Using Outreach to Develop and Implement WPPs

or

The Top Ten Tips that Won’t Break the Bank

Charlie MacPherson, Tetra Tech, Inc.

What Is Outreach?

Message

Communicate

Response

Audience
Outreach Building Blocks

Tip # 1

Ask yourself why you’re doing this.
San Antonio River Authority

Our goal is to help foster this sense of stewardship by providing water education materials and hands-on activities that are tailored specifically to the San Antonio River Basin.
Tip # 2

Integrate outreach with the rest of your watershed planning efforts.
Identify Your Target Audiences

Who Do We Need to Reach?

- Soil conservation districts
- Elected and other public officials
- Non-governmental organizations
- Business and Industry
- Academia
- Landowners, ranchers, farmers
Develop Your Message

“!”
Tip # 3

Answer “what’s in it for them?”

Your Message IS NOT your objective.

Your Message HELPS to achieve your objective.
WE PAY YOU TO LOSE WEIGHT

36 People Needed Who are Serious About Losing Weight!

• Eat Your Favorite Foods Every day
• All Natural – No Drugs
• Doctor Recommended
• Permanent Weight Loss

Call MELANY (555) 266-2079

What is Social Marketing?

“Using marketing principles and techniques to influence a target audience to voluntarily change a behavior for the benefit of individuals, groups or society as a whole.”

- Kotler et al, 2002
Steps to Behavior Change

Behavior Change

Skills  Habit

Knowledge  Awareness  Motivation

Real Benefits
Save money
Save time
Protect health

Perceived Benefits
Fit in with others (It’s cool)
People expect it
Everyone else is doing it
I’ll get rewarded
If You Don’t Know Where to Start, Start with the 3 H’s

**Health**
- Drinking water, swimming, their children’s health

**Home**
- Property values, flooding

**Heritage**
- Historical value, future generations, quality of life

**Tools for Changing Behaviors**
- Social norms
- Commitments
- Prompts
- Incentives
- Tangible actions and services
80% of MSU students use a designated driver. Do you?

We pledge to:

- Keep runoff water clean...
  - Never dump toxic materials down drains or on the ground.
  - Keep storm drains and ditches clean.
  - Direct downsprouts toward vegetated areas.
  - Pick up after pets and dispose of the waste in the trash or toilet.

- Reduce pollution from lawns...
  - Test soil to determine the lawn's fertilizer needs.
  - Mow the lawn.
  - Renovate bare spots in the lawn.
  - Cut the grass higher.
  - Use grass clippings as a natural fertilizer.
55 saves lives
Lower speeds saves gas
Tip # 4

Keep it simple.
Develop Your Formats

Tip # 5

Copy Someone Else
Contact Don Waye at 
waye.don@epa.gov or (202) 566-1170

Tip #6

Pick a few things and do them well and often.
Plastic bottles are forever and don’t belong in the sea...
...reuse a personal water bottle and recycle the rest.

5 Things You can do to Help Save Coral Reefs and Our Marine Resources

1. Don’t take shells or other ‘souvenirs’ from the beach.
2. Don’t step on corals. They are living animals!
3. Stop littering our planet: Reduce, reuse, recycle (especially plastics).
4. Find out how and where fish at your local market is caught before you buy.
5. Report to authorities any illegal dumping or fishing activities you discover.

Send this message to a friend...


www.usaid.org
Tip #7

Take the Media to Lunch
Tip # 8

Bring food.

(see day 1)

Tip #9

Ask for things. If you don’t ask, you won’t get it.
Things to ask for...
Free printing
Free give aways
Free advertising
Free web design and hosting
Free food and beverages

Distribute Your Materials
Tip #10

Play Piggyback
Evaluate Your Efforts

Tip #11
Ask questions that will really help you to improve your products and your program.
Maybe our price is too high.

Magazine ads

Going, going, gone.

Time for more milk. It's got stuff leading sports drinks don't—like protein, potassium, and calcium. That's why I always have an ice-cold glass as soon as I get home.

got milk?

It takes more than a bit of guilt to really eat good.

got milk?
Evaluate Your Efforts

Tip #11
Ask questions that will really help you to improve your products and your program.
Got Behavior Change?

![Graph showing consumption, media buy, and awareness trends over time.](image-url)
Why Didn’t You Evaluate?

- Ran out of money
- Ran out of energy
- Too thin-skinned

Top Ten Plus One Review

1. Ask yourself why you’re doing this.
2. Integrate outreach with the rest of your efforts.
3. Answer “what’s in it for them?”
4. Keep it simple.
5. Copy someone else.
6. Pick a few things and do them well.
7. Take the media to lunch.
8. Bring food.
10. Play piggy back.
11. Ask questions that will really help you to improve your products and your program.