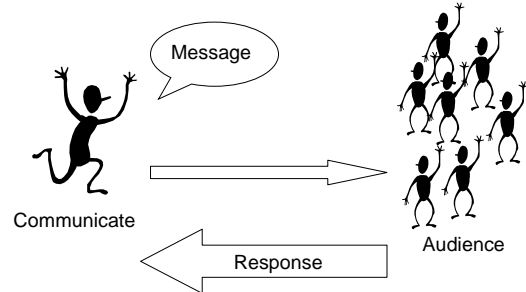


## Using Outreach to Develop and Implement WPPs

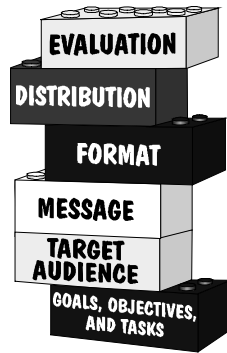


 Charlie MacPherson, Tetra Tech, Inc.

## What Is Outreach?

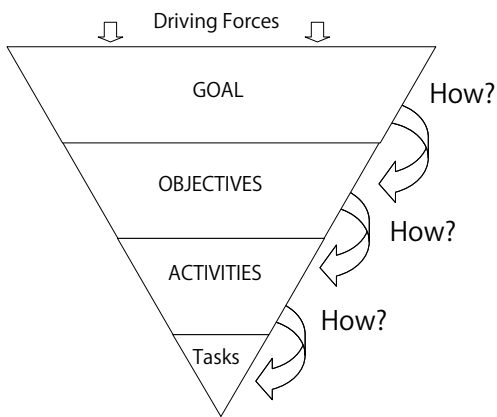


## Outreach Building Blocks



### Tip # 1

- Ask yourself why you're doing this.



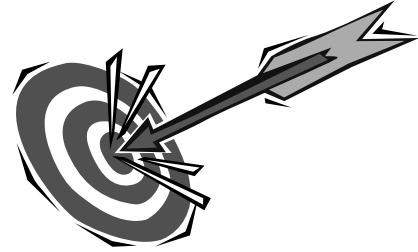
### San Antonio River Authority

- 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.

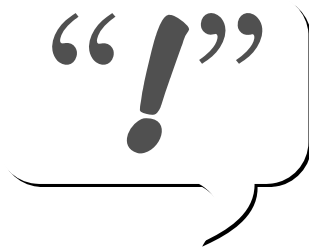
### Tip # 2

- Integrate outreach with the rest of your watershed planning efforts.

### Identify Your Target Audiences



### Develop Your Message



### Tip # 3

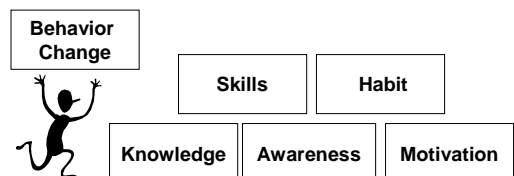
- Answer “what’s in it for them?”

### 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.”

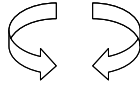
- Kotler et al, 2002

### Steps to Behavior Change



▪ **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**

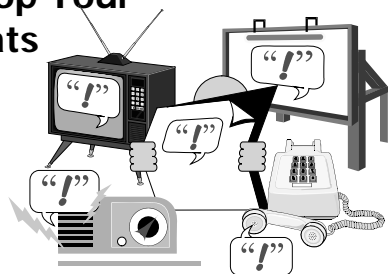
- Social norms
- Commitments
- Prompts
- Incentives
- Tangible actions and services



**Tip # 4**

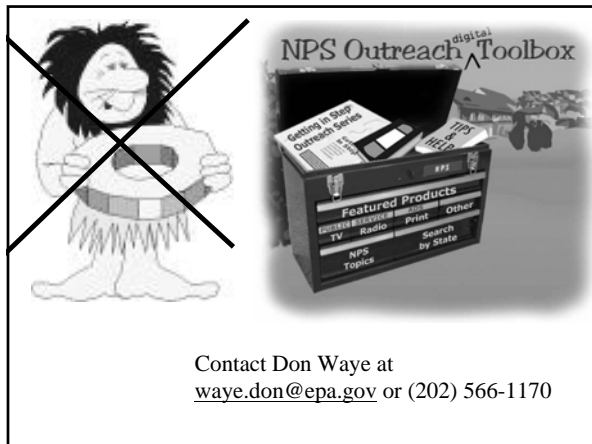
- **Keep it simple.**

**Develop Your Formats**



**Tip # 5**

- **Copy Someone Else**



**Tip #6**

- Pick a few things and do them well and often.

**Tip #7**

- Take the Media to Lunch

**Tip # 8**

- Bring food.
- (see day 1)

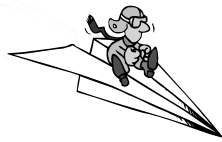
**Tip #9**

- 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.

## 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.
- 9. Ask for things.
- 10. Play piggy back.
- 11. Ask questions that will really help you to improve your products and your program.