

May 14, 2019
SRRTTF Education & Outreach Minutes
Spokane Regional Health District

Attendees:

In Person:

Vikki Barthels, Bruce Williams – Spokane Regional Health District

Chelsea Updegrove – Land Council

BiJay Adams- Liberty Lake Sewer and Water District

On phone:

Joel Breems – Avista

Ben and Lara Floyd – White Bluffs Consulting

Toni Taylor- Spokane County

Dave Darling- American Coatings Association

PCB Fact Sheet/Billing insert:

- Toni mentioned that the most recent version of the PCB fact sheet is on the spokaneriverpcbfree.org website, underneath the educational resource page.
- On the front side of the insert, Toni added the webpage and where to look for information, Look under educational resources.
- On the back side under study: PCBs in products- the website was added and where to find the information- Where are PCBs found page.
- BiJay asked about the formatting of the fact sheet and that we will need to send a PDF version to CDA. Toni mentioned that they will fit into a #10 envelope.
 - If a utility needed a different size to let Toni know, and she could work with them.
- Toni will email the updated PCB fact sheet, there were a couple of things she wanted to fix.
- The utilities that will be mailing out the fact sheet:
 - Liberty Lake, Spokane County, City of Spokane, City of Post Falls, and CDA.
 - The City of Spokane would not be able to do the mailing until August, would we want to give them the option of July or August to send out the insert.
 - Later we mentioned that we will plan on getting the fact sheet out in July and August and that we would give the utilities the option to send the fact sheet out in July or August
- Toni had 3 questions for BiJay to get from the utilities:
 - Would they be sending the mailing in July or August?
 - When do they need to fact sheet?
 - Will they be mailing it (hard copy), emailing, or providing both options?
- BiJay mentioned that CDA sends out postcards and they would not have room for language.
 - Liberty Lake can add an attachment to their billings

- We discussed leaving the verbiage open and flexible for utilities to be able to choose which option they use, based on the number of characters they are allowed, provide them with the language they could use.
- Vikki forwarded to the group and email from Toni about verbiage for the e-billings:
 - Have you heard about PCBs in the Spokane River but not found time to learn more about it? Visit www.spokaneriverpcbfree.org for quick information.
 - Have you heard about PCBs in the Spokane River but not found time to learn more about it? For a quick read, find information summarized at <http://spokaneriverpcbfree.org/education/printable-educational-materials/>.
...or this friendly link that directs it to the same place...
For a quick read, find information summarized on this [PCB Information Card](#).
 - PCBs (polychlorinated biphenyls) are in the Spokane River.
Learn more about what they are and what you can do at www.spokaneriverpcbfree.org.
- Vikki asked Toni to get google analytics on the website now so that we can have a baseline and then see if the fact sheet draws people to the website and then look at it again in September after the inserts have gone out.

Website:

- Toni mentioned she added some things to the website:
 - What can I do page:
 - Volunteer page
 - Look at the Riverkeepers website to see if they have a volunteer page, we can add them to this section as well
 - Added photos that Chelsea sent on the spoke river clean up days
 - Properly contain and dispose of waste
 - Where PCBs are found page:
 - Added report- PCBs in consumer products and the summary of the report
 - Toni also added under Information for businesses, the EnviroCertified link and paragraph about it.
- Joel mentioned at one-point Brian Nickle from EPA had concerns about the banner background, and if there was a way to change the messaging of the banner. Kristin Zimmer had created the banner and maybe we could go back to her and see if it would be possible to redesign the banner.
 - Items that were questioned:
 - Radioactive sign on one of the barrels
 - Dead fish- is there a way to make the fish upright and not dead.

- We discussed would it be appropriate to include a picture of the Spokane River in the background. If we do that, it may not convey the message we are trying to get across. Joel mentioned it should convey the risk and prominent pathways.
- Vikki will email Kristin the following about the banner:
 - Can she update it?
 - Can we change the fish to alive and not dead?
 - Can we take off the radioactive symbol on the barrel?
 - Can we add any other sources of PCBs to the banner- i.e. fluorescent lights, transformers, hydraulic fluid?
- The group also discussed if we wanted to spend the money on updating and revamping the website? Ben mentioned that maybe we look at updating the website in 2020. We can make small changes now and look into revisiting a more comprehensive update next year.

Education Focus Group:

- Chelsea created the E&O education curriculum contact list. It is found on google docs through the E&O email.
- There was discussion on if now would be the right time to try and roll this out, with all of the cuts to education and teachers being laid off.
 - This may be an opportunity to get into the schools and give support
 - Ben mentioned that maybe we could get into 1 small school district, meet with the science coordinator to provide guidance. Like a pilot project to see if it takes.
 - Vikki gave Chelsea a binder she received from County stormwater on Drain Rangers from the Franklin Conservation District. Ben has contact with the Franklin Conservation District and Toni has talked to Kara. Chelsea will talk to Kara with the Franklin Conservation District to see if we may be able to incorporate their information and add information on PCBs. We may want to contact the Spokane Conservation District too and see if they have any educational materials that we could use.

Update on training Vikki recently attended:

- Vikki gave an update on an Education and Outreach Social Marketing Workshop she attended at MuniCon- Stormwater Conference last month. There were a couple things that may be of interest to the group.
 - Changing Citizen Behaviors:
 - 16% - show me
 - This group of people want the education to show them how to change behaviors.
 - 68% - help me
 - This group is the social marketing group, what are the barriers preventing them from doing the action. Provide the barriers to help them out. The example given at the conference was about pet waste,

these are the people that may not clean up after their animals because there are no bags or garbage cans available to pick up and throw the waste away. By providing bag, trash cans, and signs, you have now helped them, and they are now able to properly dispose of the animal waste.

- 16%- make me
 - This is the group that will only do it if the law says they have to. Show them where it is at in the law.
- The Rule of 3
 - 3 seconds- you have 3 seconds in a conversation to earn their interest. This is the hook
 - 30 seconds- you need to make your main point in your conversation within the first 30 seconds
 - 3 minutes- the amount of time you have to make your case- all your supporting content.
- Magic #'s
 - 250 words/minute- what a college student can consume. The average person can read at ½ that rate.
 - 75 word/element (maximum)
 - 18 words/sentence (maximum)