**Scope of Work**

**Spokane River Forum and Spokane River Toxics Task Force Social Media Outreach**

**Background**

The Spokane River Forum (the Forum) and Spokane River Toxics Task Force (SRTTF) share a common goal of reducing toxic compounds migrating into the Spokane River via groundwater, atmospheric deposition, stormwater, inflow of sediments, and wastewater. SRRTTF’s comprehensive plan has the specific focus of bringing the Spokane River into compliance with water quality standards for PCBs (polychlorinated biphenyls).

Both organizations are collaborating with stakeholders to support public education and awareness that includes:

* Better understanding of toxics in our environment
* Safe, proper use and disposal of toxics
* Reducing use of products with toxics, particularly those identified by agencies as contaminants of concern
* Use of safer alternatives

Whether focusing on PCBs in particular or toxics generally, common challenges include:

* Multiple agency departments and organizations with various jurisdictional priorities, interests and available personnel result in a fragmented approach to education and outreach.
* Meeting the need for individuals to feel empowered to take specific actions to assist in reducing the footprint of toxics in the environment.
* The multiple sources and pathways of toxics being released into the environment and Spokane River.

**Scope of Work**

The Spokane River Forum (the Forum) will partner with the Spokane River Toxics Task Force (SRTTF) to leverage media and social media outreach across agencies and organizations to help the public better understand, properly dispose, and reduce usage of toxics in general, and PCB products in particular, into the environment.

The Forum and SRTTF have already agreed on a 2018 spring and fall media campaign that utilizes radio and Facebook. This scope of work focuses on introduction of Instagram to the platform and leveraging the social media resources of multiple agencies and organizations to extend and amplify the outreach campaign. The essential reason to integrate Instagram is 55 percent of all 18 – 29-year-olds use Instagram, and 59% use Instagram every day. Direct and effective outreach to this demographic is considered critical to the long-term success of any education and outreach effort.

The following interrelated objectives, activities and outcomes will be delivered:

1. Development of a quarterly publishing schedule of weekly messages that will begin July 1 and extend through December 31st. The Forum will draft messages and review with combined representation from the SRTTF Education and Outreach subcommittee and the Forum’s EnviroCertified/Waste Directory Steering Committee. Specific to PCBs, four key messages identified by SRTTF will be included in the publishing schedule. These include:
* PCBs were historically used in an array of industrial, commercial and household products, including transformers, light ballasts, hydraulic fluids, paints and caulks.  PCBs do not break down in the environment (persistent) and bioaccumulate (build-up) in fish, animals, and humans and are toxic.
* The intentional production of PCBs was banned by EPA under the Toxic Substances Control Act (TSCA) of 1976. Continued “inadvertent” production of PCBs during the manufacturing process is permitted in many products, allowing levels up to 50 parts per million. PCBs are found today in new products such as inks and dyes used in some food packaging, paper products, clothing, and paints.
* PCBs are pervasive in the environment and are found in air, soil, fish, and water.  PCBs enter the river through inflow of sediments, storm water, waste water, and ground water along with atmospheric deposition directly to the surface of the river.
* Do not dispose of oils, pesticides, paints, solvents or other chemicals by flushing down the drain or dumping in a storm drain. Check the on-line directory [www.SpokaneWasteDirectory.org](http://www.SpokaneWasteDirectory.org) for proper disposal options.  Follow fish consumption advisories and allow fatty tissue to drip away when grilling/cooking fish.

Social media messages will be posted on Facebook and Instagram as part of the Forum’s Got Waste Wednesday and Feature Friday posts.

1. Based on the publishing schedule, in July the Forum will identify and invite social media staff from key organizations and agencies to attend a half-day meeting to identify methods and opportunities to post and repost toxics reduction messages. The Forum will then track the ability of these organizations to conduct these activities. In September and November, the Forum will host follow-up meetings with these organization to assess results and analytics, lessons learned, and options for improvement.
2. The Forum will launch an effort to reach out to groups and clubs outside the typical agency (e.g.—Ecology, WDFW, cities) and non-profit world (e.g.—The Lands Council and Spokane Riverkeeper) to share and repost information. Examples include Whitworth and Gonzaga Sustainability Clubs, Spokefest, Northwest Whitewater Association, GSI, Campfire Inland Northwest, etc.
3. The Forum will document and share with SRTTF:
	1. Schedule of posts and platforms released on.
	2. Analytics from media and social media channels to assess reach of messages.
	3. Organizations contacted and, as much as possible, collaborative results from these contacts.

In addition, the Forum will summarize results in a report to SRTTF that will be delivered to either SRTTF’s Education and Outreach committee or the full task force in January 2019. This report will include recommendations and be used to assess whether to continue partnership efforts with SRTTF.

**Budget: June 1, 2018 – January 18, 2019**

