

# Evolving Changes – Involving and Educating Homeowners

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# Types of Outreach

- Information-Based Campaigns
- Attitude-Behavior Approaches
- Economic Self-Interest Approaches
- Community-Based Social Marketing

# Steps to EFFECTIVE Outreach

- Identify barriers
  - Using a combination of literature reviews, focus groups, and survey results
- Develop a social marketing strategy to remove barriers
  - Use behavior change tools to find a good set of strategies for the community

# Steps to EFFECTIVE Outreach

- Pilot the social marketing strategy
  - Try it out on a smaller audience than the intended large group.
- Evaluation
  - Constantly assess the effectiveness of each part of the outreach strategy.
  - Make modifications to the strategy as needed to improve the odds of the desired outcome happening.

# Outreach for OSTDS Users

- Telephone/Mail/Internet Surveys, including interviews
- Outdoor Classrooms/Demonstrations
- Workshops
- Media Events and promotions/advertisements (often referred to as public service announcements (PSA), though advertisements are paid for ads and PSA are donated time by the media)

# Outreach for OSTDS Users

- Web site
- Information hotline
- Newspaper articles
- Presentations to community groups
- Exhibit booths at community events
- Media Events and promotions /advertisements (often referred to as public service announcements (PSA), though advertisements are paid for ads and PSA are donated time by the media)

# Outreach for OSTDS Users

- Homeowner association and business association newsletter articles
- Presentations for homeowner associations
- Brochures (such as already produced and others explaining management issues)
- Canvassing neighborhoods
- Monitoring water quality at Wakulla Springs by high school students/them mentoring middle school students in the issues and monitoring (possibly other aspects of the watershed, including the fish life, aquatic plant life, ecological habitats, etc.)

# Outreach for Public Officials

- Educational workshops and training on specific topics as well as updates in process of educating OSTDS users and moving toward community solutions
- Field days to see demonstrations of potential solutions for community (locally or away from the area)

**GOAL**

**REACH**

**EVERYONE**

**INVOLVED**

**IN SOME WAY**