

Social Marketing Maneuvers & Magic to Protect Our Water!



Jill Hoffmann
White River Alliance

Shared Water Protection Challenges

- How do we get people to care & respond?
- How do we change the social landscape?
- How do we measure our outreach impact?





CLEAR CHOICES
CLEAN WATER
make a difference

A campaign about the choices
we make and their impacts on
water quality



Social Marketing

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.

Two Biggest Keys to Social Marketing

- ✓ My actions matter (make a difference)
- ✓ My actions are socially acceptable
- ✓ It's fun – the
- ✓ Barriers are r
- ✓ It's tied to ot
and people I tru



Key Questions (surveys) that Informed Our Approach



- Do you live in a watershed?
- Do you live in an area that drains to the White River?
- How much of a problem are the following water impairments in your area (bacteria, nutrients, sediment, pesticides, grease, trash, etc,)
- During the last calendar year, how have you used the water resources in and around your community?
- Who do you trust for information about the environment?
- How do you like to receive information about activities you can do to improve water quality?
- My actions have an impact on water quality?
- What activities are you willing to do and what keeps you from doing them?

www.Indiana.ClearChoicesCleanWater.org

CLEAR CHOICES CLEAN WATER | **INDIANA**

HEALTHY SOILS NATIVE PLANTS & GARDENS LAWN FERTILIZER CONSERVATION

Your LAWN CHOICES are CONNECTED to Clean Water

Grow Grass, Not Algae! Use Less Fertilizer & Buy Phosphorus Free to Prevent Water Pollution

YOU CAN MAKE A DIFFERENCE!

Make a Difference TAKE A PLEDGE!

LAWN FERTILIZER
LEARN MORE
LAST PLEDGE
chris c. - Indianapolis

CONSERVE WATER
LEARN MORE
LAST PLEDGE
Scott s. - Fishers

VOLUNTEER SERVICE
LEARN MORE
LAST PLEDGE
Susan C. - Fishers

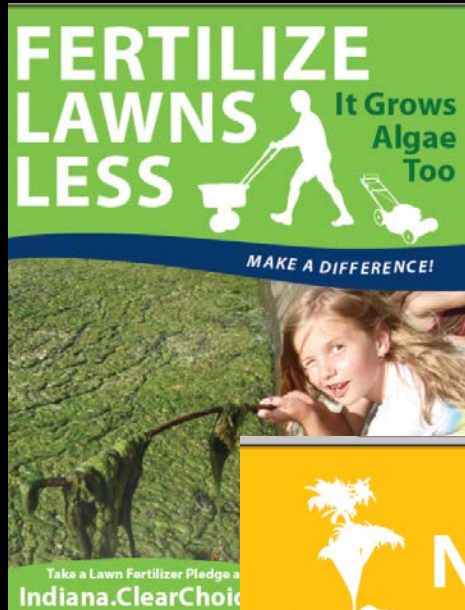
NATIVE PLANTS
LEARN MORE
LAST PLEDGE
Donna R. - Cape Girardeau

WELCOME TO CLEAR CHOICES CLEAN WATER INDIANA

WE ARE SO GLAD YOU STOPPED BY!
Clear Choices Clean Water is a nationally award-winning campaign

WHO ELSE IS PLEDGING?

Started with one campaign, and then added three more...



Then added four more...

Service Pledge includes several opportunities

Diverse pledge topics provide for many 'points of entry'

CONSERVE
WATER



Take a Conservation Pledge at
Indiana.ClearChoices.org

VOLUNTEER
SERVICE

Water,
It's Worth
Your Time



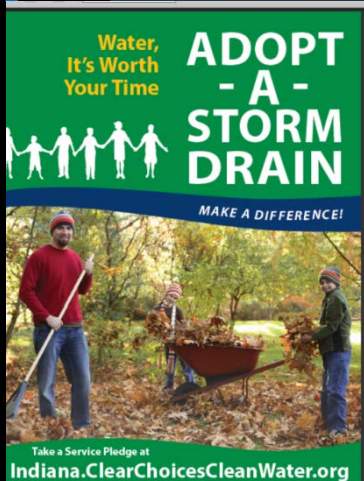
MAKE A DIFFERENCE!



Take a Service Pledge at
Indiana.ClearChoices.org



Take a Kids Pledge at
Indiana.ClearChoices.org

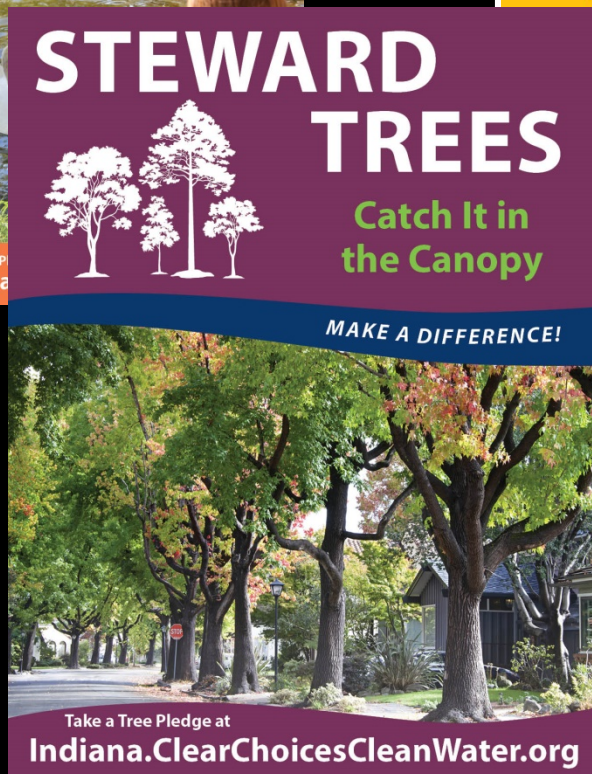


Take a Service Pledge at
Indiana.ClearChoicesCleanWater.org



Take a Soil Health Pledge at
Indiana.ClearChoicesCleanWater.org

And in 2017-2018...



Indiana.ClearChoicesCleanWater.org



INDIANA

[NATIVE PLANTS & POLLINATORS](#)[LAWN FERTILIZER](#)[WATERFOWL MANAGEMENT](#)[PET POO](#)[MORE PLEDGES](#)[Who Else Is Doing It?](#)[Runoff Impacts](#)[Rain Gardens](#)[Shorelines](#)[Pollinators](#)[FAQs](#)[Take a Pledge](#)

Their DEEP ROOTS help
rain soak into the
ground...

< replenishing GROUND WATER
and reducing FLOODING

YOU CAN MAKE A DIFFERENCE!



Make a Difference
TAKE A PLEDGE

Technical resources and FAQs
for each pledge

[WHO ELSE IS PLEDGING?](#)[POLLINATORS](#)[RAIN GARDENS](#)[SHORELINES](#)

Native shoreline plantings are relatively new ideas. Because of this, it takes a little more work to plan and install them compared to more traditional shoreline management. However, this site will help

POLLINATORS

You might not immediately see the connection between birds and bugs and clean water, but it's a connection that is growing every year—literally! Pollinators are crucial to the food web and native plants are the lynchpin of that web. Native plants provide the food and habitat pollinators need to do their job carrying pollen from flower to flower and back to the nest to raise young. And without the pollination of flowers, plants would not be able to produce fruits and vegetables, and they would also not be able to reproduce themselves. While the native plants are busy providing food and habitat for pollinators they're also working hard to capture, clean, and store rain water in their leaves, stems, trunks, branches, and roots. The result is less stormwater hitting the streets, where it would otherwise pick up pollutants and carry it straight to streams, lakes, or rivers. Less stormwater runoff also results in a recharge of groundwater storage which supplies water to wells. So, the next time you take a drink of water thank a bee or a hoverfly or a beetle or a hummingbird...even a bat or a spider for a job well done!



GET BACK TO YOUR ROOTS

TAKE A PLEDGE

WHY IS POLLINATION IMPORTANT?

Pollinators are critical to today's agricultural success. And agricultural success doesn't just mean a lot of corn and soybeans. Imagine a world with 320,000 fewer species of crops. It would be a lot different! And if there were 320,000 fewer crop species, wouldn't be around. In fact, pollination—foods like honey, beeswax candles and lip bal...

MORE ▼

WHO ARE THE POLLINATORS?

A pollinator is any insect or animal that moves pollen from the reproductive parts of one plant to the reproductive parts of another plant. Pollen is collected on an insect's body while it is feeding on the flower or plant. When the insect travels to a different flower or plant, pollen from the first plant is transferred to the new plant. As the insect or animal continues to move, touching other flowers, it trades pollen with them as it goes. The flower then uses the pollen to produce a fruit or seed.



Who Stings, Who Doesn't

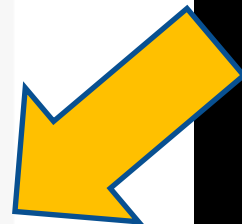
Unless you're allergic, you probably don't need to worry too much about being stung. Less than half of the world's bees sting, and of those that do, only the females possess stingers. Check out this [sting guide](#) to learn more about who stings and who doesn't and who has the biggest bite...err sting!

Monarch Butterflies

Monarch Butterflies are one of the many species of pollinators that need protection. But the Monarch is special in that their migration is one of a kind and they rely almost solely on milkweed to grow. To find out more about the Monarch's unique migration and milkweed, check out the link below from the North American Pollinator Protection Campaign.

[NAPPC Protecting Monarchs Brochure](#)

Acknowledging barriers



Suppliers of Native Plants and Seed

CLEAR CHOICES
CLEAN WATER

CLEAR CHOICES
CLEAN WATER
get back to your roots

Rain Garden Planting Plan: Bird/Butterfly
Attraction

Breaking barriers,
acknowledging benefits,
setting expectations

AgVentu
Kentland
888-999-
www.ag
agventu

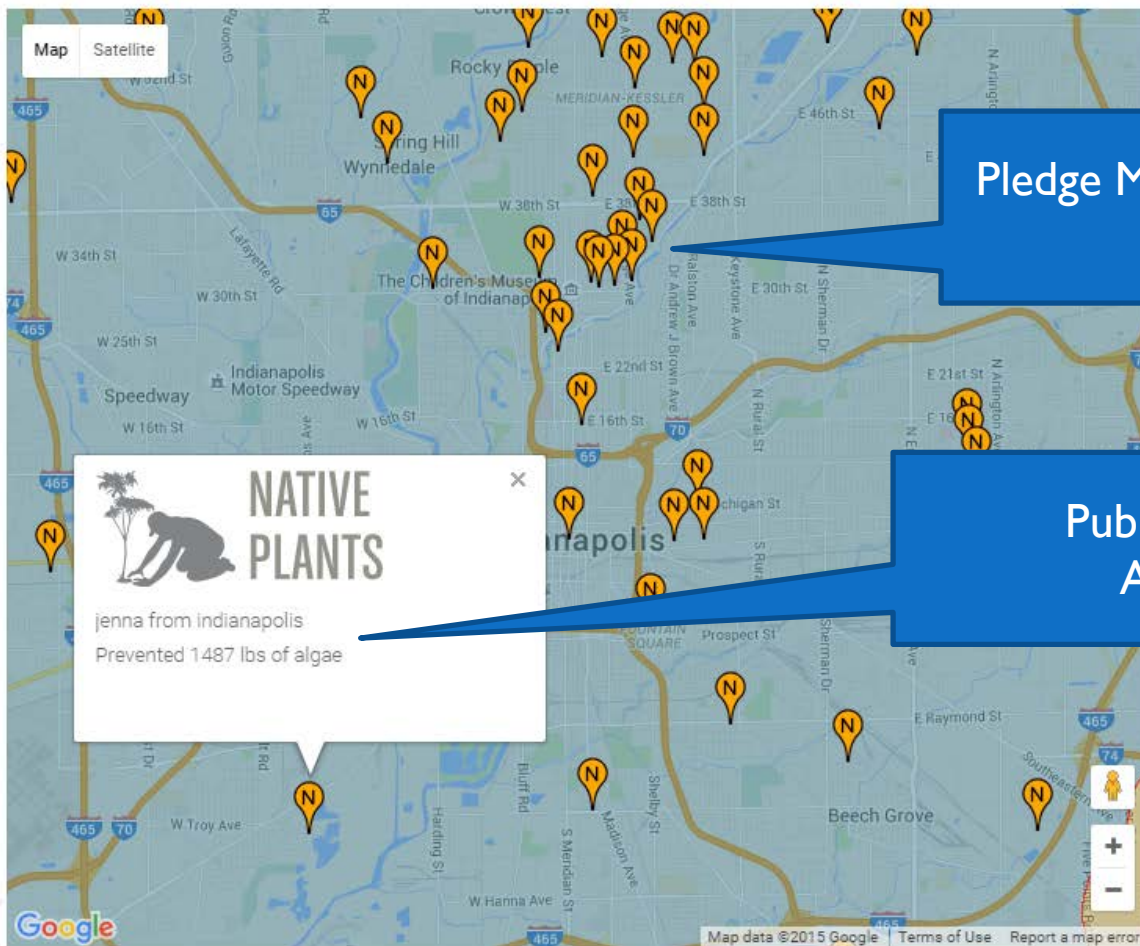
Applega
Brook, IL
219-275-

ArborTe
Lizton, IL
317-994-
www.arl
mwarne

CardnoJ
Walkert
574-586-
www.ca
Contact:



WHO ELSE IS DOING IT?



Pledge Map = Peer Pressure and Proof of Social Acceptance

Public Commitment and Acknowledgement

PLEDGE TYPES

Use the check boxes below to hide/show the various pledges that will appear on the

- ☐ Conservation
- ☐ Septic Maintenance
- ☐ Volunteer Service

SUBMIT

LAST PLEDGE

Caitlin Z. - St. Louis

TOTAL PLEDGES

656

Taking a Pledge – Measuring Impacts

1 PLEDGE TO LANDSCAPE WITH NATIVE PLANTS.

NATIVES

Please select each action you will or already do and be sure to allow us to acknowledge how many pounds of pollutants are b

☐ I want to take a pledge on building a rain garden.

☒ I want to take a pledge on native planting.

I already do this ☐

I will do this ☒

NATIVE PLANTING

Planting Width in linear ft: *

10

Planting Length in linear ft: *

6

Sediment Reduction in lbs/yr:

1.49

Phosphorus Saved in lbs/yr:

0.00249

Nitrogen Saved in lbs/yr:

0.017

Algae Prevented in lbs/yr:

1.2

(Assumptions)

I love bees. I want to help the pollinators by including pollen and nectar-rich native plant in my planting area. ☐

Always measuring behavior change.
Always allowing room for 'early adopters'

Personalized pollution reductions
and relatable outcomes resulting
from each person's 'choice'/action

Impact of ~3000 Pledges

1468 lawns - 810 acres

- 26,441 lbs Phosphorus saved/yr
- 6.5 million lbs Algae prevented

733 pet owners – 1036 dogs

- 6.1 trillion Bacteria/year

580 native planting pledges

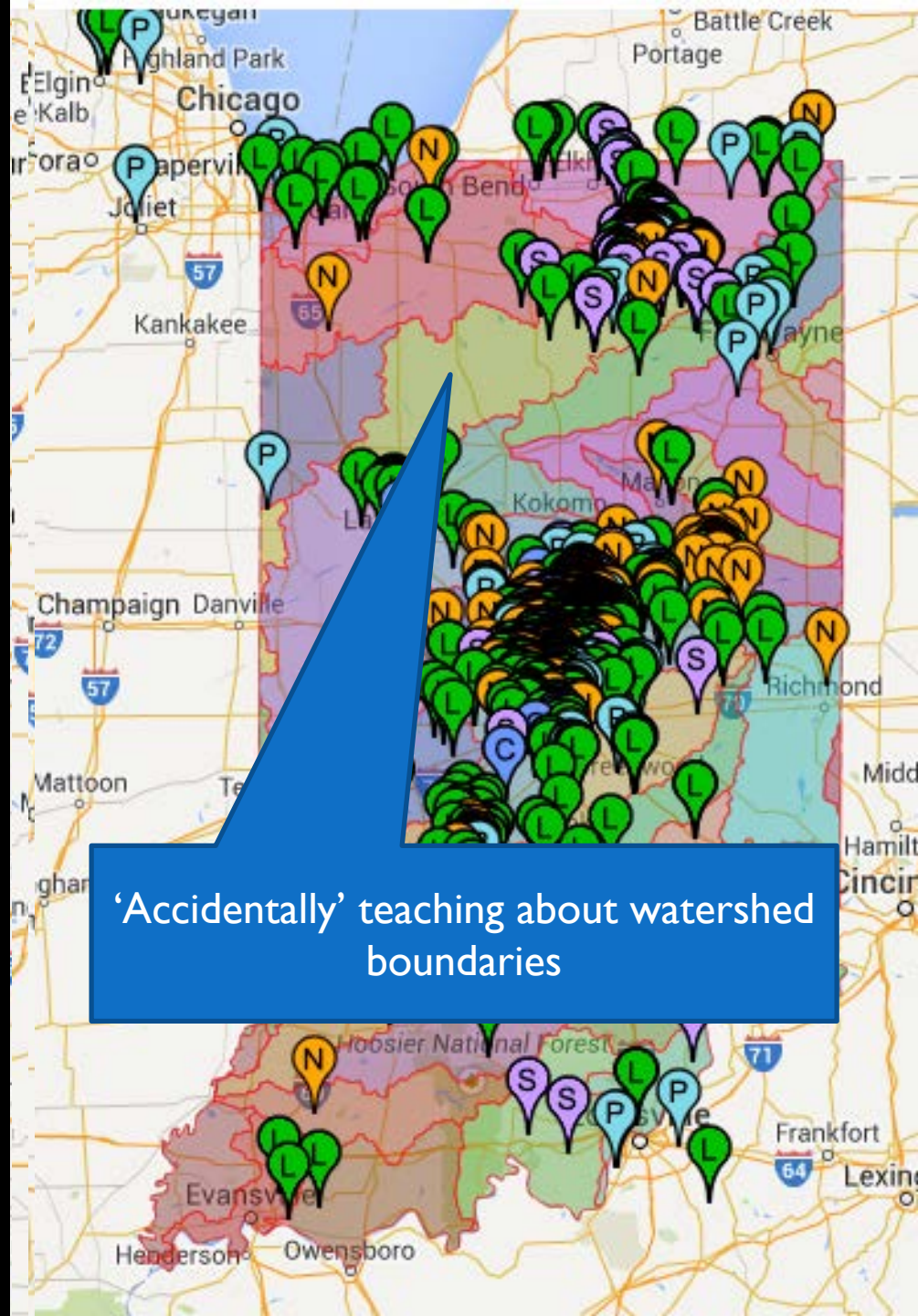
- 1.2 million lbs Phosphorus saved/yr
- 610 million lbs Algae prevented

218 septic pledges

- each save 76,650 gallons waste

57 conservation pledges

- 7.4 million gallons water saved/yr



TAKE A PLEDGE

Your Information

First Name: *

Jill

Last Name: *

Hoffmann

Contact Email: *

jill@thewhiteriveralliance.org

How Did You Hear About Us: *

Facebook x

From Whom: *

Keep Indianapolis Beautiful x

[Privacy Statement](#)

Built-in Evaluation Mechanisms for Outreach Strategies and Partners

Property Information



GET BACK TO YOUR ROOTS

TAKE A PLEDGE

WHO ELSE IS PLEDGING?



REMEMBER: There are Two Important Outreach Goals:

Goal 1 – Pledge #s and Tangible, Measurable Behavior Change

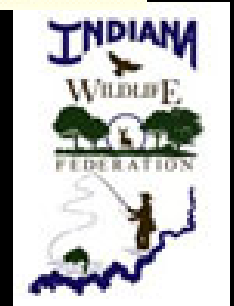
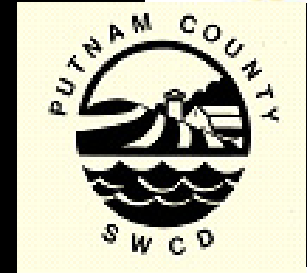
Goal 2 – Issue Awareness at a Broader Scale; Messages Simply Being Seen

Current Multimedia Resources Available to Sponsors

- Facebook 'canned' posts
- Print Advertisements
- Postcards/Handouts
- Posters
- Billboards
- Banners
- Radio Advertisements
- TV Advertisements
- Kids packet items

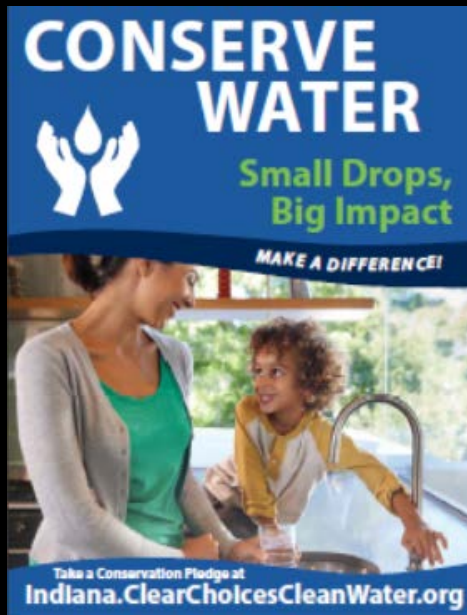
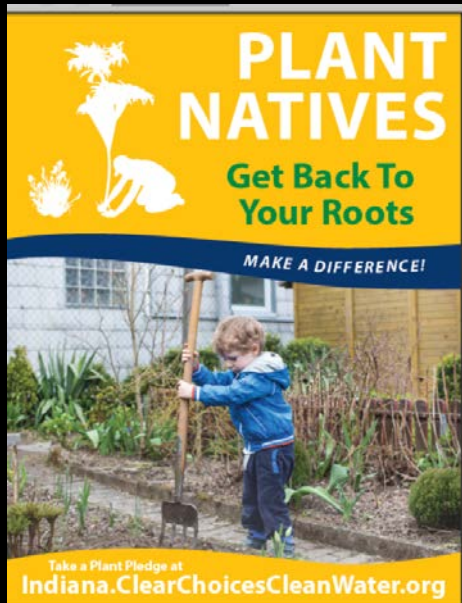
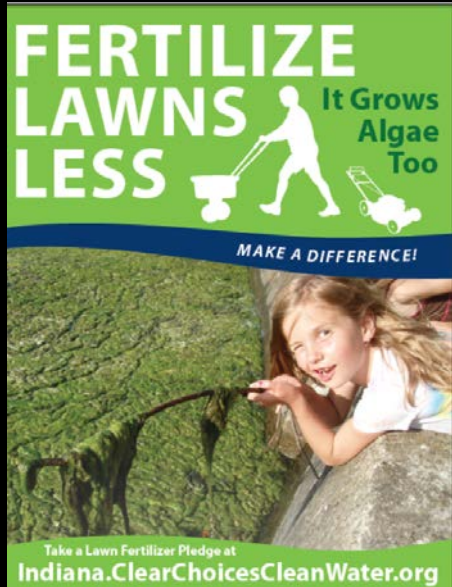
INSERT YOUR LOGO
HERE!

Lots of pre-designed
materials that can be
customized



* Bulk Buys & Logo-ing available

Postcards & Posters



GROW SOIL HEALTH



Growing COVER CROPS increases important organic matter



LESS TILLING
protects root channels
and decreases watering needs



Rotating crops
HELPS
PREVENT
diseases and pests



MAKE A DIFFERENCE!



WHITE RIVER
ALLIANCE



PROTECT POLLINATORS



**Pollinators help
CREATE 30%
OF THE FOOD
we eat**



Pollinator populations are in SIGNIFICANT DECLINE

Native plants help RESTORE VITAL HABITAT



**REDUCED
PESTICIDE USE**
protects pollinators



MAKE A DIFFERENCE!



WHITE RIVER
ALLIANCE



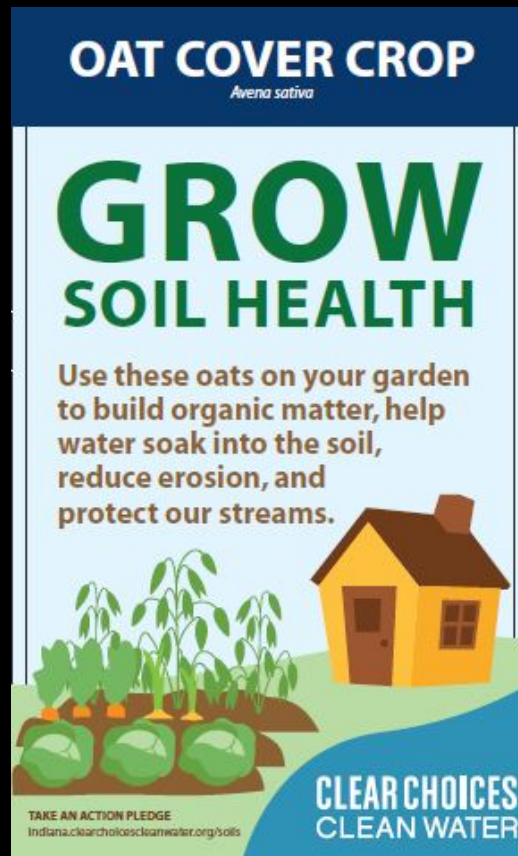
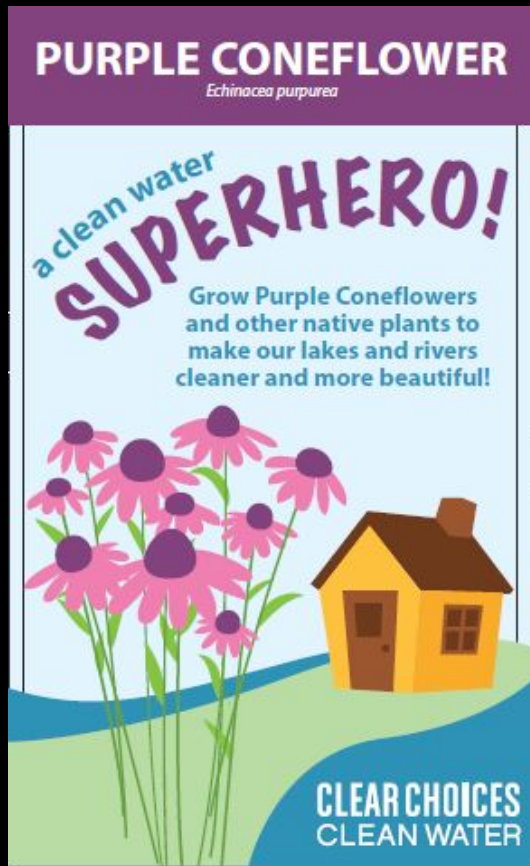
**You can make a difference.
Your choices impact our water.**



Indiana.ClearChoicesCleanWater.org

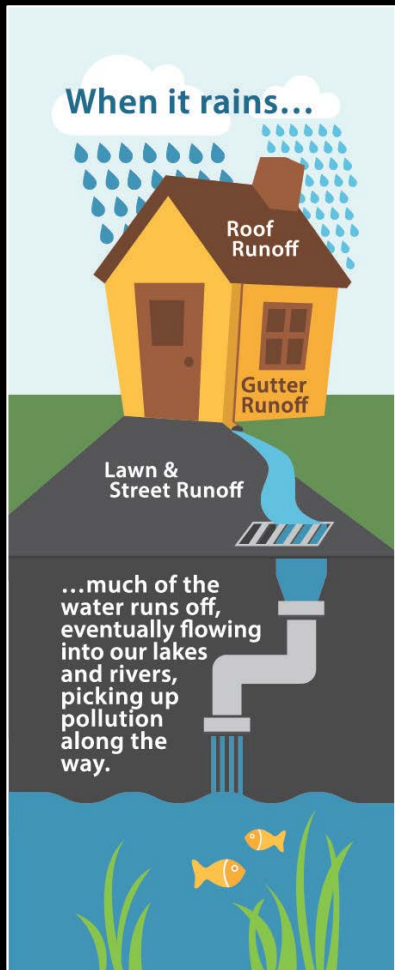


Specialized Seed Packets & Stickers



Bookmarks & Stickers

Overall



HOW WILL **YOU** HELP PREVENT POLLUTION AND CONSERVE WATER?

Check the boxes below!

- ☐ Pick up my pet's pool!
- ☐ Use less water!
- ☐ Grow native plants!
- ☐ Don't litter and pick up what you can!
- ☐ Adopt a storm drain!
- ☐ Don't feed the geese!
- ☐ Use less fertilizer!
- ☐ Learn about soil health!
- ☐ Take a Clear Choices pledge!

Be a superhero for our lakes and rivers! Learn more and take an action pledge for clean water at indiana.clearchoicescleanwater.org.

WHITE RIVER ALLIANCE

CLEAR CHOICES CLEAN WATER

Pollinators

PROTECT POLLINATORS

BEE
PART OF THE
BUZZ

Did you know that pollinators – everything from bees to birds, from bats to butterflies – help create about **30%** of the crops we eat?

TO PROTECT POLLINATORS, I PLEDGE TO:

- ☐ Plant pollen and nectar-rich native plants
- ☐ Plant pollinator-friendly trees and shrubs
- ☐ Use soft twigs and dead branches to create habitat
- ☐ Not use neonicotinoid (neonics) pesticides
- ☐ Not apply pesticides when pollinators are foraging

Learn more and pledge your action at indiana.ClearChoicesCleanWater.org/plants

WHITE RIVER ALLIANCE

PURDUE EXTENSION | HANCOCK COUNTY | PURDUE

CLEAR CHOICES CLEAN WATER

Fold-Out Youth Activity Guide

HOW DOES POLLUTION GET INTO OUR LAKES AND RIVERS?

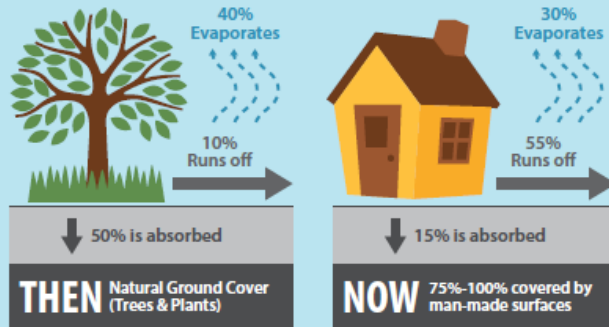


When it rains, water collects on our driveways, sidewalks and yards. Some of it is absorbed into the ground, but most of it flows into storm drains, then to pipes under the street and finally into a river or lake. (We call this water 'runoff' or 'stormwater'.) As it runs off, the water mixes with pollution that's on the ground - litter, chemicals, and animal poo, to name a few! *Ewww, right?*

Once in our lakes and streams, pollution can harm wildlife, create extra algae (that green stuff on the surface), or make the water unsafe for swimming or boating. *That's no good!*

THEN & NOW

As the population has increased in the State of Indiana, so has development, which results in fewer plants and more hard surfaces. More runoff means more pollution in our lakes and rivers!



Adapted from (EPA) U.S. Environmental Protection Agency, 2003. Protecting Water Quality from Urban Runoff. EPA 841-F-03-003.

STORM DRAINS: What kind of do you have in your neighborhood?



What kind of pollution does the water take with it as it runs off into lakes and rivers?

Leaves & Grass Clippings
Litter
Paint
Soil
Pet and Goose Poo
Oil, Grease & Gasoline
Weed killer & Fertilizer
Pesticides
Manure
Cooking Grease
Road Salt
Soap
Metals
Chemicals

Correlated to State Education Standards (4th grade)

Access to infographics

Youth Activity Guide

How does a clean water
SUPERHERO
keep our lakes and rivers
clean and beautiful?

SUPERHEROES find solutions



ACROSS

- _____ native plants like purple coneflower that help absorb extra rain water back into the ground.
- Pick up your pet's _____ with a baggie and put it in the trash.
- Put broken fishing _____ and Styrofoam containers in the trash after you're done fishing.
- Find the storm _____ near your home and check it once in a while to make sure there is nothing blocking it.
- Don't feed the _____ so they won't stick around
- Pick up _____ that you see in the street, and of course don't litter.

DOWN

- Notice when oil or _____ from the car is leaking on your driveway and tell your parents.
- Be a good _____ by following the law not putting anything in a storm drain.
- Help your family pick up grass clippings and _____ in the fall so that they don't get into the street.
- Use the map below to _____ which lakes and rivers are near you.

Answers to the puzzle may be found at the FAQ section at dearchockasdearwater.com

SUPERHEROES

are good citizens who follow the law

Most cities require citizens to keep the storm drains in their neighborhoods clean. That means picking up any grass clippings, leaves, and litter around the drain. And of course, it is illegal to put anything down a storm drain on purpose. This is called 'illegal dumping'. If you see someone doing this, tell an adult to report it to your city's stormwater office.

SUPERHEROES

know their lakes and rivers

When it rains in the area outlined on the map, all of the water ends up in the same place - White River. The water may take many different routes, but it will eventually find its way from our yards and streets into one of the creeks, rivers, or lakes on the map. From there it will flow into the White River. So... all of our actions, good or bad, affect the White River (and the Wabash River, Ohio River, Mississippi River, and Gulf of Mexico).

Can you find the creek, river or lake nearest your house?



SUPERHEROES

understand the problem

When pollution flows into a storm drain, it ends up in a lake or river. See if you can figure out what can happen when certain kinds of pollution enter the water. Draw a line connecting the pollution to the problem. Some answers are used more than once.

Families don't pick up leaves and grass clippings, they blow into the street and when it rains, they are carried into the storm drain and then into a lake or river.

People don't pick up their pet poo, and when it rains, bacteria are carried into the storm drain and then into a lake or river.

Loose soil at construction sites is not protected, and when it rains, the loose soil is carried into the street, into a storm drain and then into the river.

People feed the geese, which attracts more geese. When it rains, the goose poop is carried into a nearby lake.

Families wash their cars in the driveway and soapy water runs off into the street, down the storm drain, and into the river.

Fishermen don't pick up broken fishing line after they are done fishing, and during a large storm, water carries the line into the lake.

Someone pours leftover paint directly into the storm drain, and it flows into the river.

The water appears brown, and the bottom of rivers is too muddy for fish to lay their eggs.

Chemicals build up in the water, harming or often killing fish.

Too much algae grows, making an ugly mess on the water's surface that people can't swim or boat in.

Animals in and around the water can become tangled and injured.

Too much dangerous bacteria can grow, and the water may be too unsafe for swimming.



Customized Watershed Map
& Customizable Text



1% of organic matter in the **TOP SIX INCHES OF SOIL** would hold approximately **27,000 GALLONS** of water per acre. That's at least 8,000,000 gallons of stormwater held by Land Stewardship's prairies.

Social media packets with info graphics, photos, factoids, and 'pledge of the month'

Rain gardens can remove up to

90% **OF THE BACTERIA** from pet waste



A single tree can absorb **10 POUNDS OF AIR POLLUTANTS** per year.

Helping Each Other & Growing Our Set of Shared Resources

Where are we going from here?



National Affiliate Program Growing!



YOU CAN MAKE A DIFFERENCE

WHAT IS CLEAR CHOICES CLEAN WATER? HOW CAN I GET INVOLVED? OUR PARTNERS CLEAN WATER NEWS

BRING CLEAR CHOICES TO YOUR COMMUNITY



YOU CAN MAKE A DIFFERENCE

Find a Clear Choices Clean Water Program Near You!

Select One ▼

TOTAL AMOUNT OF ALGAE PREVENTED

7,528,300

BILLIONS OF BACTERIA PREVENTED

3,813,265

GALLONS OF WATER SAVED

41,365,057

CURRENT NEWS

Realizing that the little deposits your pets leave each day are adding up to a big water quality mess can be a hard thing to grasp. Pet wastes can transmit bacteria and viruses including tapeworm, roundworm, E. coli, Parvo, and more. Read on to truly understand how big this problem is and how it affects you.

AWESOME WATERS!

Nearly 99% of the world's water is salty, locked in a glacier, or otherwise undrinkable. See more amazing facts about water!



PARTNER SPOTLIGHT



Citizens' support recently allowed Clear Choices to expand beyond water quality education and into the world of water conservation. Their sponsorship was

CHECK THIS OUT!



ClearChoicesCleanWater.org



GREATER TOLEDO LAKE ERIE



VOLUNTEER SERVICE NATIVE PLANTS & POLLINATORS LAWN FERTILIZER SUPER KIDS PET & OTHER POO

Your VOLUNTEER
SERVICE is CO
to Clean Water

Water, It's Worth Y
YOU CAN MAKE A DIFF

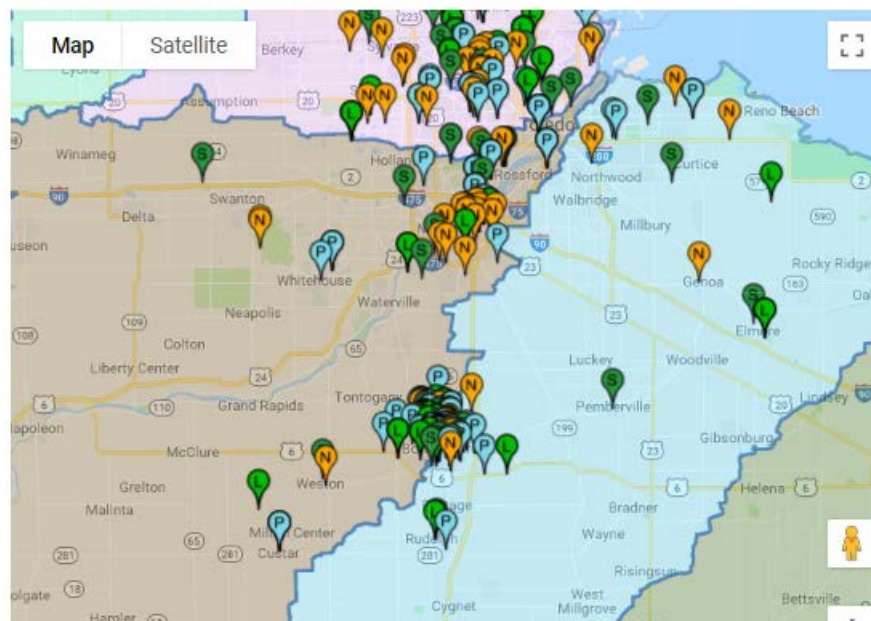


GREATER TOLEDO LAKE ERIE



VOLUNTEER SERVICE NATIVE PLANTS & POLLINATORS LAWN FERTILIZER SUPER KIDS PET & OTHER POO

CLEAR CHOICES MAP OF PLEDGES



PLEDGE TYPES

Use the check boxes below to hide/show the various pledges that will appear on the map to the left.

- ☒ Volunteer Service
- ☒ Native Plants & Pollinators
- ☒ Lawn Fertilizer
- ☒ Pet & Other Poo

ZIP CODE LOCATOR

SUBMIT



LEARN MORE



2019 New Video Spots!

**2019 Climate Change
Campaign!**



**Good Luck with
Your Efforts!**

Thank you!

**We welcome a chance to
partner with you!**

