



CREATIVE COMMUNITY OUTREACH
STORMWATER ■ CONSERVATION ■ IN THE SCHOOLS

MAXIMIZE YOUR MESSAGE!

ABOUT THE PRESENTERS

Greenville County Soil and Water Conservation District Education Staff is responsible for stormwater education for our county NPDES Permit.

Lynn Pilewski, Education Program Coordinator

Lynn has 14 years' experience in design, marketing and branding and most recently owned and operated design firm 1 Stop Sites. She is a SC Project WET Coordinator, teaches Project Wild, and is a certified rain garden professional.

Kristen Henry, Community Relations Coordinator

Kristen is a former Main Street SC manager/Director and has worked with United Way, Goodwill Industries and Tri-County Technical College in the areas of community, program and workforce development. She is a SC Project WET Coordinator and is a certified rain garden professional.

Maddi Phillips, Conservation Assistant

Maddi is a recent graduate of Clemson University with a Bachelors degree in Conservation Biology.



Lynn Pilewski, Kristen Henry, Maddi Phillips

IDENTIFY YOUR TARGET AUDIENCE

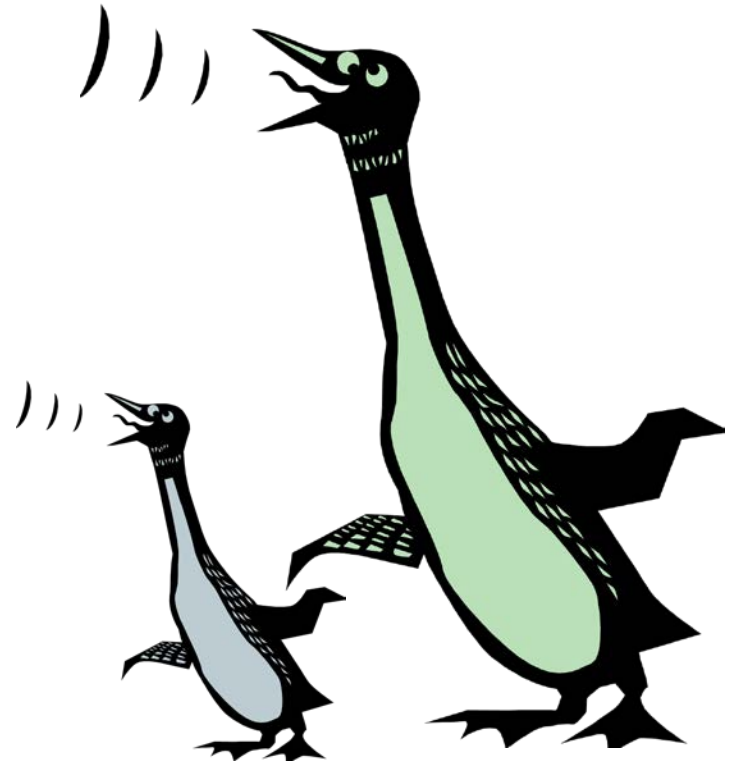
Determine Current Behaviors and Attitudes



Surveys & quizzes are a great way to gather this type of information.

TARGET MESSAGING TO DESIRED RECIPIENTS

- Grab their attention
- Attention is the key to message retention
- Remember, there is a method to the madness!



CREATE YOUR PLAN

Each year, we create a comprehensive education plan to focus our efforts on one specific pollutant (while continuing education on all others).

Outline target audience, stakeholders, message and methodology.

Review results on a regular basis to adjust and modify as necessary.



CRAFT A MULTI-DIMENSIONAL CAMPAIGN THAT WILL ENGAGE YOUR AUDIENCE AND CREATE CHEERLEADERS FOR YOUR CAUSE!

WHICH RADIO PSA WOULD YOU BE MORE LIKELY TO REMEMBER?

STANDARD OUTREACH
YARD WASTE PSA



Standard PSA Audio

ATTENTION GETTER
“BLOW IT, DO NOT”



Ear Catching PSA

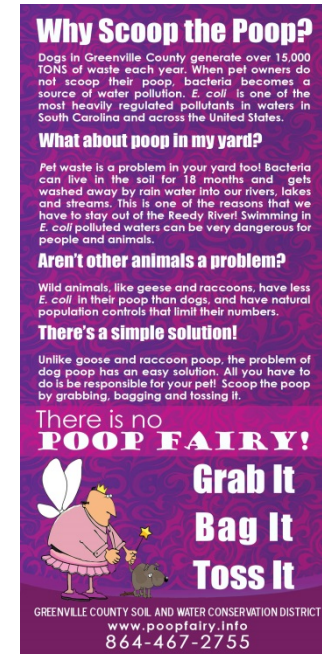


WHICH HANDOUT DO YOU WANT TO READ?

STANDARD INFORMATIONAL HANDOUT



COLORFUL, EYE CATCHING IMAGES AND MESSAGE



CREATE MEMORABLE CAMPAIGNS



If your campaign
doesn't stand out,
neither will your
message!



MAGNIFY YOUR EFFORTS

Use unconventional outreach for sticky results



THERE IS NO POOP FAIRY

Pet Waste Awareness Campaign

there is no
POOP FAIRY!



GRAB IT



BAG IT



TOSS IT

www.PoopFairy.info



there is no

POOP FAIRY!

SCOOP YOUR POOP

GRAB IT ♥ BAG IT ♥ TOSS IT

PoopFairy.info

CAMPAIGN FOCUS

- Proper disposal of pet waste
- Connection to *E.coli* bacteria in waterways
- Pet waste pollution facts

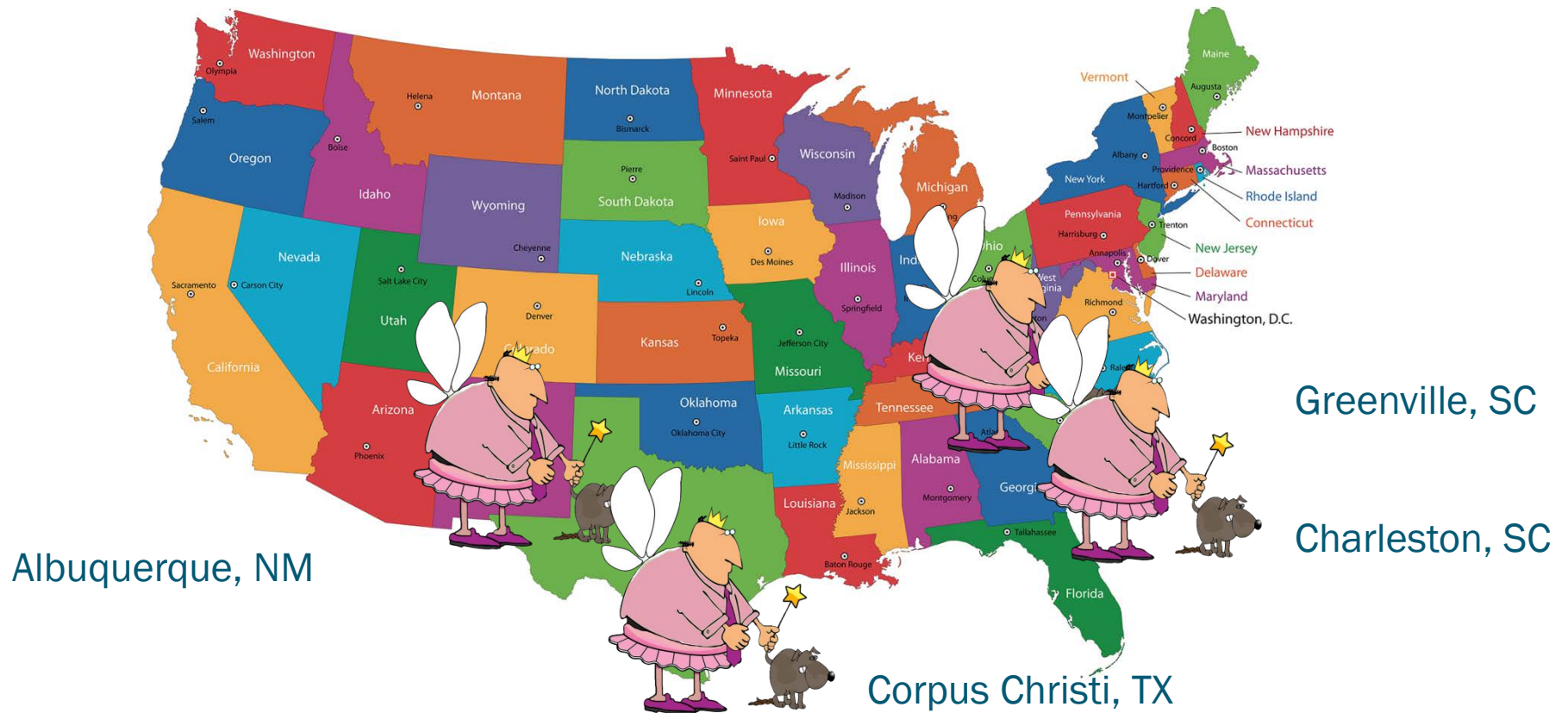


RESULTS

- Campaign Kick Off – Fall 2011
- Survey conducted after first 6 months
 - 60% recognition
 - 11% behavior change in response to campaign
- National news coverage of campaign
 - Huffington Post
 - Daily Caller
 - Critter Magazine
 - Local news and radio stations



THE POOP FAIRY TAKES OVER THE NATION!



DON'T BE A YUCKY DUCKY

Stormwater Pollution Awareness Campaign



GENERAL YUCKY DUCKY AND THE DUCKY ARMY

- Campaign started in 2013
- General Yucky Ducky and his ducky army teach about stormwater pollutants.
- A story was created to talk about how General Yucky Ducky became concerned with pollution and how he fights it with the army that he's recruited.
- We meet with citizens and ask them to join the ducky army to fight pollution!
- Each duck "combats" a specific pollutant of concern in Greenville County.

Pesticides/Herbicides

Used Auto Fluids

Yard Waste

Trash and Litter

General Yucky Ducky



GENERAL YUCKY DUCKY MASCOT & INFLATABLE



Everyone loves General Yucky Duck!



Use current, topical, internet themes to further the recognition of your programming

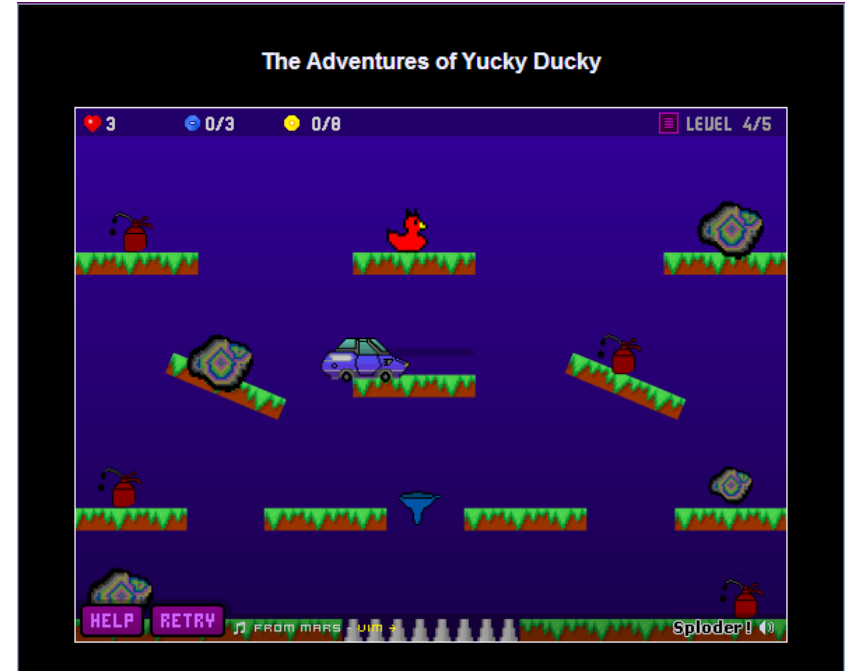


General Yucky Ducky took the ice bucket challenge, merging a very popular internet theme with recognition for our mascot.

YUCKY DUCKY OUTREACH



Promotional items and materials



Adventures of Yucky Duck video game

YUCKY DUCKY KIDS CLUB

- Kids learn about conservation
- Membership cards track participation
- Fun Prizes



YUCKY DUCKY TRAVELS THE WORLD – GET FOLKS INVOLVED!



Fan photo of General Yucky Ducky at Mount Rushmore



Flat Yucky Ducky Campaign Launched

VEHICLE WRAP ADDS IMPACT AND STARTS A CONVERSATION



SCHOOL PROGRAMS

STORMWATER ■ CONNECTING WITH THE LAND ■ CONSERVATION

ENGAGE CHILDREN TO BEGIN MODELING
BEHAVIOR FOR PARENTS AND FAMILIES

TWO EDUCATION TRACKS FOR GRADES K-12

- General Stormwater Track
 - Uses lessons/activities from Project WET
 - Pollutants of concern
 - Types of pollution
 - Teaches kids how to help keep our waters clean
- Connecting Kids with the Land
 - Uses lessons/activities from Project Food, Land, People
 - Where does my food come from?
 - Food identification skills
 - Farmers – who are they and what do they do?



PARTICIPATION IS PARAMOUNT TO RETENTION

Example Program: The Water Cycle – Stormwater Track

Children clap to signify rain, make sucking noises to signify rain being absorbed by the ground, will stomp feet to signify a heavy rain or rain on hard surfaces (runoff), will make a shhh noise to signify river flowing, then will do “jazz hands” to signify evaporation. This activity gives children a way to “act out” the water cycle, helping them to understand the process.

This program was developed to address the need for teaching large groups of widely varying ages without losing their attention. We have successfully used this for K3 through 6th grade.

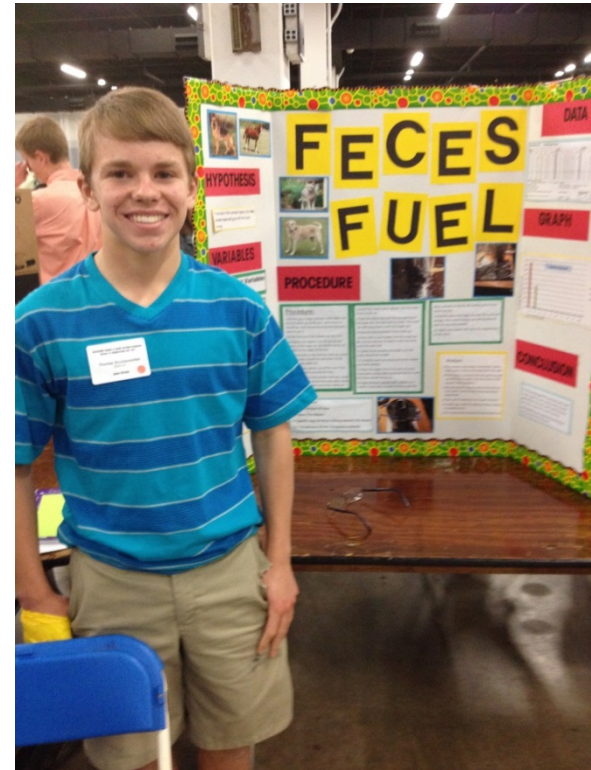


ANNUAL COMPETITIONS FOR GRADES K-12

- Essay Contest 72nd year, 5th -8th grade
 - Photography Contest, K - 12th
 - Roper Mountain Science Fair Awards
- “Hands on” projects/competition personalizes our message for students.



Carson Barr, 12th Grade



Thomas Druckenmiller, 8th Grade

CONSERVATION OUTREACH

COMMUNITY EVENTS AND CONSERVATION PROGRAMS

COMMUNITY INVOLVEMENT AND LOCAL
PROJECTS DRIVE CITIZEN AWARENESS

WORKSHOP SERIES

Conservation themed workshops are offered year round at very low cost. Citizens work hands on to learn about ways to keep our waters clean!



Get hands-on with GCSWCD at the

Pollution Prevention Workshop Series

featuring...

Rain Gardens ♦ Rain Barrels
Tumbling Composters ♦ and more!

Registration fee includes all tools and materials! Sign up today!

CRUISE-IN AND CAR SHOW ON THE SQUARE

- New Event for 2014
- Car show and concert to attract auto enthusiasts
- Held Annually in October in Downtown Greenville
- Designed to educate on proper disposal of used auto fluids



COMMUNITY PROJECTS CONNECT US WITH CONSTITUENTS



- Community Awards for
 - Conservation Teacher of the Year
 - Conservationist of the Year
 - Cooperator of the Year

- Rain garden projects
- Community gardens
- Rain barrel and compost bin installations



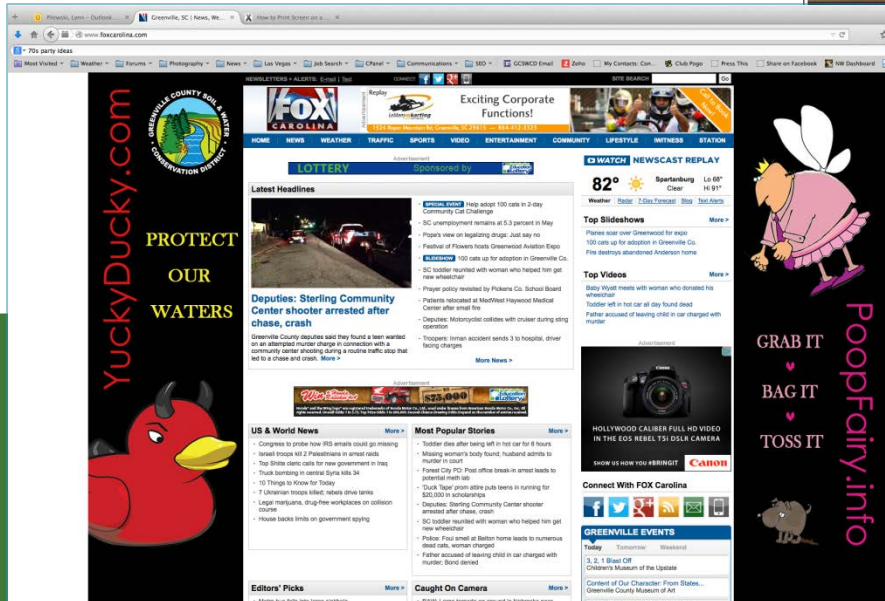
BOOTHS AND INTERACTIVE ACTIVITIES AT LOCAL EVENTS

- Reedy River Duck Derby
- Michelin Earth Day Fair
- Park Hop
- Southern Home & Garden Show
- Party for the Planet
- Yappy Hour
- Friends of Lake Robinson Day of Celebration



USE TRADITIONAL AND NEW MEDIA TO PROMOTE YOUR MESSAGE

- Regular appearances on Your Carolina
Focus on stormwater education
- Regular appearances on Studio 62
Focus on “Eat Local” and farmers
- Educational Digital Billboards
- Online Social Media and Awareness Campaigns



QUESTIONS?

