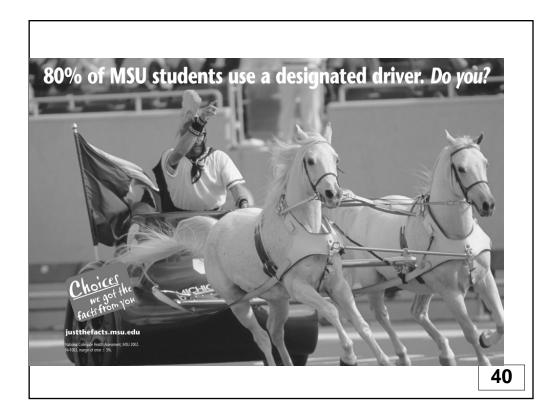
Social Norms

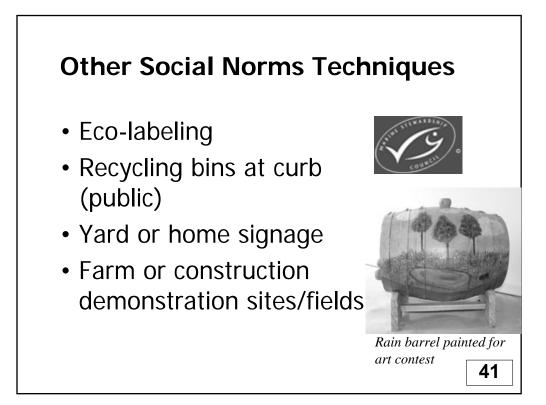
Behavior perceived as normal and expected

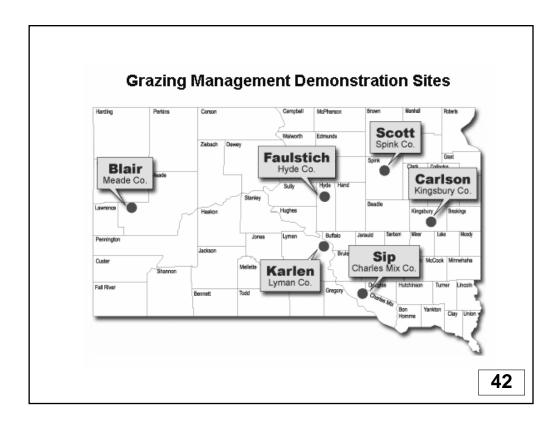
- Tools:
 - Compliance
 - Rebates (positive)
 - Fees (negative)
 - Conformity
 - Use statistics



39







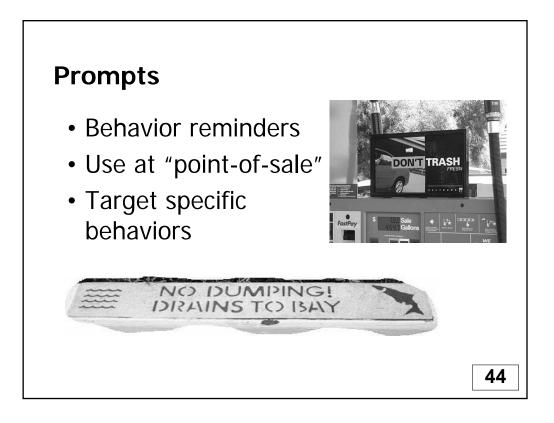


Another tools to overcome barriers to behavior change is asking for commitments from members of your audience.

We've all been approached with this tool before....think about when the local fire or police department fundraisers call you and ask for a small \$10-20 donation to help families of those killed in the line of duty. Many of us say yes and mail in our checks. Which makes it even harder to say no, when they call back a month later and ask us to make 5 pies for a fund-raiser bake sale. Agreeing to a small request leads many of us to ultimately agree to larger requests because we like to view ourselves and our behavior as consistent.

This tool has worked well for some watershed education programs such as the one in Whatcom County, Washington. There, the Washington Department of Ecology has developed a program in which citizens go through a checklist of things to do in and around their home to protect their watershed and they pledge in writing to do the things they check on the list.

Written commitments appear to be more effective than verbal commitments. In addition, group commitments are also beneficial. Such as getting a homeowners's association to commit to posting signage about pet waste or getting the local developer's association to agree to promote incorporating rain gardens into parking lot designs.

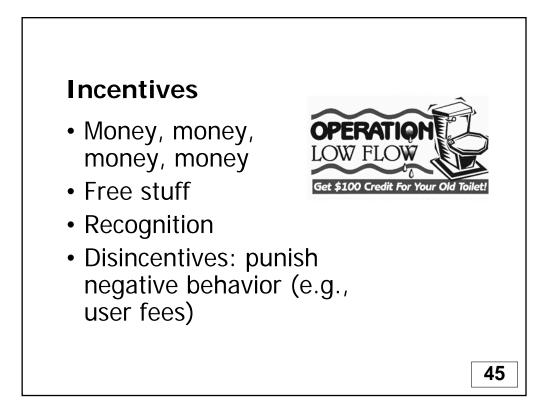


Prompts are things used to remind people to engage in certain behaviors. Billboards that tell people to drive safely are prompts. "Shelf talkers" are another good prompt. They are simple markers placed on the edge of a standard retail shelf, below the product. They've been used a lot to promote less-toxic pesticides.

Eco-labels on products are prompts to encourage people to buy environmentally friendly products over other products. Recycling signs at trash cans are common prompts

Prompt are most effective when they are used at sort of the "point-of-sale." Meaning, you want them to see the prompt right before they have to make the decision on doing one thing or another. For example, if you want people to avoid watering their lawns between the hours of 8 am and 5 pm, giving them waterproof stickers or tags for spigots or water hoses will remind them of when to avoid watering right before they turn on the water.

Prompts usually target specific behaviors and remind people of something they learned about previously. Storm drain stencils are another prompts. They can be even more effective prompts if they are done conjunction with television PSAs. If you have run a PSA on the importance of preventing storm drain pollution and provided a list of 3 things besides stenciling that people can do at home. Seeing the stormdrain stencil will not only remind them not to dump anything in the drain but will remind them again of your TV PSA which gave them other wavs to protect water as well.



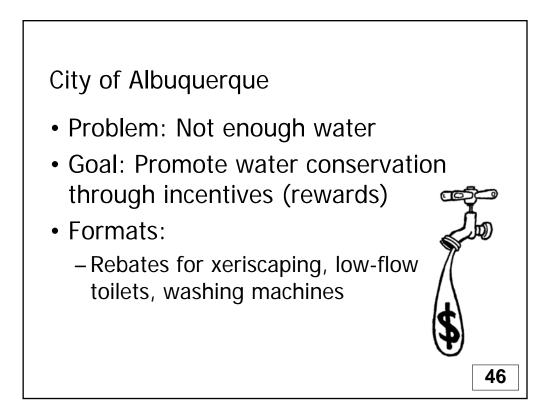
Money is the #1 incentive! Building in incentives into your recommended behaviors by showing people they will save money, receive money, or have to pay less goes a long way into making people change their behavior. It's sad but true, but more people are willing to protect the environment if it saves them money or they can make money by adopting that behavior.

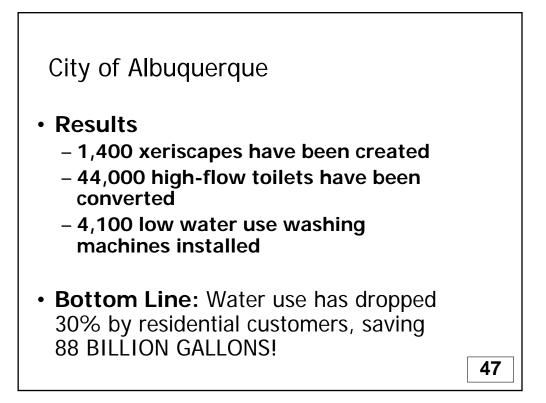
Offering tax breaks to developers for implementing certain kinds of construction site BMPs, rebates for buying low-flow toilets, electric lawn-mowers, energy efficient washing machines.

Free stuff: Give people t-shirts, hats, key chains, anything...most people love getting free stuff no matter what it is

Recognition through contests, signage at their house, name in the paper...all these things go along way into motivating people to do things. Another great incentive example is the hybrid cars. In Virginina you're automatically allowed to drive in HOV lanes with those cars, even if you are by yourself.

Make sure the incentive or disincentive is large enough to be taken seriously. For example, paying participants \$5 to participate in a community focus group is not going to get over the hurdle of having to volunteer their time and gas to the cause. On the flip side, if the consequence for not picking up after your pet is that you receive three warning tickets and after the 3rd ticket you have to pay \$10. That's not going to be enough to get people to change their behavior.





Remember the 3 H's

Health

Drinking water, swimming, their

children's health

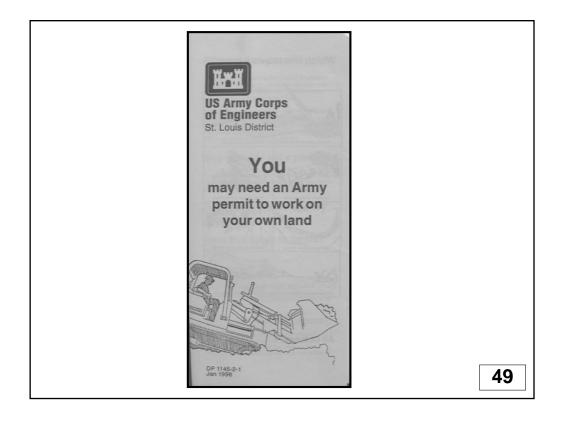
Home

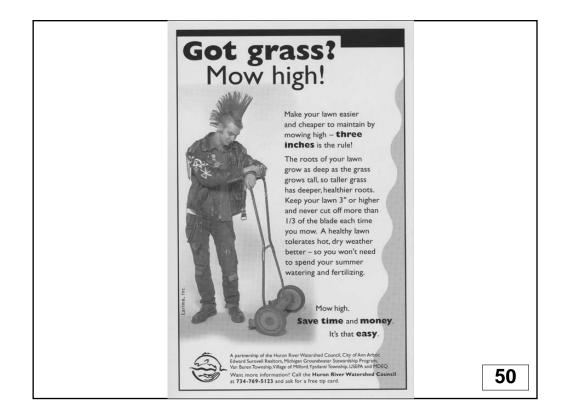
Property values, flooding

Heritage

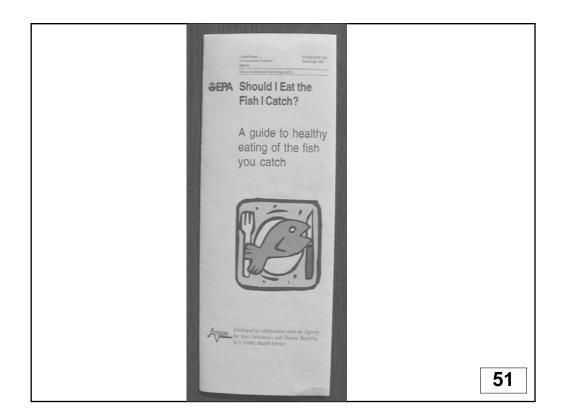
Historical significance, future generations

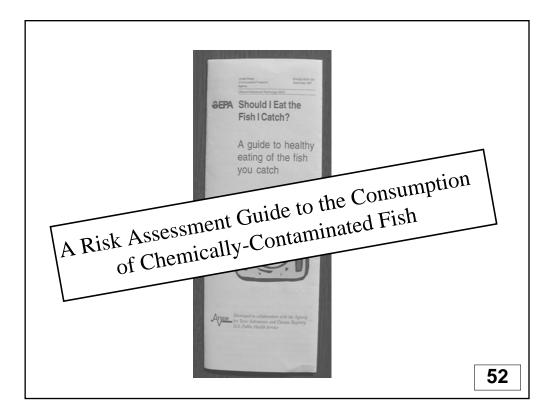


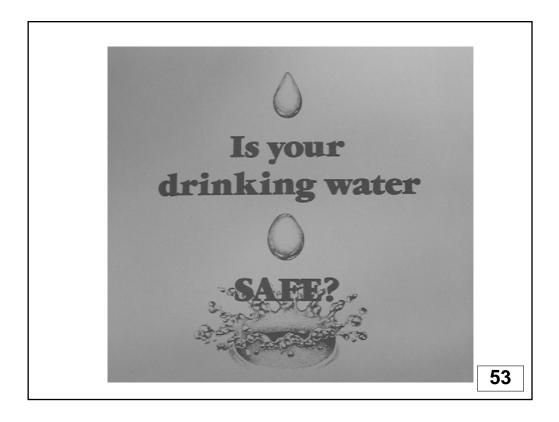




This poster may not have a lot of color...but its definitely memorable. It really makes you say, "What the heck?" I've gotta read this! This was printed in b&w in the newspaper.



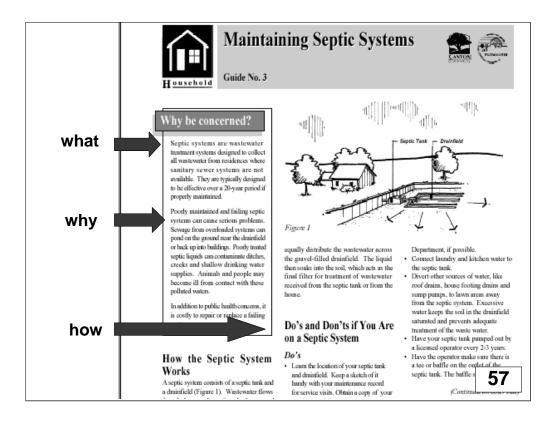




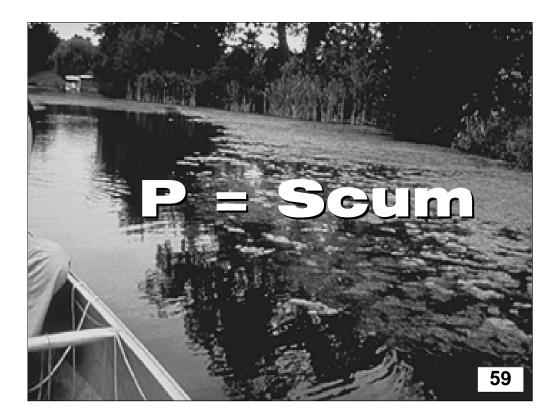




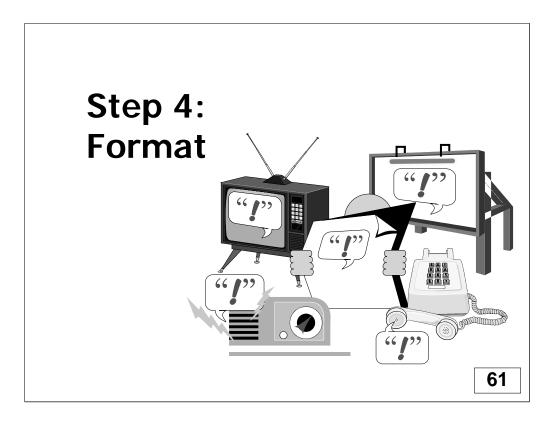








Driving forces	
Goals	
Objectives	
Target audience	
Messages	
	60



Format: Displaying the Message

<u>Print</u>

<u>"Stuff"</u>

<u>Events</u>

Newsletters		
Fact sheets		
Flyers		
Magazine articles		
Posters, displays		
Billboards		
Transit cards		

Calendars Magnets Bumper stickers Tote bags Frisbees Lapel pins Stickers

Festivals Clean-ups Stenciling Training Mini-courses Seminars

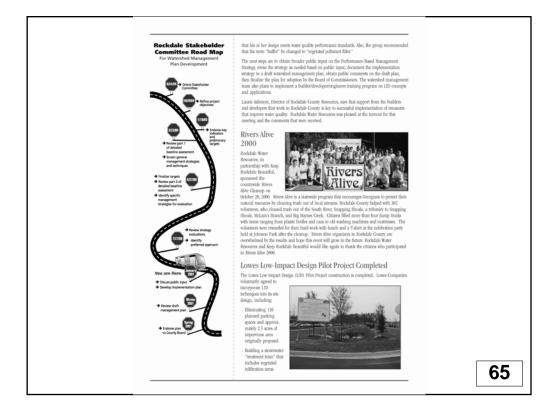
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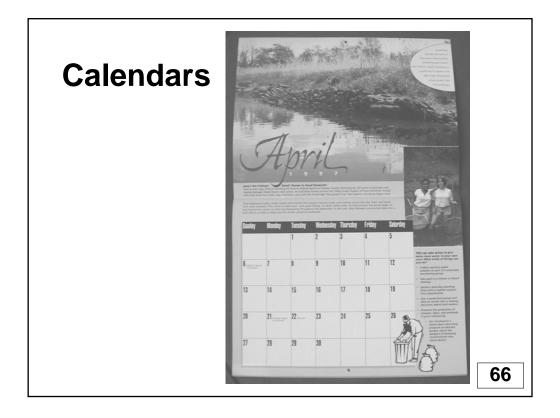


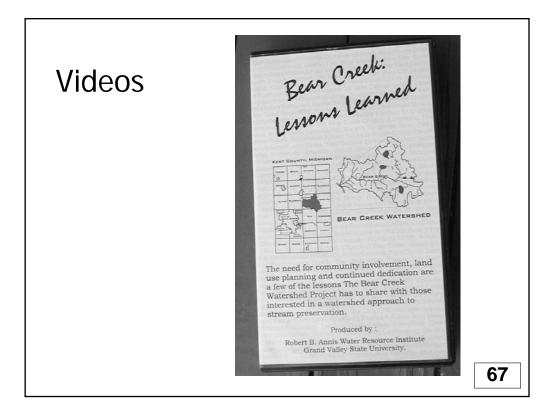
Formats

- Brochures and Fact Sheets
 - Can be distributed widely
 - Provide more detail on issues
 - Different shapes and sizes

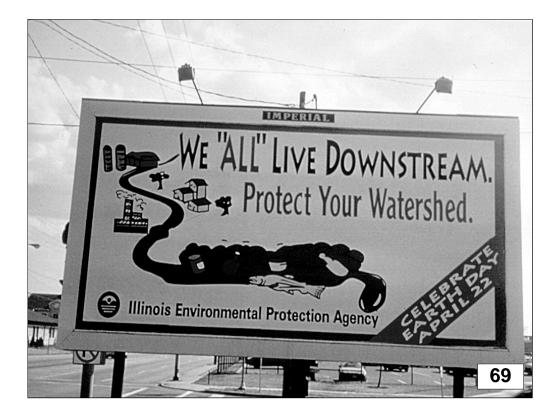


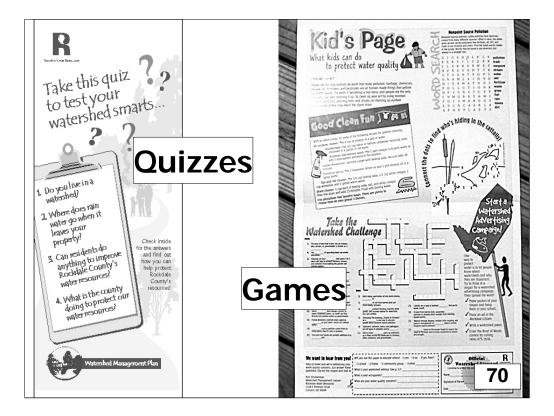


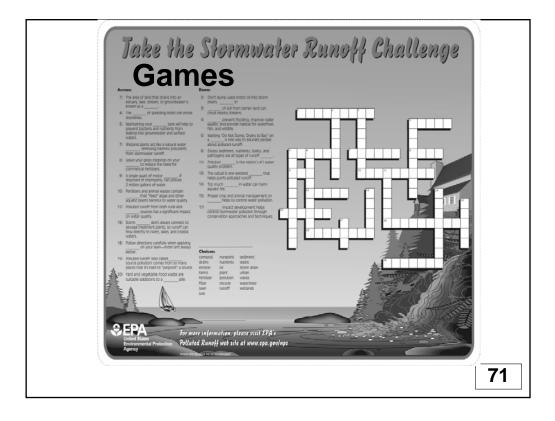












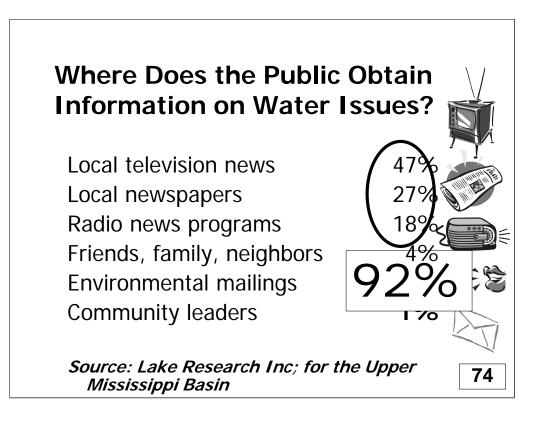


The Media

<u>News Media</u> Radio Newspaper

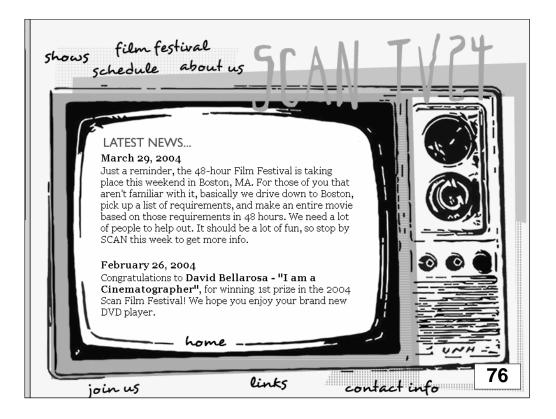
Television Magazines Electronic media Listservers

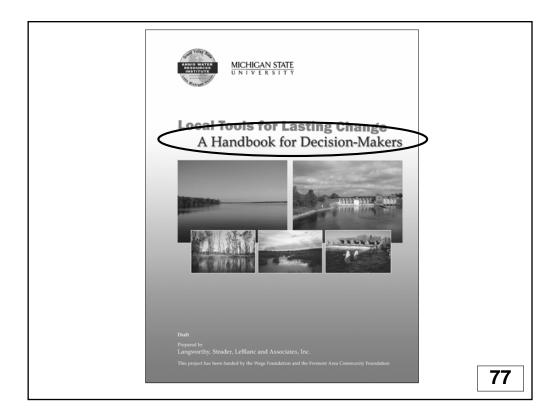
> Web sites, CD-ROMs



Tips for working with reporters

- Establish a relationship beforehand
- Return calls, respect deadlines
- Be open and accessible
- Provide appropriate background info
- Be proactive rather than reactive
- Provide feedback on coverage

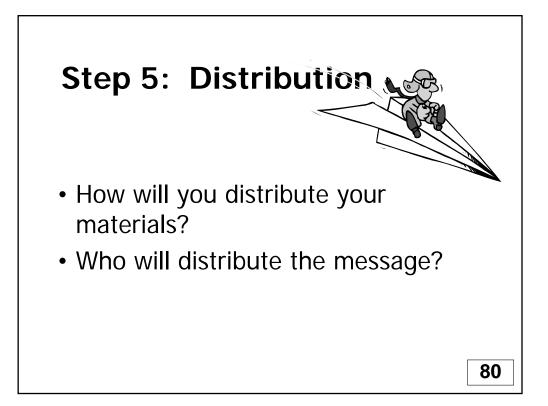




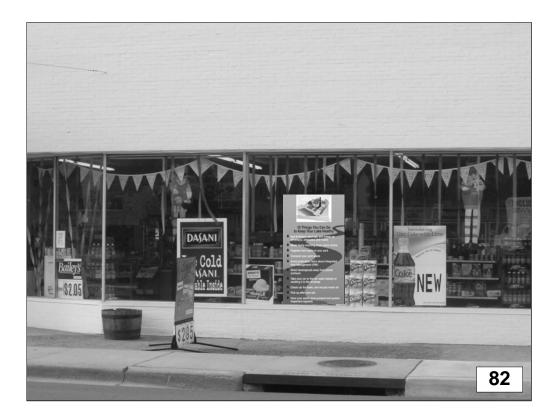
Formats

- Web Sites
 - Reach larger audiences
 - Adaptable/changeable



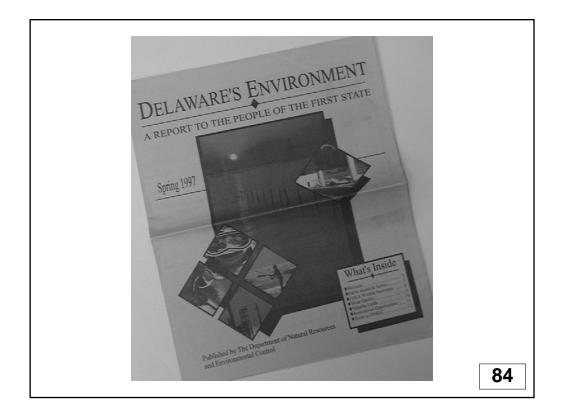


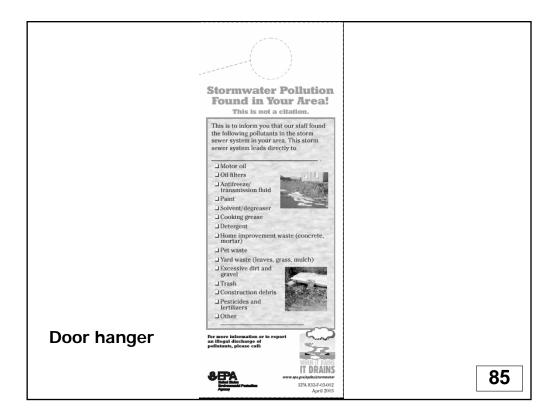




Delivering the message . . .

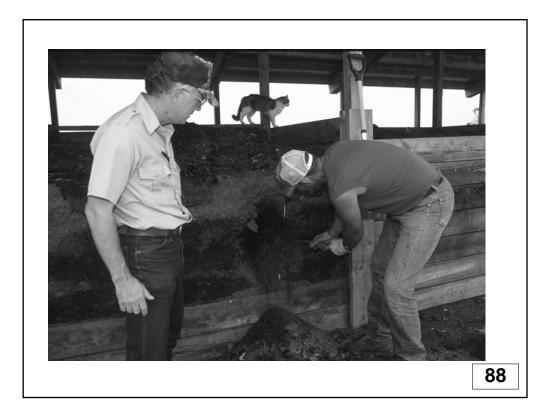
Piggybacking
Media
Stakeholder-stakeholder
Conferences/workshops
Targeted businesses

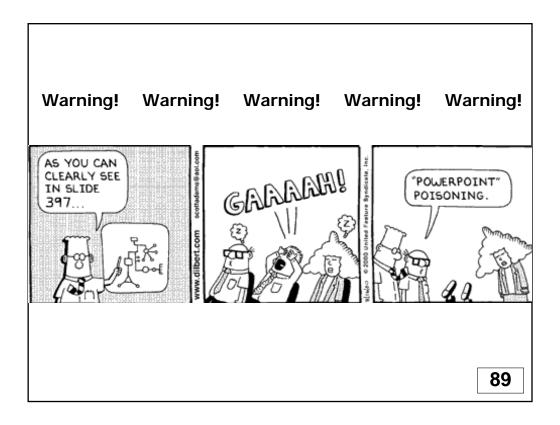




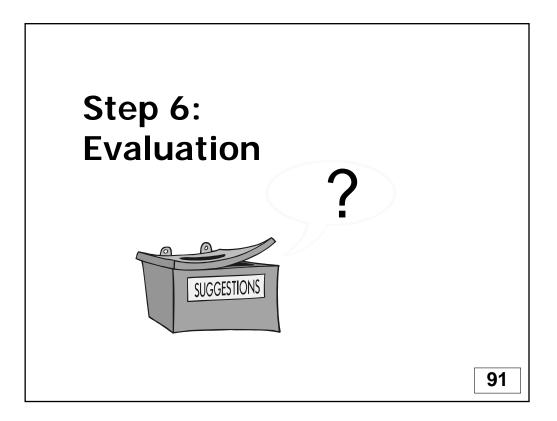




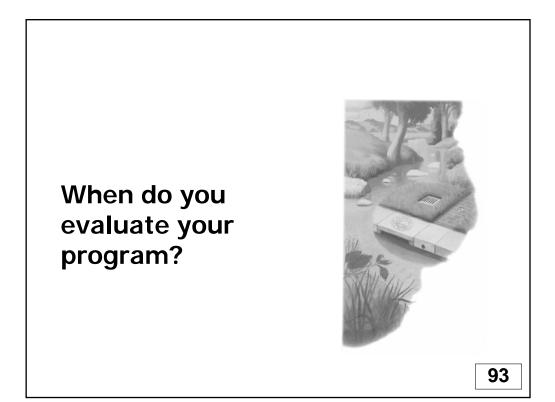




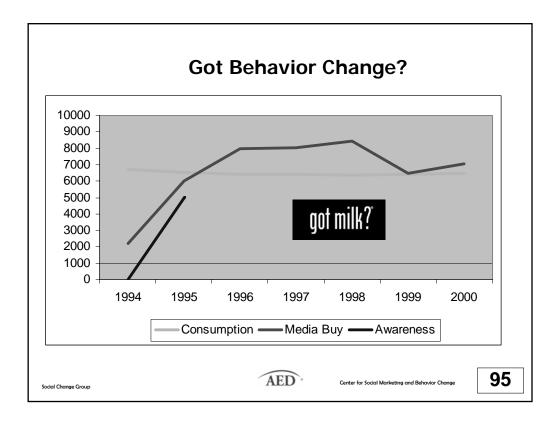
Driving forces	
Goals	
Objectives	
Target audience	
Messages	
Formats	
Distribution	
	90







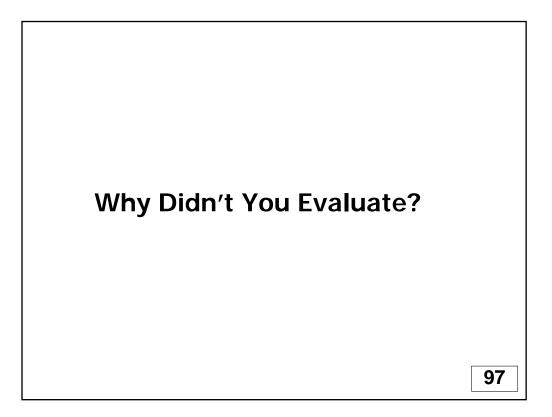


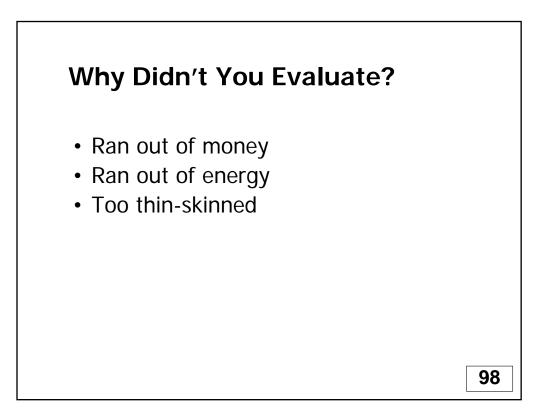


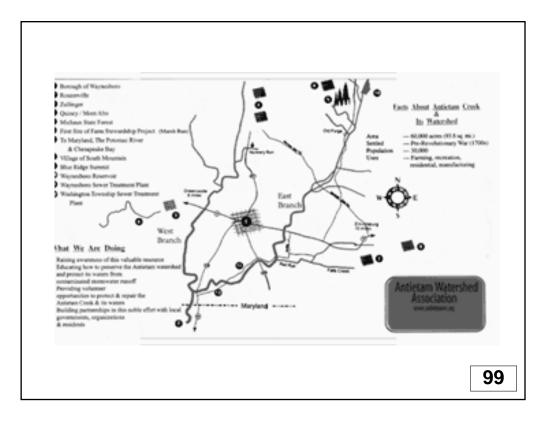
2004 Survey of Tampa Residents

- After the watershed education effort, 30% of residents said they live in a watershed.
 - -A 58% increase!









Assessment of the Short-Term Impact of the Antietam Watershed Association Placemats

Background

This report discusses the short-term impact on restaurant patrons of the Antietam Watershed Association (AWA) placemats. These educational placemats were sponsored by The League of Women Voters of Pennsylvania Citizen Education Fund, through a Section 319 Federal Clean Water Act grant from the U.S. Environmental Protection Agency, a **Possible Areas for Improvement**

These potential areas for improvement of the AWA placemats emerged from the research:

- Hook. The AWA placemats did not present any benefits to readers. Research indicates that ads grab and hold a prospect's attention by immediately communicating an answer to the unspoken question, "What's in it for me?" Philip W. Sawyer, director of Starch Communications, says that features aren't memorable—benefits are: "If you have a headline that states a benefit, people will read it, remember it and clip it out of the magazine or newspaper and hold onto it. And that's the trump card for everything."ⁱⁱⁱ It appears that the placemats provided information but did not "hook" readers. Not one respondent asked for more information about AWA.
- Action. Under most marketing theories, increased knowledge or awareness is a first step to eliciting a change in behavior. As covered above, the placemats lead to conversation in some readers. A next step might be to advertise in a way that produces further desired action—for example, get readers to come to an AWA





Driving forces	
Goals	
Objectives	
Target audience	
Messages	
Formats	
Distribution	
Evaluation	102

	Mill Creek Watershed, Lancaster, PA
Driving forces	Degraded WQ due to livestock in streams. Not meeting WQS
Goals	Restore WQ to meet designated uses.
Objectives	Educate farmers about benefits to fencing off streams so 20% of stream miles will be fenced by 1998.
Target audience	1,000 Amish farmers in the Mill Creek Watershed
	Fencing will improve herd health. \$\$ available.
Messages	Buffers will create deer habitat, wildflowers.
	Fact sheets, demonstration projects, one-on-one, media coverage, videos
Formats	
Distribution	Veterinarians, BMP tours, FFA projects, feed dealers, the grange
Evaluation	# miles streambank fenced. # farmers contacted. WQ measurements.

Pulling It All Together Why do you need to do outreach? Who do you need to target and why? What messages will they respond to? What formats will you use? How will you distribute the formats? How will you measure progress/success?

Write it down

- Assign responsibilities
- Assign costs
- Develop timelines

