

7th Annual Potomac Watershed Trash Summit
November 7, 2012
8:30 a.m. – 4:30 p.m.



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

Regional Litter Prevention Campaign: *Strengthening the Grassroots*

Overview:

Moderator: **Juliet Glassroth**, *Strategic Communications Consultant*

Recognizing that behavior change is a critical way to solve the litter problem for the long term, the Alice Ferguson Foundation and our regional partners launched a Regional Litter Prevention Campaign in 2011. Over the past two years, this campaign has been implemented in a variety of formats, ranging from standard billboards and radio ads to a community-based social marketing pilot. Building on the lessons learned from the initial community based social marketing pilot, the Regional Litter Prevention Campaign has expanded its grassroots efforts into new communities in the Potomac Watershed. Attendees will learn what AFF has done on the community level, as well as look at other successful community-based social marketing efforts and how similar techniques can be utilized by the Litter Prevention Campaign. The session will also closely examine effective community outreach tools and the most efficient and effective ways to evaluate community-based social marketing campaigns.

Presenters:

Kacey Wetzel, *Program Officer, Chesapeake Bay Trust*

Topic: Examining community-based social marketing campaigns including best practices, a sample case study and evaluation.

Brent Wiley, *Lead Organizer, Strong Homes Programs, Groundswell*

Topic: Achieving community investment in energy reduction measures through the creation of demand, and the development of Groundswell's outreach techniques.

Everette Bradford, *Community Outreach Liaison, Alice Ferguson Foundation*

Topic: Discussing implementation of the Litter Prevention Campaign in the Town of Forest Heights and best management practices that have been developed for community-based outreach.

Key Questions:

- What methods have been successfully used to create behavior change, and what new methods can be employed?
- What lessons have been learned from on-the-ground implementation of a community-based social marketing campaign?
- What techniques have these organizations used to get individuals involved in their campaign? What techniques have they used to get organizations involved?
- How can behavior change projects be evaluated?

7th Annual Potomac Watershed Trash Summit

November 7, 2012

8:30 a.m. – 4:30 p.m.



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

NEXT STEPS FOR REGIONAL LITTER PREVENTION CAMPAIGN:

1. National Parks Service (NPS, Anne O'Neil) - Finding ways to better partner with AFF and be more strategic in working with AFF, both with their Trash Free Community staff (Everette) and with Bridging the Watershed students. Likewise, AFF will work to find additional ways to work with NPS to help them build "Healthy Parks and Healthy People."
2. Identify new strategies for how to incentivize a change in littering behavior through the Litter Campaign. Specifically, tools that will help people see and understand the impact litter has on them and their communities.
3. Create a Litter Campaign video PSA through a watershed wide video contest. It will engage the public in the Litter Campaign's messaging, and produce a reusable product to aid in education and awareness.
4. Find new funding sources and partner organizations to work with for the Campaign.
5. Strategize on how to evaluate the Campaign at both the community and jurisdictional levels.
6. Increase social media presence of the Litter Prevention Campaign.

Full Notes for Session:

1st Speaker: Kacey Wetzel

Social marketing: Why Social Marketing?

- Knowledge and awareness do not necessarily influence behavior change.
- Education and alteration of attitudes is not sufficient: Not everyone does what they know is best for themselves or the environment.
- We are currently underestimating the difficulty of and the time it takes to change behavior.

There are 8 key steps to developing a Social Marketing Campaign outlined in the Case Study:

1. Background and Focus- research what has been done and narrow down specific focus.
2. Select which behaviors to target and set an appropriate level of return on investment (ROI).
3. Situation Analysis using SWOT: Strengths, Weaknesses, Opportunity and Threats
4. Formative research - identify audience barriers and benefits, and strategize how you can overcome them?
5. Develop a strategy (4Ps- product, price, place, promotion)
6. Pilot strategy
7. Implement broadly
8. Evaluate – evaluate broader implementation, evolution of behavior change, and lasting effects in pilot implementation.

Case Study: Litter and It Will Hurt - Washington Litter Campaign (2001-2009)

The social marketing steps are demonstrated by this successful case study.

- Background to the study:
 - 16M pounds of litter accumulate on state roadways each year (interstates, county and state). It costs the state over \$4M spent to clean a small portion of the litter. .
 - The campaign's goal is to reduce litter and it focused on roadways.
- Situation Analysis (SWOT)

7th Annual Potomac Watershed Trash Summit

November 7, 2012

8:30 a.m. – 4:30 p.m.



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

- Strengths to maximize
 1. Washington imposed fines for littering
 2. A management priority was set on litter prevention for roadways
 3. Typical litterers are 75% male, teens and in their early 20s
- Weaknesses to maximize: Litter is a multi-jurisdictional problem that has a lack of enforcement. There is also a lack of adequate litter containers.

Key pieces of the study:

- Opportunities to take advantage of:
 - Litterers were not aware of fines
 - Terms 'litterer' and 'litter' have negative connotations
 - Reporting provides a 'good citizen' opportunity
 - General public not aware of the magnitude of the problem
- External Threats to prepare for:
 - Vast majority of citizens are concerned about litter, but only a third consider it very important relative to other issues.
 - Significant amount of litter gets picked up and is therefore not seen.
 - Litterers are not motivated by environmental concerns.
- Target Audience:
 - 2 major audiences for the campaign: those who litter (25% of the population) and those who don't
 - Segments: motorists or passengers who litter and drivers of pickup trucks who don't properly secure their load.
 - Attitudinal segmentation
- Three key objectives:
 - Short term objective - to create awareness that littering can lead to significant fines and that a toll-free number is available to report littering
 - A long term objective - to make litterers believe their littering will be noticed and that they could be caught.
 - Long term objective - influence litterers to dispose of litter properly, cover and secure pickup truck loads, and clean out trucks properly before driving.
- Research outcomes:
 - Toll free hotline and website. Citizens could call or write in the license plate numbers of the litterer.
 - Price and place: Fines (hotline and website are free)
 - i. Roadway signage with 800 phone number. Had to make sure that the campaign was visible in order to make sure that people were using the hotline.
- Formative research turned into strategies:
 - Letters to litterers, based on litter hotline calls, proved to be successful.
 - Patrols emphasizing litter conducted by law enforcement officials.
 - Publicity featuring stories of people who get caught.
 - Imposing and publicizing community service penalties for littering.
 - Window decals, signs and bumper stickers serve as frequent, constant reminders on the road.

7th Annual Potomac Watershed Trash Summit

November 7, 2012

8:30 a.m. – 4:30 p.m.



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

Promotional items: Use environmentally positive messages. Pleas that tried to instill guilt and messages that bolstered a sense of shame fell flat, targeted 'hot buttons,' and ultimately made individuals litter more.

Outcomes and Evaluation: Campaign measured a 24% reduction in litter rate after campaign interventions.

2nd Speaker: Brett Wiley

Groundswell is working to make sustainability more affordable, including working to improve energy efficiency for homeowners through their Strong Homes Program. By participating in the program, people felt closer to their community, had a sense of empowerment over their own energy, and made the transition more simple and affordable.

What is the Civic Consumption Model?

The model drives demand for business, creating group self-interest through horizontal accountability- a sense of togetherness. Strong Homes achieves this through working with contractors and local businesses to keep prices affordable and achieve worker satisfaction.

Building a relationship with partners: How to engage with community you are trying to reach?

Groundswell uses the 4 C's:

- Connect - greet, ask a question, and otherwise engage people.
- Context - explain the program
- Commit - can you join me?
- Catapult - what more can you do?

Theory of Change: How to build the power of influence

- Ask yourself, what change do we want to see? Once you identify the desired change, you must identify how you are going to achieve it. Identify the resources available to you currently and who has the resources that you will need. Find out:
 - What do they want?
 - What do we have that they want?
- Messaging: Important to keep messaging constant and assessable
 - Know your materials that are available to you. Be able to provide them and talk about them with the people you are trying to influence.
 - Your story: Incorporate emotion. Your story should be similar to an elevator speech and answer:
 - How does the behavior you are trying to influence impact you directly?
 - How does it impact the people you are trying to reach?
 - Your audience: Know who your audience is. Conduct research so you know their needs and their resources. How can you relate your message to them?

Lessons Learned:

- Know your niche: do not try to do too much. It is better to excel at one thing than do many things poorly.

7th Annual Potomac Watershed Trash Summit

November 7, 2012

8:30 a.m. – 4:30 p.m.



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

- Relationships matter: take the time to build relationships. Do not simply send emails, set up meetings and meet them where they are.
- Show, don't tell: Lead by your own actions by sharing and modeling past successes.
- Data crunch: Know the stats. Use the data to demonstrate the effects of behavior.

3rd Speaker: Everette Bradford

Public Education: Recognizing the importance of public education in the prevention of litter, the Alice Ferguson Foundation created the Regional Litter Prevention Campaign to send a powerful, unified and repetitive message on litter prevention to the public.

After extensive research and message testing, the Litter Campaign has three main messages:

- a. Take Control, Take care of your trash.
- b. Clean Land. Safe Water. Healthy lives.
- c. Piece by piece litter adds up and makes the places we go everyday unsafe and unhealthy.

In order to help communities implement the Litter Campaign, AFF has revised the Community Toolkit. The toolkit contains items that will help communities plan events, conduct outreach, engage the community, and educate the public. It also contains the visual advertisements that contain the Litter Campaign's core messaging and visual documents.

The Trash Free Communities project was piloted in the community of Deanwood in 2011. Taking the lessons learned from the pilot, AFF expanded into the community Forest Heights in Prince Georges County. Everette Bradford serves as the Community Outreach Liaison and helps the community implement the campaign through working with their afterschool enrichment programs, engaging local businesses and churches, going to town hall meetings, working in the local schools, hanging Litter Campaign posters, and conducting neighborhood cleanups. Through his outreach, Everette spreads the campaign messaging and encourages residents to take action to prevent litter in their community.

Along with Forest Heights, the Campaign has expanded to Glassmanor/Oxon Hill, Capital Heights, and Branch Ave (Hillcrest-Marlow Heights), and Fairmont Heights is currently being recruited.

Looking toward the next year, the Campaign is looking to expand in the communities that have already implemented it, and expand into new locations. Through expansion, some new strategies will be employed.

- Link litter prevention to community health and wellness initiatives. This link will not only expand the influence of the Litter Prevention Campaign, but will drive home the connection that litter makes the places we go unsafe and unhealthy.
- Increase social capital.
- Increase levels of stakeholder engagement. Now that the Campaign has begun to be used by people, how can we make them further engaged?
- Increase the use of social media as an engagement platform.

7th Annual Potomac Watershed Trash Summit

November 7, 2012

8:30 a.m. – 4:30 p.m.



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

Evaluation:

Evaluation of the Litter Campaign is important to measure the effectiveness of the messaging and outreach. Need to know how well it is working in order to make any necessary changes that will help its effectiveness. AFF is currently researching the best methods for evaluating the Litter Campaign.

Next Steps for the Regional Litter Prevention Campaign:

- Increase campaign support: Identify new partners and funding sources
- Increase campaign visibility: Expand into new jurisdictions and communities
- Evaluate Litter Prevention Campaign
- Reach more volunteers: Engage people throughout the year through the Trash Free Potomac Network
- Recruit more Trash Free Schools

Discussion:

For Brett: How do you recruit?

Answer: Reach out. We do this through community assessment and an electrical usage map of the community.

Comment: Listening is such an important part of interaction and to develop a working relationship.

For Everett: What is the criterion for AFF's Trash Free Schools project? How difficult is it to recruit?

Answer:

They first need to recognize that they have a littering problem. They do this by getting the principle to sign the Trash Free Schools pledge and involving various parties by inviting them to join a Green Team. You need to know your audience, how to approach them, and how to implement programs. If you know the school is willing to commit, it is relatively easy to help guide them through implementation.

For Kacey: Are there other resources for social marketing that do not involve using firms or accruing extra costs?

Answer:

- Use Opinionworks for surveys to help you understand your audience.
- Chesapeake Bay Trust and National Fish and Wildlife Foundation both fund behavior change projects.
- Watershed Stewards Academy is sending out stewards to do assessments in communities.

For Everett: Is there summary data outlined on websites about the Litter Campaign?

Answer: The AFF website has summary information about the Litter Campaign, including information on the surveys done by Opinionworks. You can find it at FergusonFoundation.org or TrashFreePotomac.org.

Items for Review:

1. 4 Cs (Connect, Context, Commit, Catapult)
2. SWOT (Strengths, Weaknesses/Limitations, Opportunities, and Threats)
3. Cost incentives – Focus on how money can be saved. This should not be the only reason behind your strategy, but something that many people will listen to.