

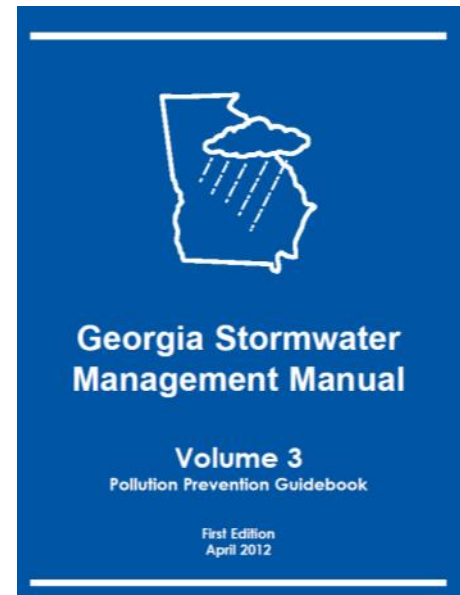
EDUCATING THROUGH EMPOWERMENT

Strategies for Active Community
Education and Outreach



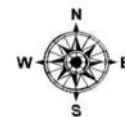
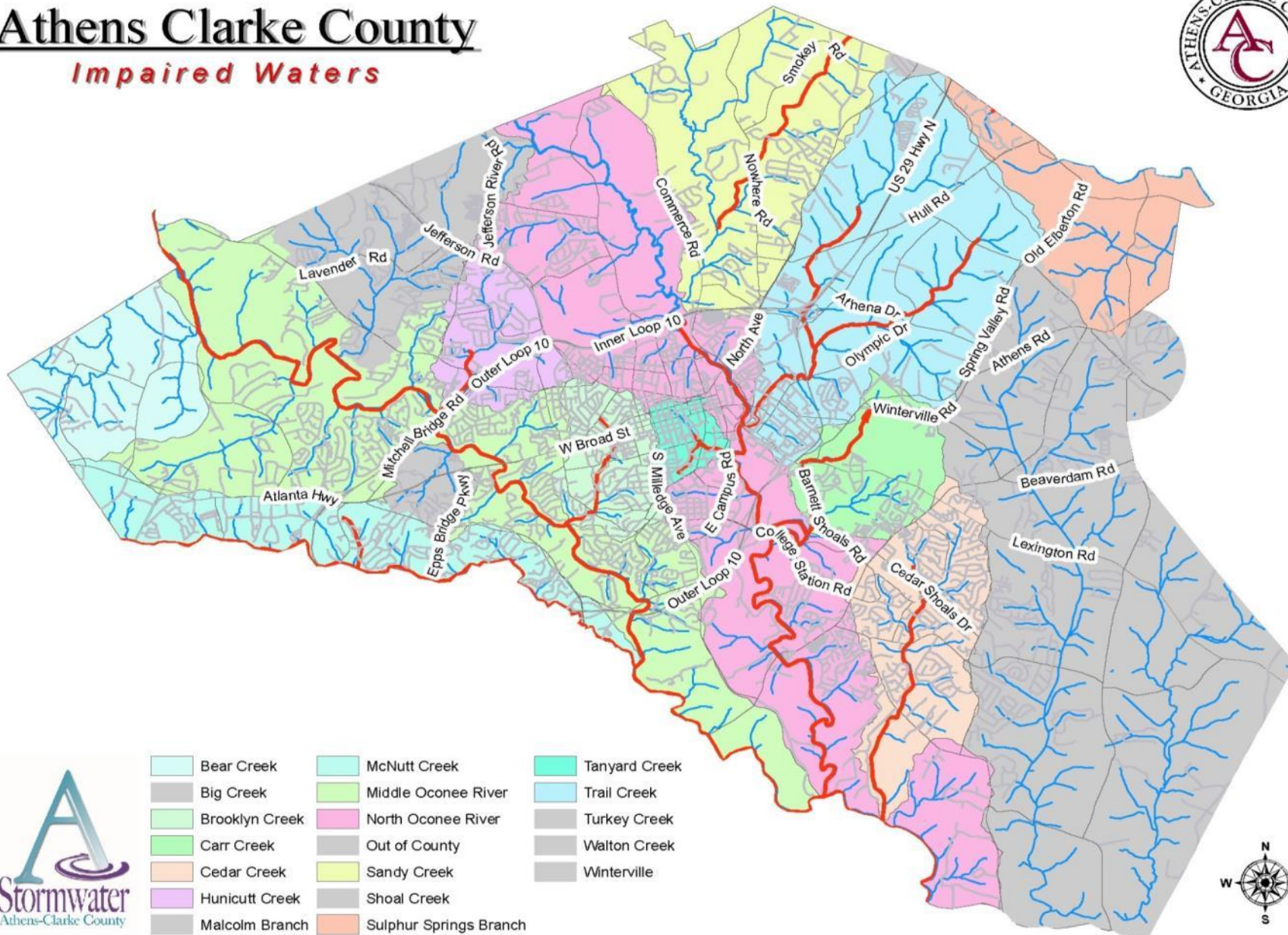
Why conduct education outreach?

- Permit requirements
- Effective tool for addressing NPS pollution
- Encourage environmental stewardship



Athens Clarke County

Impaired Waters



Previous outreach

- 319 funded septic tank education
- Public Utilities addresses sewer leaks
- No pet waste program



Survey data

- What are current behaviors?
- What are current attitudes?

We want to hear from you.

Please fill out this survey to help us stop water pollution.

Do you pick up after your pet in your own yard? Y N NA
Do you pick up after your pet in dog parks? Y N NA
Do you pick up after your pet while on walks? Y N NA

If you answered NO to any of the last three questions, which of these are reasons you **do not** pick up after your pet? Check all that apply.

- It degrades quickly.
- I am in a hurry.
- It is my own yard.
- It is inconvenient.
- It is difficult for me to do.
- Other: _____

Do you think:

pet waste could cause illness? Y N NA
pet waste could damage water quality? Y N NA
pet waste is a threat to water quality in ACC? Y N NA

What would **concern you most** about pet waste ending up in ACC waters? Pick one.

- A. Impacts on human health
- B. Unattractive waterways
- C. Effects on aquatic wildlife
- D. Prevention of fishing/swimming/outdoor recreation
- E. Increased cost for drinking water processing
- F. Other: _____

Please let us know a little about you:

Gender: _____

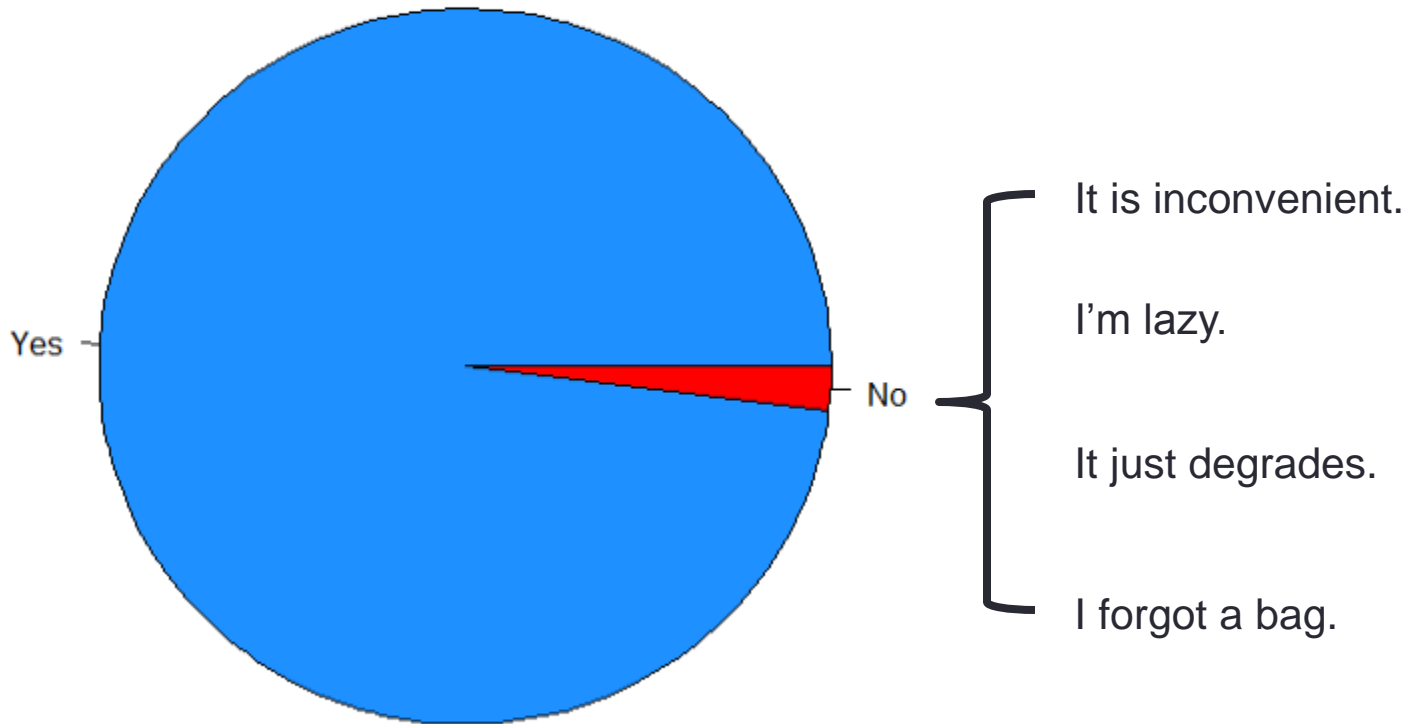
Age: _____

County: _____

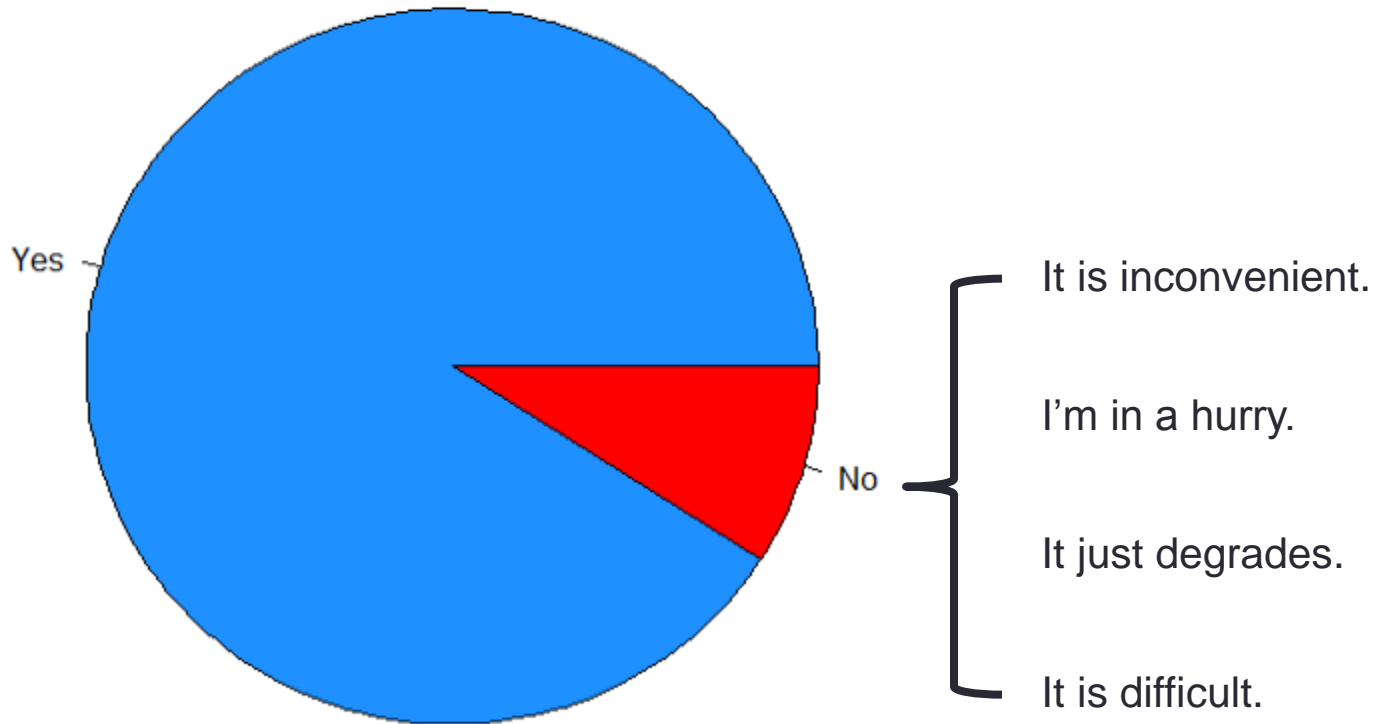
Thank you.



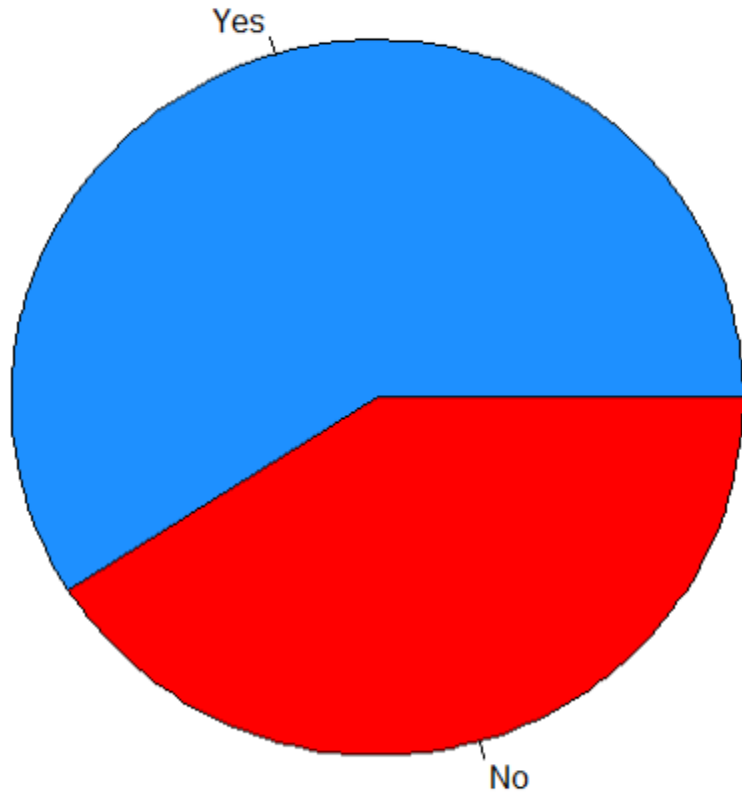
Do you pick up after your dog at the dog park?



Do you pick up after your dog on a walk?

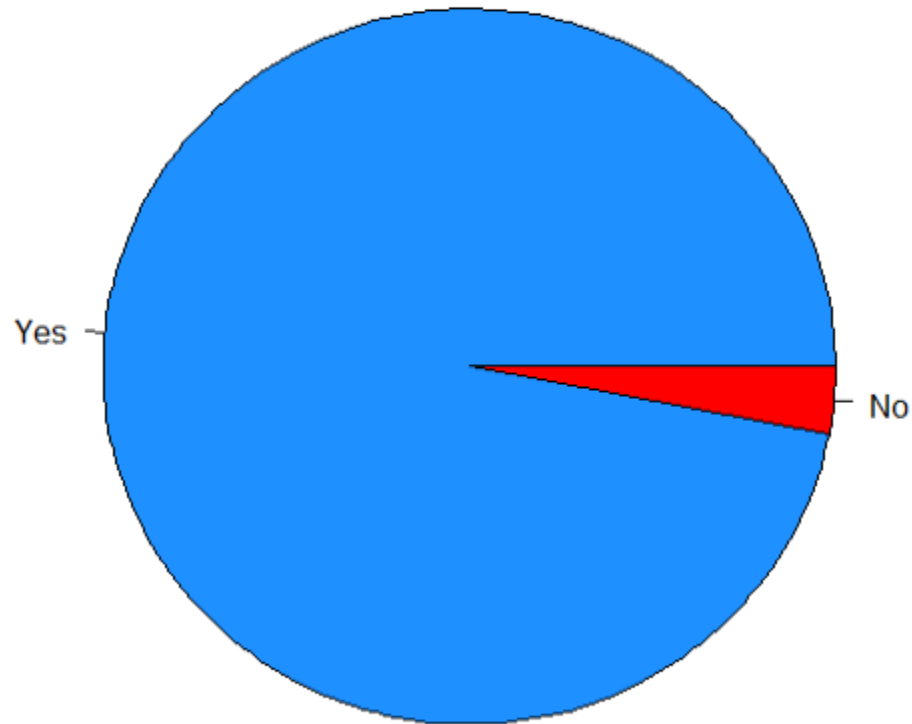


Do you pick up after your dog in your yard?

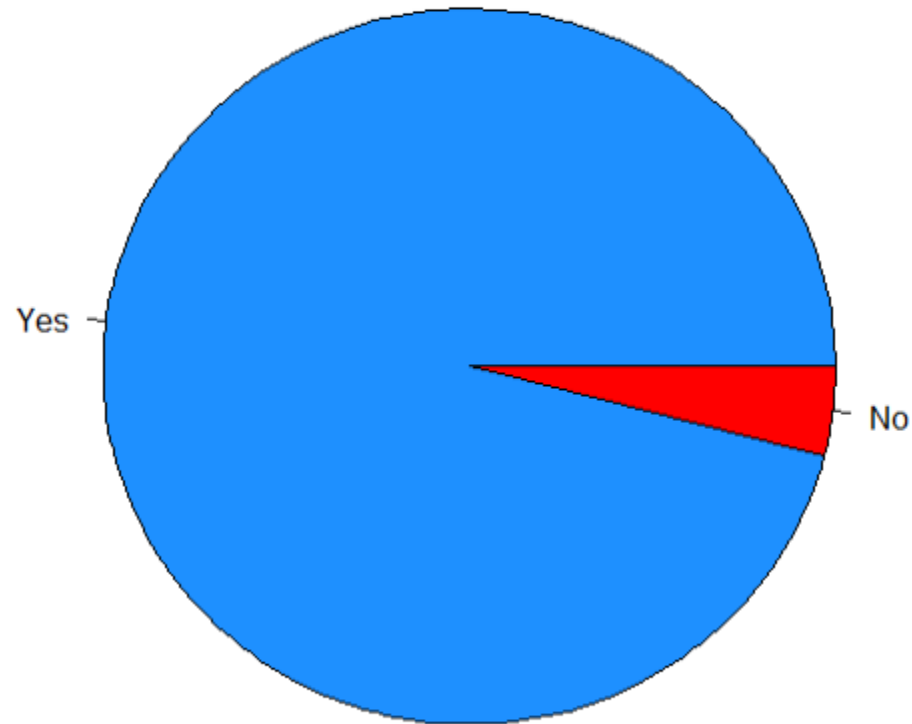


- It is inconvenient.
- I have a lot of land.
- It just degrades.
- It is my land.

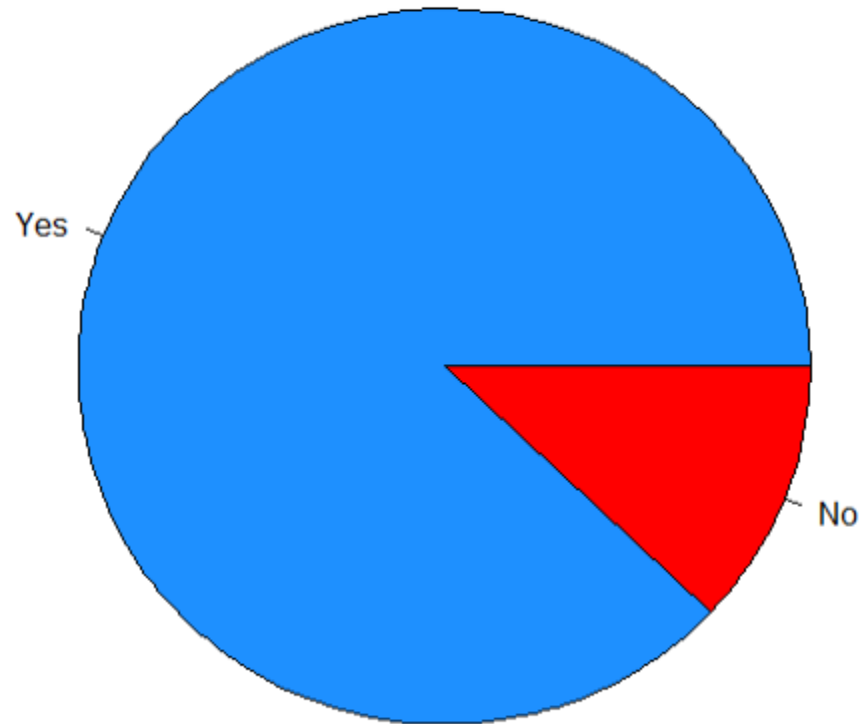
Do you think that pet waste can cause illness?



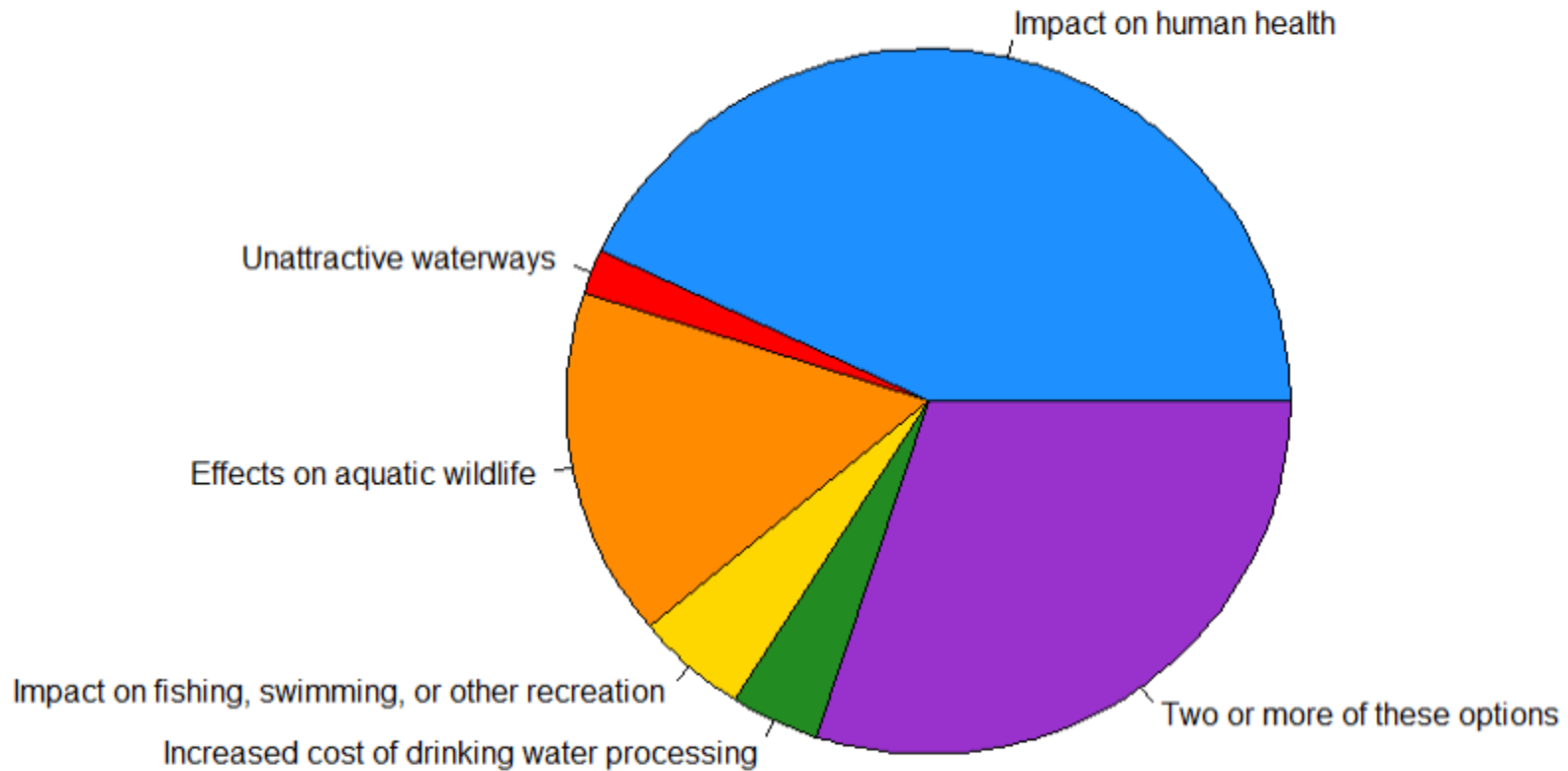
Do you think that pet waste can harm water quality?



Do you think that pet waste threatens ACC waterways?



What is your biggest concern with pet waste ending up in ACC waters?



Summary

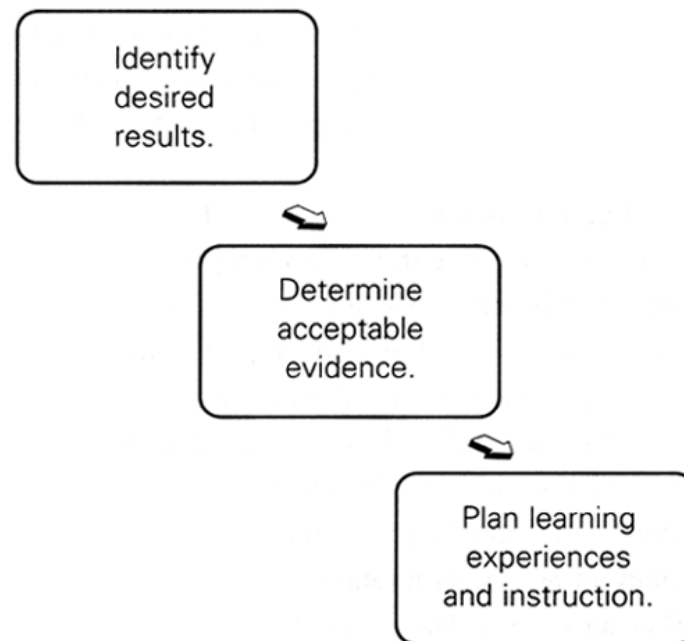
- ACC residents pick up in public.
- ACC residents do not think pet waste is a major problem.
- ACC residents care about human health and aquatic wildlife.

Backward Design & Logic Model

- Logic model
 - Utilized in program development
 - Links inputs to activities, outputs, and goals/outcomes
- Backward design

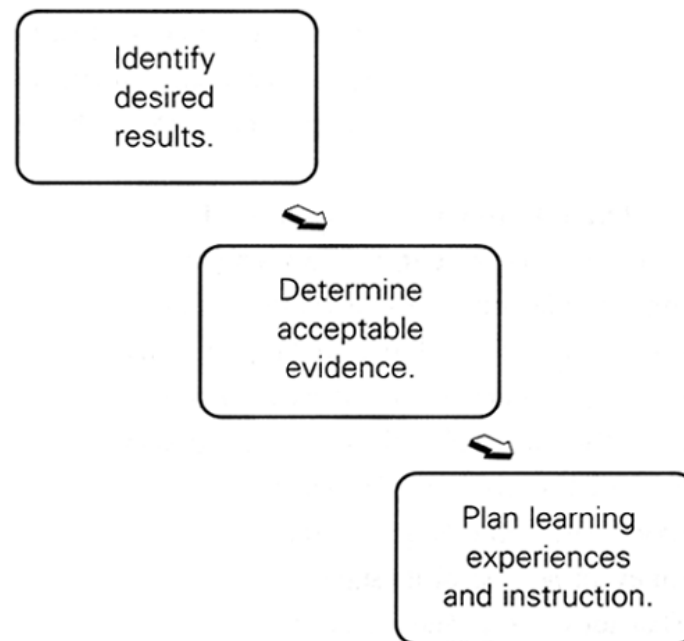
Backward Design & Logic Model

- Logic model
- Backward design
 - Pedagogical technique
 - Do not lose the forest for the trees
 - Start at the end



Backward Design & Logic Model

- Logic model
- Backward design
 - Pedagogical technique
 - Start at the end
 - Determine goal
 - Determine measurement
 - Determine activity



Mind the gaps

- Creating this specific plan helps highlight gaps
- Facilitate addressing challenges

Challenges to education outreach

- How do you reach people?
- How do you go from knowledge to action?

How do you reach people?

- Direct communication
- Communicate through community partners

Direct communication

- Face-to-face
- Traditional media
- Social media

Direct communication

- Face-to-face
 - Present a message
 - Engage with the public
- Traditional media
- Social media

Direct communication

- Face-to-face
 - Farmers market
 - Adoption event
- Traditional media
- Social media



Direct communication

- Face-to-face
- Traditional media
 - Submitting PSAs, articles
 - Creating commercials, ads
- Social media

Direct communication

- Face-to-face
- Traditional media
 - Pet waste commercial
 - Pet waste brochure, infographic
- Social media



Stop Poo-llution

Pet waste is a serious problem for Athens-Clarke County. What are you doing about it?

Super Cool Athens

- Smallest county in Georgia by area
- Home of the Tree that Owns Itself
- Music hotspot
- Art literally everywhere

Super Uncool Athens

- Over 80 miles of polluted waters
- Many of those miles are polluted by animal waste
- Dogs contribute significantly to this problem



It is just not natural.

Urban areas, such as Athens-Clarke County, have many more animals than natural areas.

A dog produces 0.75 pounds of poo a day, on average. That's almost the weight of a football.

The poo has 7.62 billion fecal coliform bacteria and other pathogens. That is more bacteria than people on earth.

You think stepping in it is bad? Try swimming in it.

When it rains, stormwater runoff carries those billions of bacteria and pathogens directly into our streams and rivers.

All those bacteria and pathogens can make people sick and keep us from using our waterways for swimming and fishing.

When poo decays in our streams and rivers, it uses up the oxygen in the water, killing aquatic life.

Poo also causes algae to grow because it contains plant nutrients. The algae uses up the oxygen in the water, killing aquatic life.

Don't just stand there. Do something.

Bag it.

To keep poo out of your water, just bring a bag on all your walks, use it to scoop the poop, tie it closed, and toss it in the trash. Even plastic grocery bags work great for grabbing poo.

Bury it.

If your dog uses your yard, you can bury the poo instead. Just dig a hole at least a foot deep, scoop the poop with the shovel, dump it in the hole, and cover with at least eight inches of dirt.

This message brought to you by Athens-Clarke County's Stormwater Management Program. Got questions? Give us a call at 706.613.3440 or send us an email at stormwater@athensclarkecounty.com. For more information, visit www.athensclarkecounty.com/stormwater.

Direct communication

- Face-to-face
- Traditional media
- **Social media**
 - Selecting appropriate medium
 - Encouraging sharing

Direct communication

- Face-to-face
- Traditional media
- Social media
 - Facebook and Twitter
 - Video shared through Facebook

Athens-Clarke County Stormwater
Published by Anna Truszczyński [?] · September 2 · 🌐

Did you know that Athens-Clarke County has over 80 miles of polluted waters and that nearly all of them are polluted by animal waste? Check out our new PSA about pet waste and see what you can do to help keep our waters clean.

Stormwater runoff carries pet waste into our waters

4,434 people reached Boost Post

1.8k Views 🔍

👍 Like 🗨️ Comment ➦ Share

Michael Sofo, Cecile Paige Riker and 22 others like this. Most Recent

37 shares

View 1 more comment

Marla Ken Whittington Is that Lucy the Stormwater Mascot I see in this video?
Unlike · Reply · 🗨️ 1 · September 2 at 2:09pm

Athens-Clarke County Stormwater Good eye, Marla Ken Whittington! That's Lucy strutting her stuff, along with a couple of her buddies.
Like · Reply · 🗨️ 1 · Commented on by Anna Truszczyński [?] · September 3 at 8:50am

Steve Holzman This is great and makes a great point. It also seems like a great opportunity to educate regarding that other domestic animal. There is a parasite called *Toxoplasma gondii* whose cysts are shed in the feces of cats that have access to the outdoors (pet... See More
Unlike · Reply · 🗨️ 4 · September 2 at 4:44pm

Athens-Clarke County Stormwater Thank you for your comment and for raising awareness about this other source of pathogens, Steve Holzman!
Like · Reply · Commented on by Anna Truszczyński [?] · September 3 at 8:56am

Write a comment... 📷 😊

Community partners

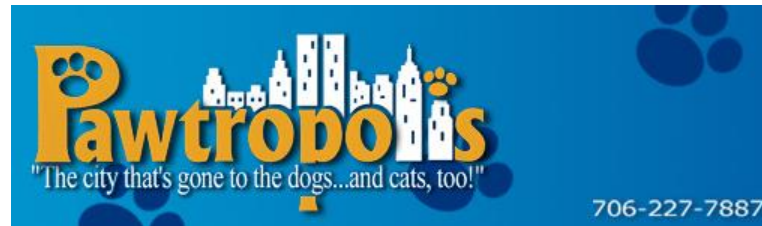
- Local businesses
- Government agencies and nonprofits
- K-12 programs

Community partners

- Local businesses
 - Trusted resource
 - Key point of interaction
- Government agencies and nonprofits
- K-12 programs

Community partners

- Local businesses
 - Pet boarding
 - Veterinary clinics
- Government agencies and nonprofits
- K-12 programs



Community partners

- Local businesses
- Government agencies and nonprofits
 - Shared goals
 - Complementary interactions
- K-12 programs

Community partners

- Local businesses
- Government agencies and nonprofits
 - Public Information Office
 - Animal Control
 - Humane societies
- K-12 programs



Athenspets.net



Community partners

- Local businesses
- Government agencies and nonprofits
 - Public Information Office
 - Animal Control
 - Humane societies
- K-12 programs

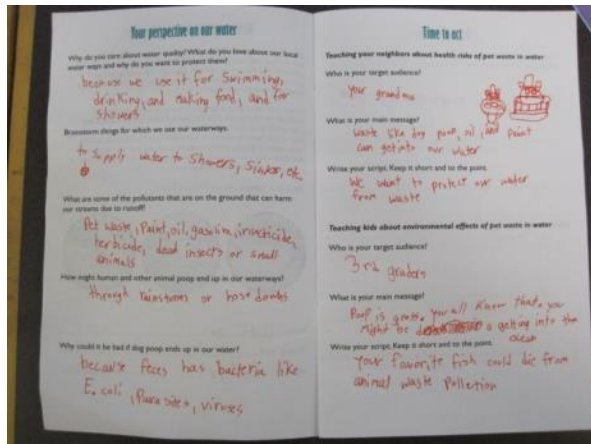


Community partners

- Local businesses
- Government agencies and nonprofits
- K-12 programs
 - Lots of opportunity for engagement
 - Empower kids to educate others

Community partners

- Local businesses
- Government agencies and nonprofits
- K-12 programs
 - Summer camps
 - 4-H afterschool programs



How do you go from knowledge to action?

- Provide opportunity for action
- Encourage ownership of information

How do you go from knowledge to action?

- Provide opportunity for action
 - People do not know what to do
 - People do not know how to do it
- Encourage ownership of information

How do you go from knowledge to action?

- Provide opportunity for action
 - Teach methods
 - Pet waste dispensers installed
 - Pet waste bags provided
- Encourage ownership of information

Don't just stand there. Do something.



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powered by  **Piktochart**
make information beautiful



How do you go from knowledge to action?

- Provide opportunity for action
- Encourage ownership of information
 - Build knowledge together
 - Many small actions lead to big change

How do you go from knowledge to action?

- Provide opportunity for action
- Encourage ownership of information
 - Community members take active role in defining pet waste problem
 - Connect pet waste to citizen concerns and values

Pet waste can:



kill aquatic life and disrupt stream habitats as it decays by using up oxygen necessary for plants and animals to survive.



contain bacteria and parasites, such as *E. coli* and roundworm, which can make people sick.



contain nutrients plants use, leading to large algae growth. The algae uses up oxygen necessary for animals and more beneficial plants to survive.

Conclusion

- Environmental stewardship
- Data
 - See where we are.
 - Plan where to go.
- Partnerships
 - Full community interaction.
 - Integration into current community activities.

Questions?

