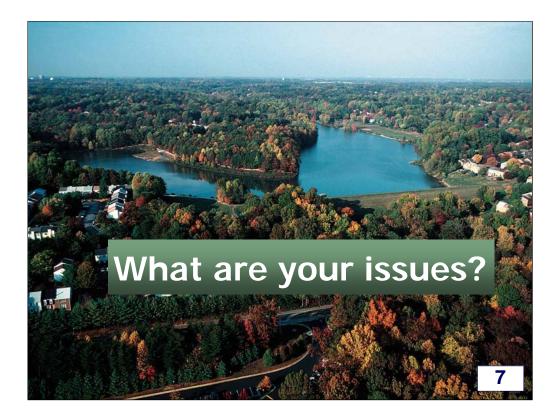




Driving Forces

Why do you need outreach?

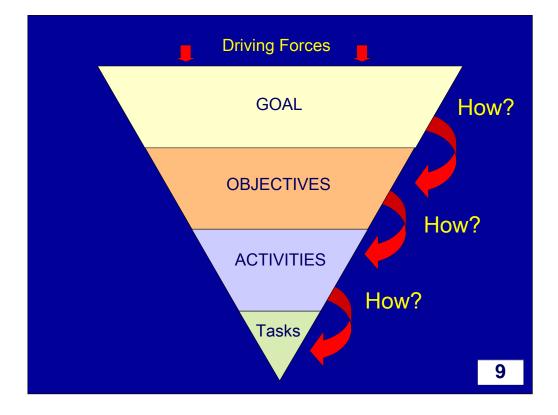
- Water quality problems
- New regulations
- Public pressure
- Political pressure



Goals

General statements that express the broad focus of the entire planning and management effort.





Goal

Improve the quality of Missouri's water resources through effective stormwater management.



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.



Activities

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



Tasks

- 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



Who Do We Need to Reach?



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

Chuyiki	Ilplan.org SWCP
	Public Opinion Survey Results
OME/MAP	(Telephone survey conducted by Global Strategy Group , Inc.)
BOUT SWCP	Schuylkill Watershed Citizens Support Land Conservation
INAL REPORT	
ROTECTING YOUR	 88% of the respondents said that land conservation should keep pace with land development
UBLIC MEETINGS	 84% said that there are economic benefits to preserving
UBLIC OPINION URVEY RESULTS	open space • 82% of those surveyed said that they would pay more for a
ELATED LINKS	new home if it had parks and /or natural areas nearby • 90% of those surveyed support the purchase of land for
ONTACT US	 public parks and natural areas by their county or municipality as a way to improve their environment 86% support an increase in government efforts to curb sprawl and over-development
	 91% of the respondents support an increase in public

What is the most common cause of pollution of streams, rivers, and oceans? Is it	
a. Dumping of garbage by cities	14
b <mark>.</mark> Surface water running off yards, city streets, paved lots, and farm fields	28
c. Trash washed into the ocean from beaches, or	4
d. Waste dumped by factories?	45
Don't know	9

Source: NEETF. http://www.neetf.org/roper/roper2001-d.htm

Recent Survey of Tampa Residents

- Only 19% knew that they lived in a watershed.
 - ≻No 35%
 - >Don't know 46%
- 36 percent of respondents left their pet's waste on the ground.



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

Popular Social Marketing Campaigns

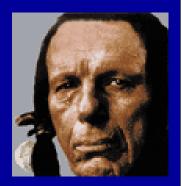
- ✓ Buckle Up America
- ✓Smokey Bear
- ✓Truth Campaign
- ✓ National Youth Anti-Drug Campaign



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.**



Thinking Like a Marketer (cont.)

Beneficial exchange Real Benefits Save money Save time Protect health Perceived Benefits Fit in with others (It's cool) People expect it Everyone else is doing it I'll get rewarded

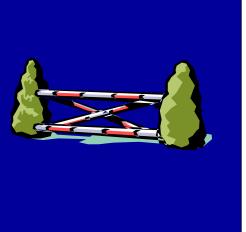
What Barriers Prevent Behavior Change?

Physical Barriers

- -Too hard to do
- Too far to drive
- -Not safe
- Takes too long
- -Not convenient

Economic Barriers

- Added costs
- No cost savings



Barriers, cont.

Education Barriers

Don't know how to do it Need training



Social/Psychological Barriers

- Against social norms
- Fear of doing something different
- I don't have the skills to do this
- Tried it once and it didn't work



Get Green Campaign

Problem: Many people miss opportunities to help the environment because they don't know how to help or afraid that it will take too much time or money.

Goal: Give people quick tips that easily fit their lifestyles (easy), make a positive impact on the environment (feel good), and actually save them money (rewards).

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





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



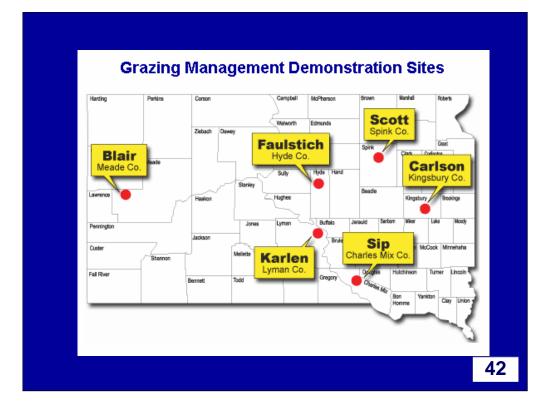
Other Social Norms Techniques

- Eco-labeling
- Recycling bins at curb (public)
- Yard or home signage
- Farm or construction demonstration sites/fields





Rain barrel painted for art contest





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.

Incentives

- Money, money, money, money
- Free stuff
- Recognition
- Disincentives: punish negative behavior (e.g., user fees)

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.

\$100 Credit For Your

45

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.

City of Albuquerque

Problem: Not enough water Goal: Promote water conservation through incentives (rewards)

Rebates for xeriscaping, low-flow toilets, washing machines



City of Albuquerque

Results

- 1,400 xeriscapes have been created
- 44,000 high-flow toilets have been converted
- 4,100 low water use washing machines installed

Bottom Line: Water use has dropped 30% by residential customers, saving 88 BILLION GALLONS!

47

Remember the 3 H's

Health

Drinking water, swimming, their children's health

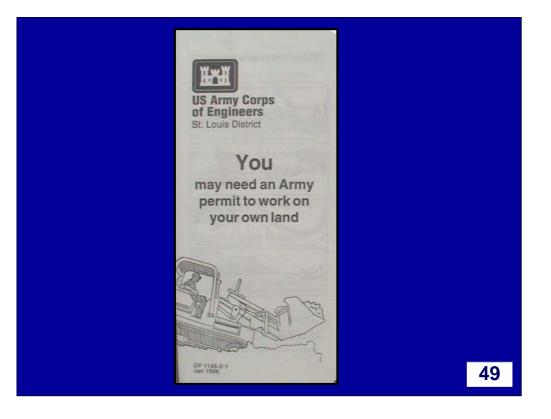
Home

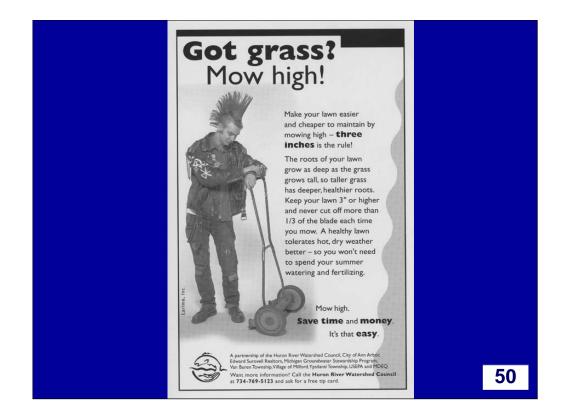
Property values, flooding

Heritage

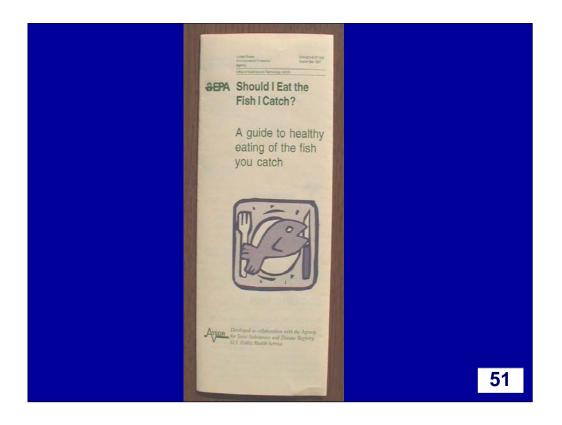
Historical significance, future generations

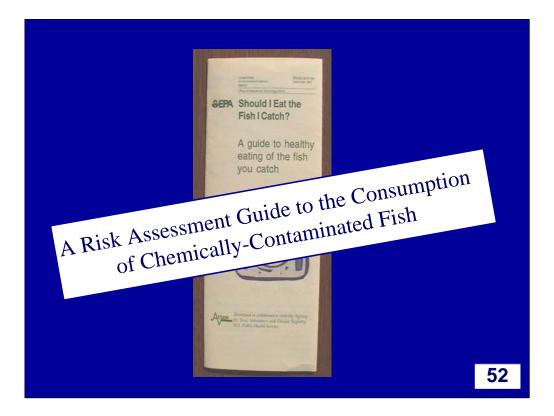






This poster may not have a lot of color...but its definitely memorable. It really makes you say, "What the heck?" I've gotta read this! This was printed in b&w in the newspaper.



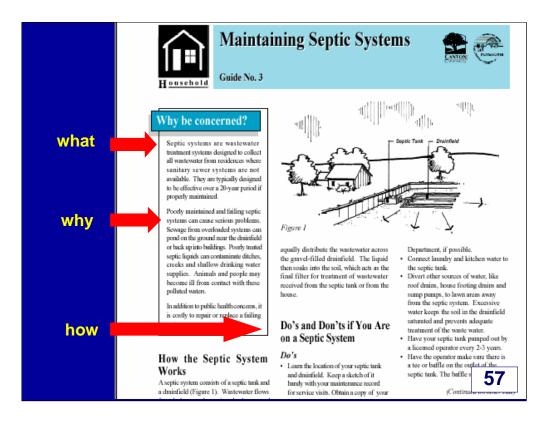




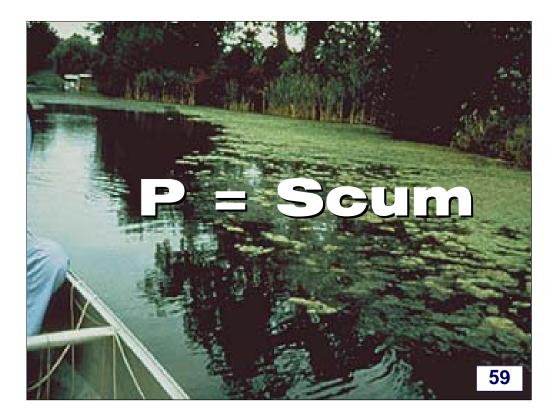




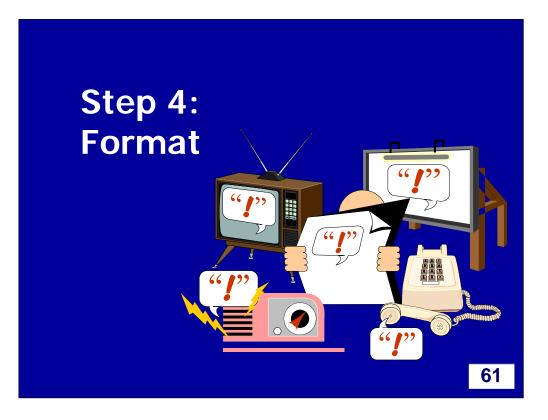








Driving forces	
Goals	
Objectives	
Target audience	
Messages	
	60



Format: Displaying the Message

<u>Print</u>

<u>"Stuff"</u>

Events

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

62

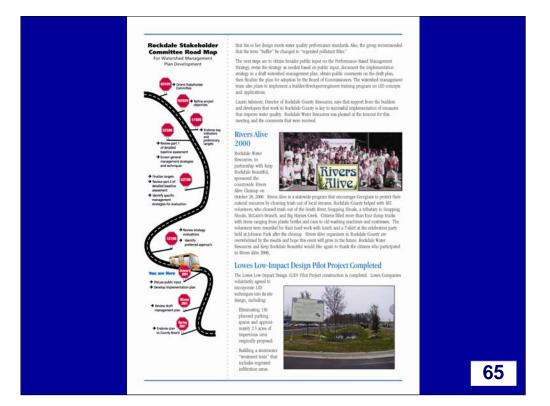


Formats

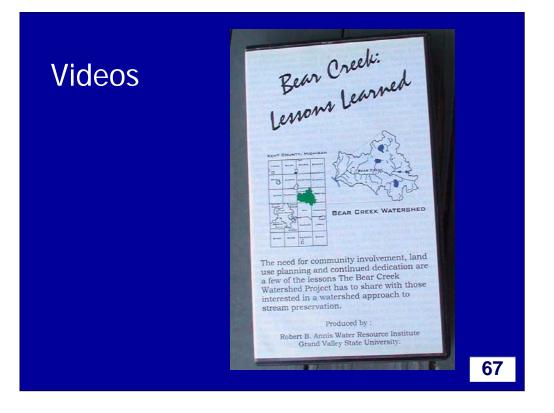
Brochures and Fact Sheets

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

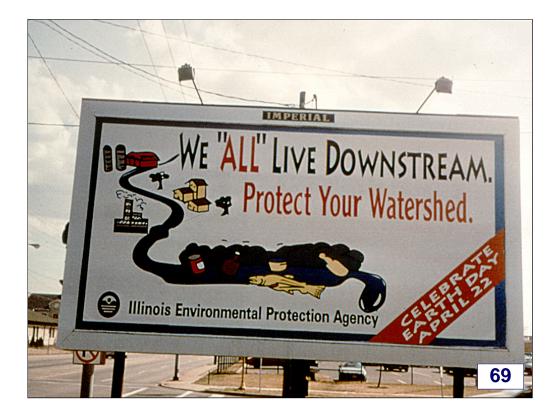


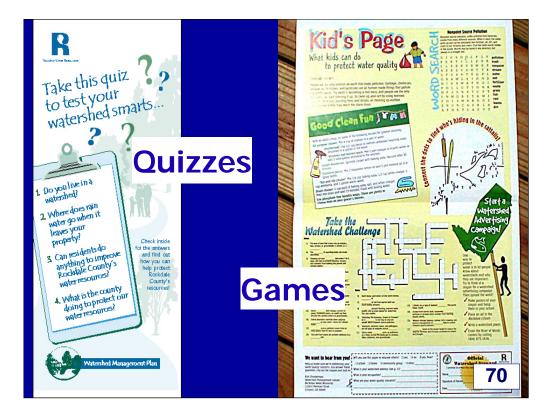


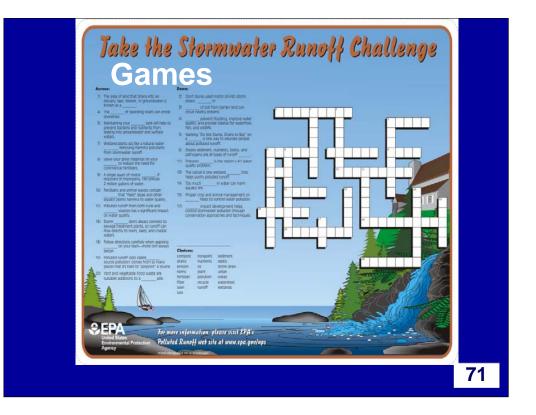














The Media

<u>News Media</u> Radio Newspaper Television Magazines Electronic media Listservers Web sites, CD-ROMs



Where Does the Public Obtain Information on Water Issues?

479

27%

18%

74

92%

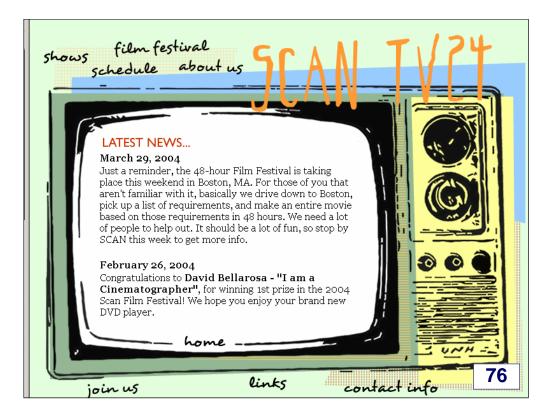
Local television news Local newspapers Radio news programs Friends, family, neighbors Environmental mailings Community leaders

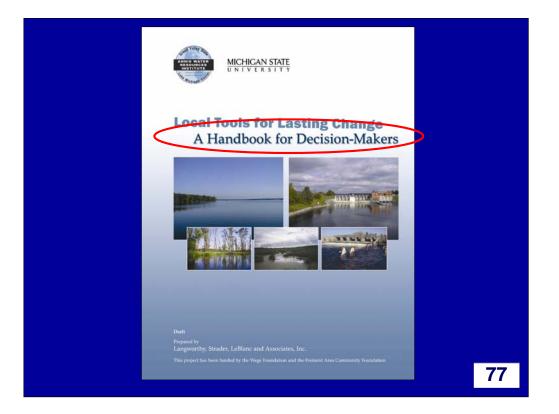
Source: Lake Research Inc; for the Upper Mississippi Basin

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





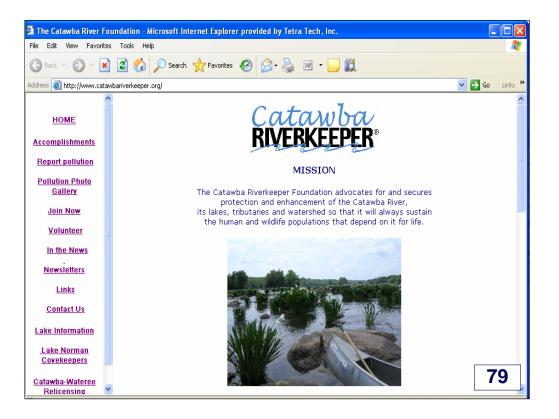


Formats

Web Sites

- Reach larger audiences
- Adaptable/changeable





Step 5: Distribution

- How will you distribute your materials?
- Who will distribute the message?

80



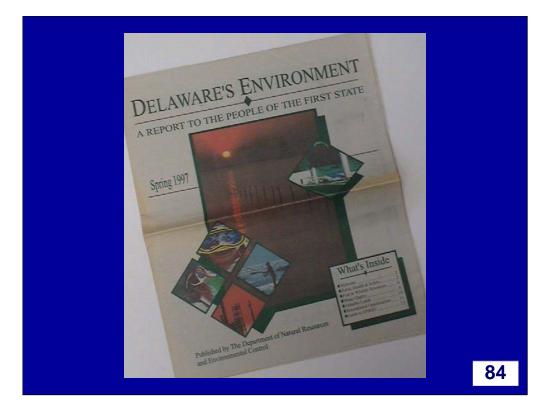


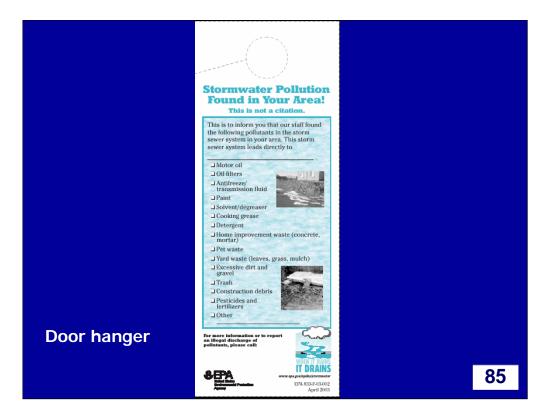
Delivering the message . . .

Mail
Phone
Door-to-door
Events
Presentations

Piggybacking Media Stakeholder-stakeholder Conferences/workshops Targeted businesses







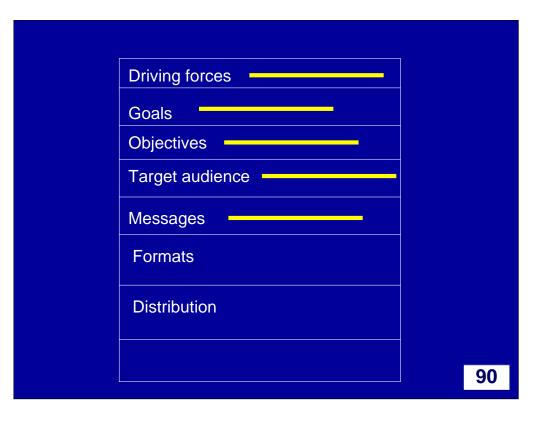
Who is your messenger?

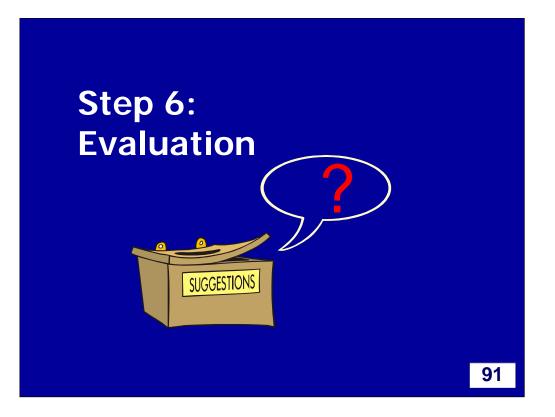








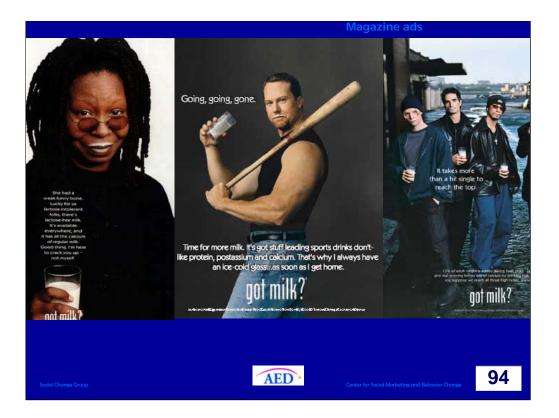


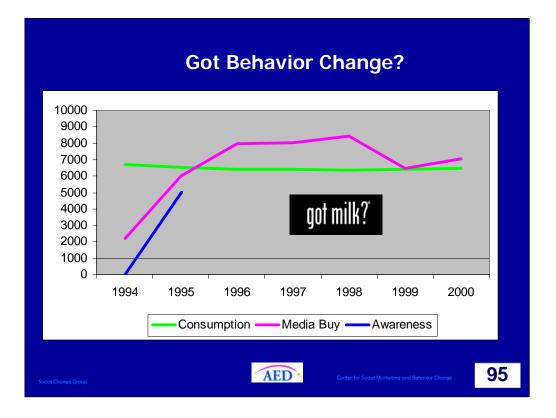




When do you evaluate your program?





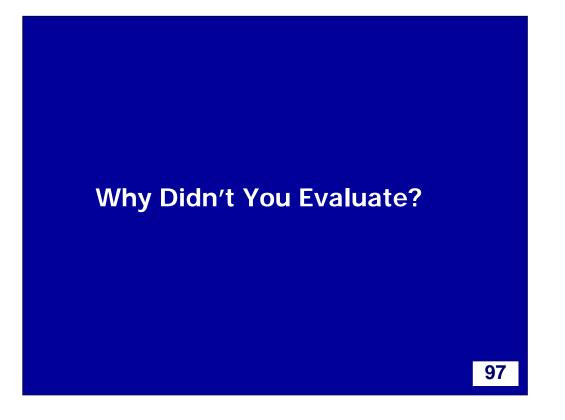


2004 Survey of Tampa Residents

After the watershed education effort, 30% of residents said they live in a watershed.

A 58% increase!

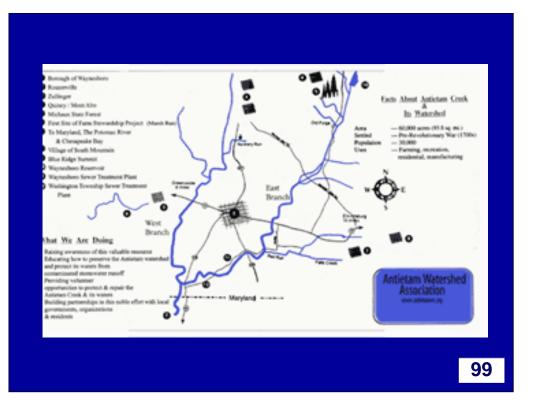




Why Didn't You Evaluate?

- Ran out of money
- Ran out of energy
- Too thin-skinned

98



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

Background

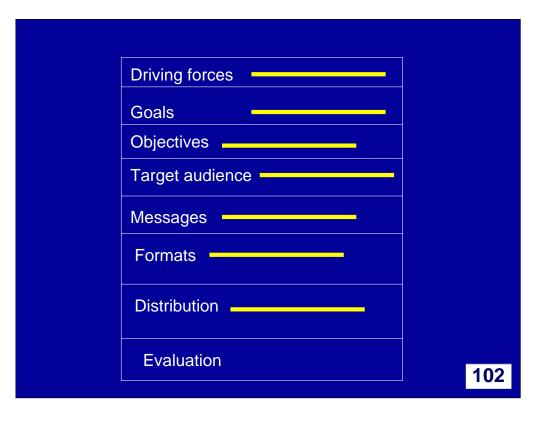
This report discusses the short-term impact on restaurant patrons of the Antietam Watershed Association (AWA) placemats. These educational placemats were sponsored by The League of Women Voters of Pennsylvania Citizen Education Fund, through a Section 319 Federal Clean Water Act grant from the U.S. Environmental 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."" 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 100 produces further desired action-for example, get readers to come to an AWA





	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	
U	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.	
		10

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





