

6th Annual Potomac Watershed Trash Summit
October 19, 2011
8:30 a.m. – 4:30 p.m.



**CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.**

Founder's Hall
George Mason University
3351 Fairfax Drive, Arlington, VA 22201

Regional Litter Prevention Campaign:
Branching out to Communities

Roundtable Notes

Focus: Building on previously released research that informed the creation of the recent region-wide litter prevention public awareness campaign, presenters will discuss elements of successful efforts and how they can be applied as the campaign continues to take root and branch out into communities throughout the Potomac River Watershed.

Moderator: *Juliet Glasroth, Senior Vice President, Ruder Finn*

Presenters:

- Alena Rosen, Communications Associate, Alice Ferguson Foundation
- Michael Sola, Senior Technologist, National Wildlife Federation
- Stacia Tipton, Senior Analyst, Edge Research
- Aliene Winquist, Watershed Outreach Program Manager, Arlington County Environmental Services

Key Questions:

- What works and doesn't work in the campaign and toolkit as it stands today?
- What "tools" do you have in your toolkit to help implement the campaign?
- Who else should be involved in implementation for this campaign to take an effective hold? Businesses? Non-Profits? Media?
- How can social media be used in this campaign?

Regional Litter Prevention Campaign Notes

Moderator: Juliet Glasroth, Ruder Finn

Action items:

- Come up with tidbits to be reposted on other media and start better utilizing social media sites such as Facebook and Twitter. Some possible means for conveying the message can be through flip cam/video interviews/email blasts/ podcasts.
- Get testimonials from groups/jurisdictions who have been successful to demonstrate how easy it is to implement the campaign.
- Use trash cans wraps to advertise upcoming events as well as the campaign (possible item for toolkit)

- Start reaching out to local businesses and communities who are well situated to implement the campaign

1st Speaker- Stacia Tiptin, Edge Research:

- What is social marketing? How can research be helpful? Lessons learned from other regional marketing campaigns.

Social marketing: Apply business tools to social problems.

Same target audiences. Product benefits society rather than individual (business)

Price is emotional rather than money.

Community based social marketing brings communities together—they are empowered and engaged throughout the campaign, and focus on behavior.

Examples:

- “Don’t mess with Texas.” From mid 1980’s, still recognizable. Inspired young Texas men with “Texas Pride.” Appealed to men’s pride in their home state. Campaign continued to adapt and re-invent to reach out to other groups—multi-cultural, age, ethnic diversity.
- Hawaii: what to do about lay gill net fishing? Address overfishing. Focus on recreational issues and native Hawaiian community. Appeal to community values. Messenger very important: used elders and community heroes. Downside: took lots of energy to find and enlist elders. What happens after the gill net legislation is passed? How to transfer funds and energy to other projects.

Q: How do these examples translate to other regions?

A: Texas was an example for AFF campaign. What translates as the method and BMPs

2nd Speaker- Michael Sola, National Wildlife Federation

Experiences using social media. How do we use technology?

Why? Key question. Why do we use the technology, before the how?

Social Media is just one of many tools.

Key steps:

- Identify problem
- Decide which features make sense for your organization.
- Respond to barriers
- Define your plan
- “do-able” pilot

Best practices:

- Goals – define problem
- Partnerships – match missions
- Research – understand your audience
- Targeting – who will make the most difference?
- Tactics and tools – effectiveness
- Measurement – show success

Social media engages users, leads to better content and business results

- Ustream—live video feeds

- Flickr
- SlideShare
- Foursquare
- email
- Twitter—twitter in plain English (website)

What does NWF tweet? Quick response to problems, for example (gave an example of someone who had a problem subscribing to the website and how they were able to address their problem)

Prediction: by 2014 social media will replace email even in older demographics.

How do you spell success? Build community rather than audience. Not numbers but truly engaged.

You don't have to do it all or at once. Involve whole organization. Don't be afraid to fail. Experiment.

Barriers: fear of inappropriate content, theft of ideas, sharing

Do-able pilot:

Ask questions, share content, answer questions, make sharing easy, pay attention to audience, build credibility, be yourself, share your events.\

Q: funnel tool to look at a lot of data in limited time?

A: Listeningpost – a monitoring tool as an example.

3rd Speaker- Alena Rosen, Alice Ferguson Foundation

Regional Litter Prevention Campaign

Objectives:

Trash-free Potomac by 2013

Change behavior

Use market research and sophisticated messaging to develop campaign

In depth surveys were conducted in 2008 and 2010.

Findings from opinion polls: People litter to keep their personal small space clean and think that has no impact. There is also a more complex reason for littering. It gives people a sense of control. Many litterers litter as a means of coping. Litterers also connect with health implications of litter.

Aim of campaign is to empower people by not littering. “By choosing to take care of trash, I am protecting myself and my family’s health, happiness and safety”

In order to help jurisdictions implement the campaign there are toolkit items that will be made available shortly. Campaign has grassroots approach – community partners, pilot in Deanwood.

Lessons learned from pilot:

- Engage with local activities, issues, residents and locale important.
- What already exist? Hire local resident, use local sites for meetings.
- Provide ways to get involved, media materials, workshops, education materials. These materials for communities are part of the toolkit.

Next steps: expand in agencies, organizations and locations.

4th Speaker, Aileen Winkvist, Arlington County:

- Taking it to the streets of Arlington County
- *Trash control* is related to Stormwater management
- Supported AFF campaign.
- Regional partnerships a good strategy—share ideas, funds. Create consistent messages.
- Distribute material through libraries, parks, schools
- Created Spanish version of AFF media posters. .

- Posted on web site, blog –added to Ballston Pond web page. ART busses have posters. Plan to put metal signs on park trash cans, street sweepers.
- Volunteer programs in Arlington active; ACE, Adopt a Street.
- Recycling program recently expanded – single stream. Up 25% since 2009.
- Arlington Green Games competition for commercial properties – points for recycling, saving energy, etc. 1/3 businesses enrolled.

Q: Target multi-family buildings?

A: Yes- work to provide more bins, educate property managers.

Q: Can you use one message in several different social media?

A: Depends upon message and audience. Don't want to spam anyone, or offend donors. Intention is to drive people to your web site, so can use same message in several different places.

Q: Is campaign adaptable to other locales than Potomac?

A: Intention to be universal, but audience will vary.