

**SRRTTF Education & Outreach Minutes  
September 17, 2019  
Spokane Regional Health District**

**Attendees:**

In Person:

Vikki Barthels, Bruce Williams – Spokane Regional Health District  
Toni Taylor- Spokane County  
Chelsea Updegrove- The Land's Council  
Joel Breems – Avista

On phone:

Ben Floyd – White Bluffs Consulting

**2019-2020 Action Plan was reviewed and discussed**

- We discussed looking at redoing the PCB billing insert flyer. Vikki will have the communications team at SRHD look at it and see what recommendations they might have.
- We talked about focusing on individual messages, maybe look into doing 1 message a year to get out to the public so it is not as overwhelming.
- Chelsea asked about the google analytics for the PCBfree website.
  - Was it worth it to do the spring campaign?
  - What worked, what didn't?
  - We did see a small bump in the # of users to the PCBfree website.
  - How can we promote the PCBfree website?
  - Regarding the River Forum spring campaign- individuals were sent to the waste directory. We talked about the focus of the waste directory and the PCBfree websites. The waste directory is the way to get rid of PCB's properly whereas the PCBfree website is the issue of PCB's – learning more about them. How can we collaborate the 2 websites and have them work together?
  - We talked about using the hits from the PCB website to see how people are getting there and then maybe develop some goals around that?
- Toni brought up the messages that the Education and Outreach workgroup did back in 2016. She will email Vikki the photos that were taken and Vikki will email them out to the group with the minutes.
- Safer alternatives were an area we thought we should look at a little more.
- How will we set our goals?
- Who has the PCB posters that were on display at the Spokane River Forum Conference? Need to look into this and see how we want to use them.
- Chelsea talked about education for the schools and how she is finding it harder than expected. Toni said she has 4 schools where they will be doing; bioaccumulation information, water cycles. Is there a way for Kat from the Land's Council to incorporate PCB information into her talks that she gives.

- How will we measure the success of this type of outreach?
- **ACTION ITEMS:**
  - Toni/Chelsea/and Kat will talk and discuss how we can move forward with PCB's in the school.
    - For the bioaccumulation presentations is there a way to give a brief discussion of PCB's before hand as an introductory to the presentation.
  - We are moving the E&O meeting to October 22 at SRHD, due to the IPCB workshop during our regular E&O meeting time.
  - Vikki will give the PCB billing insert to SRHD communications team to see what recommendations they may have.
  - Look at the SRRTTF E&O tab on the SRRTTF website and see if there is anything we should add.
  - Talk to Andy and Tonilee to see if there can be a Got Waste Wednesday post on the PCBfree website?
  - Toni mentioned the county would be following up with apartment complexes. Vikki will send Toni the spreadsheet on the apartment complexes that SRHD Local Source Control program visited.