

SRRTTF Education & Outreach Minutes
October 22, 2019
Spokane Regional Health District

Attendees:

In Person:

Vikki Barthels, Bruce Williams – Spokane Regional Health District
Chelsea Updegrove- The Land's Council
Andy Dunau- Spokane River Forum
Alicia Dragoo- Kutac Rock
Lisa Dally Wilson- Dally Environmental and Spokane River Stewardship Partners (SRPS)

On phone:

Lara Floyd – White Bluffs Consulting
Joel Breems- Avista
Tracy Stevens- City of Spokane-Pretreatment

Workplan:

- We are moving the continuation of the workplan to next month's agenda.

Spokane River Forum- Spring Media Campaign: (Andy)

- We had some discussion about the Spring 2020 media campaign.
 - What do we want to do for the campaign?
 - Do we want to keep the same messaging? Andy didn't think the messages should change that much.
 - **ACTION ITEM:** Vikki will email Tonilee to get the current content and messaging that was used for this year's campaign. Once Vikki gets the content, she will send it out to E&O members to look at and see if there is anything that we want to change or add.
 - What distribution platforms do we want to go with?
 - Radio (good for general awareness, not a strong correlation with the waste directory because they cannot click on the ad like Facebook)
 - Pandora (don't think we should do this next time)
 - Facebook/Instagram
 - Pre-roll messaging
 - Direction from the task force on what direction they would like to go.
- Andy mentioned that the River Forum got a recycle right grants and there will be updates to the waste directory. How can we harmonize all the different platforms, organizations? There will be a recycling task force starting.

IPCB Workshop Discussion:

- Lisa gave an update from the IPCB workshop and some education and outreach items that came from the workshop.
 - How do we educate the public?
 - How do we educate corporate level/business outreach?
- E&O goal:
 - Educate the users in the supply stream- Ink/Pigment Manufacturers
 - How do we get to those people?
 - Start with the packaging people- they will go upstream and put pressure on their suppliers. If some start doing it, others may follow.
 - We can work with the Sustainable packaging coalition and NW Green Chemistry.