

December 11, 2018
Education & Outreach meeting
Spokane Regional Health District

Attendees:

Vikki Barthels, Chelsea Updegrove, Bruce Williams, Mike LaScuola, Jon Sherve, Toni Taylor, Tracy Stevens, BiJay Adams, Ben and Lara Floyd, Joel Breems, Lydia Newell, Karl Rains

Website Update: Toni Taylor

- The website is set-up to get the google analytics, not a lot of activity
- Toni can block her ID from the reports to not skew the data.
- Toni will report at each meeting an update on the dashboard
- We had some comments on the website:
 - suggest changing the banner/header image in two ways. First, I would not portray the fish as “dead” (upside down and with x’s where their eyes should be). PCBs, at the concentrations found in the Spokane River, will not cause problems for the survival, growth, or reproduction of fish. Second, I would remove the symbol from the 55-gallon drum. The symbol is only partially visible, but it looks like a radiation hazard symbol. If that’s what it is, that’s misleading. If you want to use a symbol, you could use the hazard communication standard pictogram for “health hazard,” which includes carcinogens, or a PCB label:
https://www.osha.gov/Publications/HazComm_QuickCard_Pictogram.html
<https://www.epa.gov/sites/production/files/documents/pcbldmgmt.pdf>
 - Mike mentioned maybe adding a storm water component to the banner
 - What are we trying to convey in the image, residential/ buildings?
 - recommend linking to publications providing data on PCBs in products. This could be done either on the “Where are PCBs found?” page, or the “Other resources” page. “Other resources” might be better, since it’s “weedy” information that only part of your audience will want to see.
 - Add PCB’s in product report to the website
 - I recommend adding something about water conservation and low impact development on the “Info for Homeowners,” and/or “Info for Building Contractors” pages. Alternatively, it could be placed on the “Other Resources” page. Reducing runoff from older homes that may been painted with PCB-laden paint (even though it’s almost certainly been painted over) would be worthwhile, as would reducing total storm water volume.
I’m having trouble finding materials that are both “approachable” and specific to eastern Washington. The Eastern Washington Low Impact Development Guidance Manual is region-specific, but probably too technical for the average homeowner. However, it references the Rain Garden Handbook for Western Washington, which is more approachable. It’s still long (96 pages), and it’s not region-

specific (at least at face value), although it does include areas in the Olympic mountains' rain shadow (e.g. Sequim), which have about the same annual rainfall as Spokane.

<http://www.wastormwatercenter.org/eastern-washington-lid-manual>

<https://fortress.wa.gov/ecy/publications/documents/1310027.pdf>

- Adding more information on Stormwater run-off and LID information
- I recommend including link to the following EPA webpage on the "Info for Building Contractors" page:
<https://www.epa.gov/pcbs/polychlorinated-biphenyls-pcbs-building-materials>
- We still need more graphics for the website- Vikki will ask the workgroup leads at the task force meeting to provide pictures that go with their description that were provided for the website.

PCB factsheet:

- Toni reviewed the changes she had made
- The group mentioned that whatever is on the rack card, they should be able to answer questions on the spokaneriverpcbfree.org website

Spokane River Forum (SRF)- proposal – Vikki discussed what the River Forum had provided to her

- Went through the power point presentation provided by SRF
- January E&O meeting- answer any questions we may have on the proposal
 - What are they trying to promote?
 - What messaging will be going out?
 - Goal- making people aware of the spokaneriverpcbfree.org website
 - What can people do to decrease PCBs- top things that they can do (homeowners and businesses)
 - Measurable progress:
 - Can google analytics be used to show measurable progress?
 - # of hits to the website
 - [Spokaneriverpcbfree.org](http://spokaneriverpcbfree.org) website- can we insert a survey to see if they learned something new/ changed behavior. Chelsea mentioned if we could add a pledge form like the lands council has that the user could fill out or click on.

Chelsea mentioned a clothing company that is trying to bring awareness to PCBs- Seize the PCBs- near nature

Summary Table:

- Waste Disposal Assistance- 5.9
 - Could we add Spokane Regional Health Districts – Local Source Control visits to the summary, as the County's PCB page and the waste directory bookmarks are handed during each visit. Vikki will get those numbers to Ben and Lara.
- Mike mentioned that he is currently working on updating the Fish Advisory, new data was provided by Department of Health (DOH)