Utilizing Multifaceted Community Outreach Programs to Engage the Public
About the Campaign

• Cease the Grease (CtG) is a regional campaign coordinated by the Galveston Bay Foundation with the purpose of reducing sanitary sewer overflows (SSOs) through public education and awareness.
Goals of the Campaign

• Create positive behavior changes through teaching people to properly dispose of their kitchen fats, oils, and grease (FOG)
  • Recycle used cooking oil at approved locations
  • Throw fats and grease in the trash, never in the drain

• Decrease the amount of bacteria entering our waterways by preventing SSOs
Engaging the Public: Social Media

• Social media campaigns surrounding major “food holidays”
  • In 2016, our posts made 45,000 impressions on Facebook and Twitter
Engaging the Public: Outreach Events

- In-person interaction through outreach events
- Messaging through giveaways
- So far in 2017, we’ve reached nearly **8,000 people** through outreach events
Engaging the Public: Mass Media

• Sponsorship radio blurbs on Houston Public Media
• Banners on Houston Public Media and Houston Press websites
• Audio ads and banners on Pandora Radio
• Sponsored content and Youtube pre-rolls on KPRC website
Engaging the Public: Driving Traffic to the Website

• Campaign website includes more information and resources such as:
  • Map of recycling stations
  • Tips for proper disposal
  • A video game developed with the help of a group of TAMU students
Engaging the Public: Pilot Apartment Campaigns

• Delivered campaign kits to local apartment complexes for distribution to their residents

• Kits included:
  • Letter to management describing campaign
  • Funnels
  • Scrapers
  • Informational flyers
  • Poster
  • Map of recycling stations
Engaging the Public: What Works Best?

- In person, face to face outreach!
  - Reaches less people than social or mass media, but provides opportunity for quality interactions
  - Allows you to tailor the message according to the audience
  - Also provides opportunity to distribute materials and tools necessary to encourage behavior change
Utilizing a Workgroup

• Diverse range of stakeholders representing
  • 8 Bay area cities
  • 3 mass media partners
  • 2 oil haulers
  • 7 other non-profits, watershed partnerships, etc.
• Meetings are once a quarter, newsletters distributed once a month
• Great for brainstorming
• Provide performance indicator data
Workgroup Collaboration: Oil Recycling Program

Nassau Bay Cooking Oil Recycling Station
(Established November 2016)

Seabrook Cooking Oil Recycling Station
(Established September 2017)
Workgroup Collaboration: Outreach

- Provide unique outreach opportunities for us to attend
- Represent the campaign at outreach opportunities that may pop up on their end
- Share our posts online through their websites and social media
Lessons Learned

• Challenges for performance indicator tracking:
  • Lack of participation in public surveys
  • Lack of consistent outreach tracking and data input from workgroup

• Although too soon to draw conclusions, SSO data indicated a decrease in SSOs caused by FOG between 2014 and 2015
  • Can this be attributed to Cease the Grease? Or is it a coincidence?

• Behavior change is tricky, but tools like community-based social marketing are a huge help!
  • Identify barriers and benefits associated with a selected behavior
  • Design a strategy that utilizes behavior-change tools to address these barriers
  • Pilot the strategy with a small segment of the community
  • Evaluate the impact of the program
Any Questions?

Kaitlin Grable
Water Programs Outreach Coordinator
kgrable@galvbay.org
281-332-3381 x 220