

November 6, 2018
Education & Outreach meeting
Spokane Regional Health District

Attendees:

Vikki Barthels, Chelsea Updegrove, Bruce Williams, Mike LaScoula, Jon Sherve, Toni Taylor, Tracy Stevens, BiJay Adams, Ben and Lara Floyd

PCB Webpage Update: Toni

- Changes that have been made to the website:
 - Added a video to the about PCBs page
 - Changed the education section about printable items to educational resources
 - On the what can I do page- added the SAJB video on proper waste disposal
 - Need more information for the home owners page and the information for building, will add the building and demolition BMP that the building and demolition group worked on.
- BiJay asked if there was a way to add the last date that a page was updated, so it would be clear what pages were updated and when. Toni mentioned that we do not have that feature and would look into that.
- Brandee Era-Miller and Doug may be able to provide pictures for the website. Vikki will ask the work group leads if they have any photos that we can put on the website.
- Chelsea mentioned about adding a link of the PCB page to the Land's Council volunteer site
- Toni said that she has not set up google analytics for the website yet but would look into getting that setup soon. She is still learning how to do stuff on the website. Toni mentioned that Vikki and she are authors to the webpage, but if anyone else wanted to be able to help with the website, she could give them privileges as well.
- It was asked how we are promoting the website.
 - It is not fully developed yet, we are still working on it. Toni would like to talk about it at the upcoming River Forum Social Media follow up workshop next week.
- BiJay mentioned that a blast email should go out to the taskforce asking them to look at the PCB webpage and send any comments/suggestions back to the E&O workgroup.
- We do have an outreach email address on the PCB page on the contact us link- it is srrttfoureach@gmail.com.

Action Items:

- Toni will look into seeing about adding the last date a page was edited to the website
- Vikki will ask workgroup leads for photos for the website. Also touch base with Chelsea about getting photos from the River cleanup event. We can add these photos and a brief update about the event to the what is being done page.
- Ben and Lara will send out an email to the SRRTTF email list to look over the PCB webpage and provide any comments/suggestions to Vikki and she will bring them back to the workgroup
- Toni will provide Ben and Lara a list of all the recent changes that have been made to the PCB webpage by the middle of next week.

PCB rack sheet- Toni

- Toni mentioned that she had her AmeriCorps individual work on developing a rack sheet from the one-page PCB page that is on the SRRTTF webpage. The goal of this was to make a friendlier version that would be easy for people to read.
- Toni mentioned that there was no information about the task force added to the rack sheet and if we wanted to add that information. The group said we should add information about the task force. Decrease the content and send them to the PCB webpage.
- Chelsea mentioned that maybe we should make specific items on the rack sheet and send them to the webpage for more specific information.
- Mike mentioned that why PCBs are still an issue needs to be on the rack card and the wording we use matches the wording from the one-page handout we took the information from for the rack card. He also stated that we need to include that PCBs are inadvertently produced on the rack sheet.
- The group liked the idea of having a 1/3 of a page rack card, not a tri-fold.

Action Item:

- Toni will work on another version of the rack card and bring it to the next work group meeting.

Draft Action Plan- Ben, Lara, and Chelsea

We went through the draft 2019-2020 action plan.

- Action/Description: prepare flyers, education/lesson plans and other communications for targeted demographics/audiences.
 - Households- getting PCB rack card information into the utility billings
 - BiJay will coordinate with Liberty Lake, Coeur d Alene and Post Falls
 - Toni will coordinate with Spokane County
 - Tracy will talk to the City of Spokane to see if this can be included
 - It was also discussed seeing for those individuals who get their bills via email, if there would be a way to include the PCB page as an attachment or a link to the SRRTTF PCB page.
 - Businesses- Look at focusing on the construction companies and see about doing a mailing to them on the Demolition and Construction BMP that was developed.
 - Vikki will look to see if we can get a list of the construction companies in Spokane County.
 - Chelsea mentioned that the Lands Council could do outreach, they have the volunteer base to get the message out.
 - Schools – look into getting this information into the curriculum/lesson plans.
 - Toni talked about the Riverkeepers Bioaccumulation lesson that they do with fruit loops, she has the lesson and will get that onto the PCB webpage.
 - May want to look at school standards and they may be more apt to use lesson if it meets one or more of their education standards
- Action/Description: Radio spots, tv commercials, and billboards like the River Forum has done

- Chelsea mentioned that it is easy to do a PSA for KYRS
 - BiJay and Vikki will reach out to Tonilee Hanson with the SJAB and IWAC to see if they would be willing to any advertisements, or another PCB spring campaign with the River Forum.
 - When doing these advertisements, we want to point them back to the SRRTTF PCB webpage for more information.
- 2019- things this group would like to work on and further develop:
 - Continue working on the PCB webpage
 - Rack card/flyer into the utility billings
 - Construction/remodeling industry direct mailer
 - Targeted communications in coordination with the River Forum for their spring campaign
 - Plan for school curriculum needs developed
- Mike brought up that there was a new fish advisory being developed. He mentioned that the Health District has 6 river signage kiosks along the Spokane River. These kiosks are informational, and we may want to look and see if we can include any PCB information into these. Mike mentioned that there is a kiosk located in Riverfront Park and that may be a good kiosk to post information about the task force.
 - It was discussed to see if there would be a way to work with Fish and Wildlife to get the information about PCBs and the fish advisory into fishing licensing.

Next Education and Outreach meeting: December 11, 2018 from 10-11:30am @ SRHD

- For planning purposes, the E&O workgroup meetings will be the 2nd Tuesday of the month at Spokane Regional Health District room 402, skype will be available for those that cannot attend in person.