Changing Views with News

Social Marketing through the Media

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Social marketing is...

- Using marketing principles to “sell” attitudes, ideas, behaviors, causes
- Not to benefit the marketer – but for the greater good

SOCIAL MARKETING = BEHAVIOR CHANGE

What behavior are you trying to influence?
Social marketing is:
Typical Social Marketing

- Branding – logos, slogans, identity
- Billboards & other visual media
- Paid ads
- Internet and social media
- Community events such as mobile displays, take-back programs, pledge efforts

All of which cost $$$!
Using news media

- Adds heft to social marketing campaign
- Can be done on its own
- Very low cost – mainly takes creativity
- Highly credible – media become the messengers
- You can’t control it...
- But you can learn to succeed with it.
Tools of media relations

- News releases
- Opinion/editorial pieces ("op-eds")
- News conferences
- Press kits
- Media availabilities
- Backgrounders
All you need is to…

Convince the news director or managing editor that your message is newsworthy.
What is news?

- Things happening locally
- Things that can hurt people
- Things that make people mad
- Superlatives: “first,” “biggest,” “last”
- The unexpected—fresh angles, amazing statistics, new ways of looking at things
- Children and animals (esp. dogs)
What captures an editor’s eye?

- Fresh angles
- Rhythm, alliteration, rhyme: “Click-it or ticket”
  “You burn it, you breathe it”
- Credible spokespeople
- Humor
- Frankness, even bluntness
- Impressive data
- Timeliness of message
What doesn’t work

- Messages people have grown sick of
- Sanctimony – “holier than thou” messages
- Self-serving PR with little public value
- Confusing or incorrect data
- Dull pitches
- No “ask”
- Bad or boring writing
Examples
School buses #1 – didn’t work

In Washington, a white handkerchief means victory over unhealthy exhaust from school buses

*About 1,500 school buses will become low-polluting this year, thanks to the Washington State Clean School Bus Program.*

OLYMPIA (Jan. 19, 2004) – Holding a white handkerchief to the tailpipe of an idling yellow school bus might seem an odd thing to do — especially if you are a state legislator. But no, the legislators were not waving a symbol of surrender.

In Washington, a white handkerchief means victory — over black soot emitted by diesel school buses in the state. Today, Rep. Ed Murray and Sen. Jim Horn used white handkerchiefs to demonstrate the clean tailpipe emissions that result when a school bus is retrofitted with emissions controls through the new Washington State Clean School Bus Program.

A retrofitted bus emits 50 to 90 percent fewer toxic emissions and 30 to 90 percent less fine-particle pollution. And the handkerchief stays white.

Approved by the 2003 state Legislature, the program is ramping up rapidly. Applications to retrofit 2,600 school buses have been submitted by 120 urban and rural school districts throughout the state. The Department of Ecology and local air quality agencies expect to retrofit about 1,500 school buses this year under the new program, nearly double the initial target.
School buses #2 – worked well

School buses need checkups, too

OLYMPIA – Stick out your tailpipe and say “ahhh”?

No, not exactly. But thanks in part to a new testing program that began this month, those big yellow buses that carry children to and from school will be getting a lot cleaner.

“A school bus is by far the safest way to send kids to school, but smoke and soot from poorly-running buses can potentially affect the health of some students,” said Allan J Jones, director of pupil transportation for the Office of Superintendent of Public Instruction (OSPI). “It’s clear that we need to make sure the buses are running as cleanly as possible.”

Children are more susceptible to air pollution than healthy adults because their respiratory systems are still developing and they have a faster breathing rate.

That’s why this new program is important, said John Poffenroth, a diesel emissions specialist in the Department of Ecology’s (Ecology’s) Spokane office.

In 34 of Washington’s 39 counties, school bus emissions are not routinely checked. But through a partnership among OSPI, the Washington State Patrol (WSP) and Ecology, school buses will now have emissions testing included as part of their annual safety inspections.

WSP agreed to add a tailpipe emission test to its inspection procedures, and Ecology agreed to pay for equipment, provide training, analyze the data and advise local school districts on maintenance necessary to fix the most-polluting buses.
West Nile Virus – worked well

Preparing for West Nile virus

by Tom Fitzsimmons, Jeff Koenings, Ph.D., Valoria Loveland and Mary Selecky

Our current warm spring weather is raising fears about new outbreaks of West Nile virus.

In response, people everywhere are cleaning out gutters and birdbaths to prevent mosquitoes from hatching near their homes, stocking up on insect repellents and fixing window screens.

Those of us who work in state government are busy, too. We’ve been meeting regularly since last year to plan and prepare for West Nile virus – to make sure we are giving consistent advice and our regulatory roles are clear and not in conflict.

This past winter, we conducted workshops throughout the state to help local governments learn how to control mosquitoes safely and legally, and we’ve educated horse owners on the importance of getting their horses immunized.

To be sure we know when and where West Nile appears in our state, we’re working with local health districts to collect and test dead birds. And we’re developing a streamlined permit process for pesticide applicators.
**Chestnuts - mixed reviews**

**Don’t roast those chestnuts on a smoky fire!**

**OLYMPIA** – Chestnuts roasting on an open fire may be traditional for the holidays, but experts say this scenario could wreak havoc on your health.

“There are thousands of different chemicals in wood smoke, including many that are profoundly irritating and potentially cancer-causing,” said Matt Kadlec, a toxicologist who works for the Washington Department of Ecology (Ecology).

Translation? “If you burn it, you breathe it,” said Leslie Thorpe, Ecology spokeswoman. “Holiday fires add atmosphere, but if they hurt your family’s health, it’s just not worth the risk.”

Tiny particles, too small for the body to fend off, carry poisons from smoke deep into our lungs, causing breathing difficulties for many people. Because damage from these poisons can accumulate and cause disease over time, “that smoky fireplace could be robbing you of years of your life,” said Thorpe.

By some estimates, smoke from woodstoves and fireplaces produces 12 times as much lifetime cancer risk as exposure to an equal amount of second-hand cigarette smoke.

Woodstoves and fireplaces account for about 12 percent of Washington’s overall air pollution problem. But in winter months, that number soars to 80 percent in residential neighborhoods. Older people, children, and people with asthma, heart or lung disease are most at risk from the toxic chemicals in wood smoke.
Stormwater—what NOT to do

Science panel endorses Western Washington stormwater manual

OLYMPIA – An independent science panel has endorsed the use of a stormwater management manual for Western Washington developed by the state Department of Ecology (Ecology).

“The manual is one of the most comprehensive in the United States and is impressive in its scope, coverage and quality,” concluded the Independent Science Panel (ISP), which was created by the state legislature in 1998 to provide scientific oversight of the state’s salmon recovery efforts. “It includes discussions on initial planning...that are typically lacking in most manuals, and the discussion on emerging technologies is appropriate and well done.”

Stormwater runoff picks up pollutants from roads, highways, parking lots and landscaped areas and carries them into the state’s lakes, rivers and streams. Under federal law, many industries, construction sites and large- to medium-sized cities are responsible for managing their stormwater runoff to assure that water quality is protected.

Ecology’s stormwater manual was created in 2001 to help governments and businesses prevent pollution from stormwater runoff. Using the manual or other technical guidance documents approved by Ecology is not the only way to properly manage storm water. However, if someone chooses not to follow these practices, he or she may be required to show that the alternative approach adequately protects water quality.

Some developers have objected to the stormwater manual, questioning its scientific validity, but this week a panel of independent scientists released findings that strongly support use of the manual as it currently exists.
Don’t let the car engine idle!

OLYMPIA — Here’s a powerful tool just about any driver can use to save money and help protect the air we breathe: the ignition switch.

Idling your car for more than 30 seconds wastes money and damages the environment. Turning it off is a simple act that can make a big difference.

“We don’t usually think about how idling our cars causes pollution,” said Mary Burg, who manages the air quality program at the Department of Ecology (Ecology). “We let our engines run at drive-up windows, when we’re sitting at the mall, when we’re waiting for trains or ferries, when we’re listening to the radio. We even idle at schools, where children have to breathe the exhaust.”

Children breathe 50 percent more air per pound of body weight than adults, and vehicle exhaust increases many children’s asthma symptoms. More than one out of every 10 children in Washington has been diagnosed with asthma and the number is rising — it’s an epidemic.

Contrary to popular belief, idling isn’t an effective way to warm up most car engines. Today’s automobile manufacturers recommend driving off right away and urge that drivers wait no more than 30 seconds to begin driving, even on the coldest days.

Some people worry that restarting the engine might harm the car, but frequent restarting does little damage. Researchers in Canada found that component wear caused by frequent restarts adds about $10 per year to the cost of driving, an amount that would be made up several times over in fuel savings.
Leaky gas cap - didn’t work. Why?

Replace that leaky gas cap!

OLYMPIA – Save money and help protect the air we breathe for only five bucks?

What a deal! It’s easy and requires no special skills. And it takes just minutes, including a trip to the parts store.

What is this miracle of modern science? A new gas cap.

Replacing an old, leaky or missing gas cap will save as much as a gallon of gas every 15 days and keep about 165 pounds of toxic, cancer-causing chemicals per year from getting into the air.

A new gas cap pays for itself in less than three months.

But how do you know when your gas cap should be replaced? Sarah Rees, an atmospheric scientist and manager with the Department of Ecology’s air quality program, suggests taking a good look the next time you fill your engine.

“Look for cracks in the plastic, worn or missing seals, or a cap that just won’t tighten like it used to,” said Rees. “And of course, if you don’t have a gas cap at all, it’s time to go buy one.”

Older cars are more likely to have leaky gas caps. If your car was manufactured before 1987, consider replacing the gas cap even if you don’t see any problems.
Aquariums – worked well. Why?

Don’t dump that aquarium!

OLYMPIA— Goldfish gotten enormous? Plants too thick? Algae taking over?

When it gets to be too much trouble to keep up that fish tank, consider giving away the fish and tossing the rest.

But don’t toss it near water: plants and animals in an aquarium can create havoc in a lake.

Most of the species are non-native. They didn’t evolve here, so Washington doesn’t have the predators and diseases that keep them under control in their native settings. In fact, some are quite aggressive.

“They get into the water and have a heyday, taking over everything in their path,” said Kathy Hamel, aquatic-weed specialist for the Washington Department of Ecology (Ecology).

For example, Brazilian elodea, an attractive water plant, is easy to grow and fish like to nibble it. Although it’s not for sale in Washington any more, it used to be extremely popular.

But once it gets into a lake, Brazilian elodea forms mats on the water surface; you can’t boat or swim in a thick infestation. It also chokes out native plants and creates stagnant conditions that are bad for fish and good for mosquitoes.

“We’re pretty sure it was spread by people dumping their aquariums because of the pattern in which it has shown up, although it certainly can be spread on boat trailers as well,” said Hamel
Pet poop – a home run! Why?

Pooping pets pose pollution predicament

OLYMPIA – When Daisy and Digger daily on their daily doggie walks, they produce a surprising amount of bacteria-filled waste, adding up to as much as 150 tons a day in Washington alone.

According to the state Department of Ecology, all this pet waste can cause serious environmental harm unless it is properly controlled.

“In an area of 100,000 people, about the size of Everett or Yakima, dogs generate about two and a half tons of feces per day,” said Ralph Svrjcek, a water cleanup specialist for Ecology. “That’s almost two million pounds a year. That’s a lot of bacteria.”

Studies show about half of all dog owners walk their dogs in public places, and up to 40 percent of them don’t pick up after their pets.

Dog and cat waste left on the ground can be washed into storm sewers, most of which drain directly into natural water bodies. There the waste contributes to all sorts of problems – from sick kids to mucky algae that suffocates fish and is sometimes poisonous to humans.

“It seems like such a small amount when it’s just your dog, but it really does add up,” Svrjcek said. “Many people don’t realize how important it is to take care of their pet waste so it stays out of our lakes, rivers and streams.”
Be willing to accept:

- Teasing and mockery
- Weird nicknames
- Some pushback – serious and facetious
- You may have to prove effort is worthwhile

EVALUATE
Evaluating your effort:

OUTPUT

- Reach: # of media pickups (x audience)

OUTCOME

- Recall: Do people remember your campaign?
- Acceptance: Do they agree with your premise?
- Behavior: Do they change?
Questions?

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