

Community Based Social Marketing - example



TOTS

Metro's **Take on Toxics** Project

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Solid Waste and Recycling



Introduction

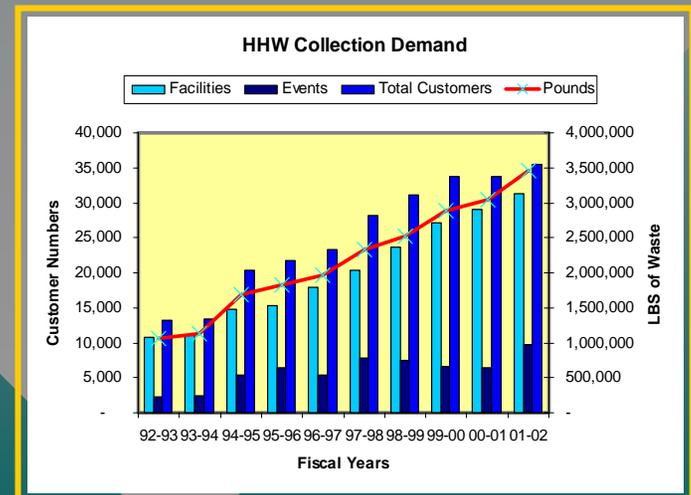
- Goals and Challenges
- Audience Choices
- Target Audience
- Project Results



Goals and Challenges

Goal: Decrease the toxicity of the region's waste;

Challenges: 1.4 million people, ~80,000 chemicals in commerce, varied and numerous populations, limited resources, 7-15% increase H2W collection



Product & audience



- Who to target?
- What products to focus on?
 - Health / environmental risk , costs, least necessary, best alternatives

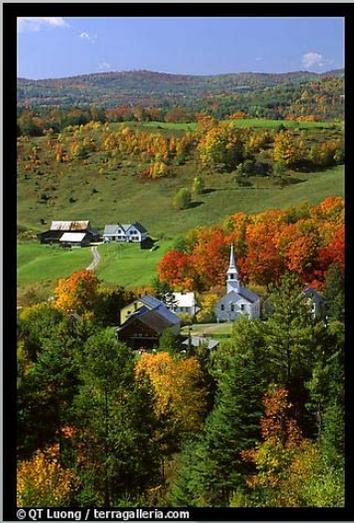
Adult Ed

environmental education
historically non-targeted
to adult populations

Possible Audiences

- Greatest waste generators: H2W facilities users and others (affluent)
- Greatest risk: elders, very young, immune impacted
- Most motivated to change





The TOTS project

- Modeled after a Project in Vermont
- 2002 Piloted at the Metro Kids
- 2003 regional pilot -
3 daycares,
~175 families

3 daycares
175 families
7 weeks

Goals for TOTS

- Assist parents, daycare staff and families in identifying, properly storing, and where appropriate, removing hazardous products from the home and using alternative products and methods.
- Decrease the use of household hazardous products
- Increase the use of alternatives



Project elements

- 7 Weeks
- Displays
- Product examples
- Fact cards, sheets, full reports
- Commitment Activities
- Incentives



commitments

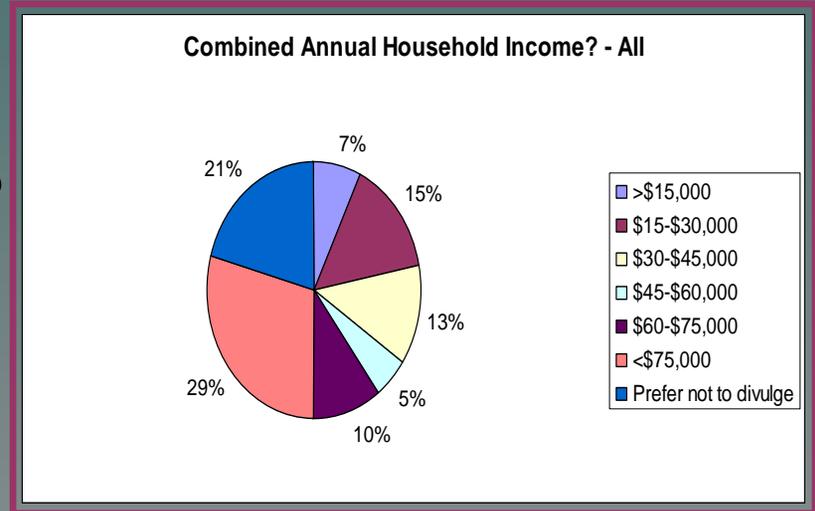
pre-survey

pledge: change to alt. product

post-survey

Evaluation Tools

- Pre-project survey
- Post - project survey
- Post project follow-up call - asking about earlier pledge commitments



Challenges

- Childcare settings
- Resources
- Beginning point
- Incentive motivators



Childcare Diversity

- Golden Key
- David Douglas
- City Kids

Differences

family and staff size
physical space
resources

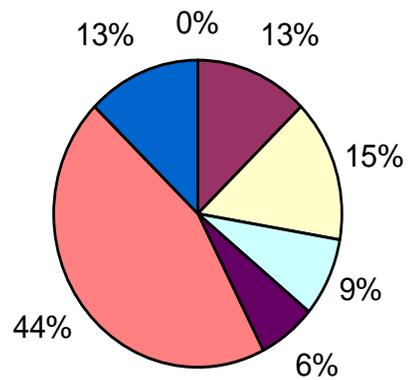
Family diversity

- Economics
- Education
- Age
- Race / ethnicity
- Behaviors / Attitudes

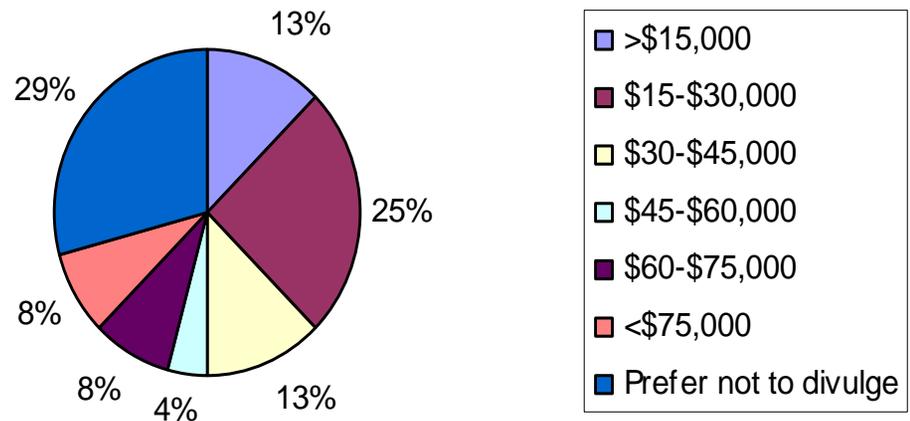


Economics

Combined Annual Household Income - CK

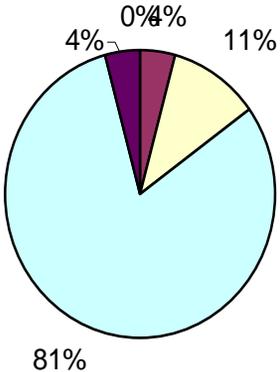


Combined Annual Household Income - GK

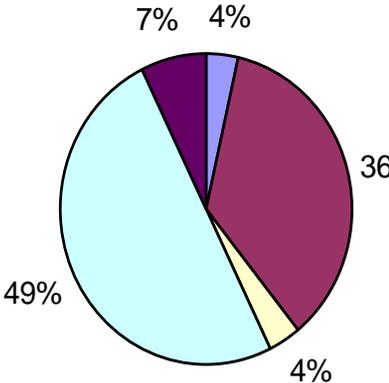


Education

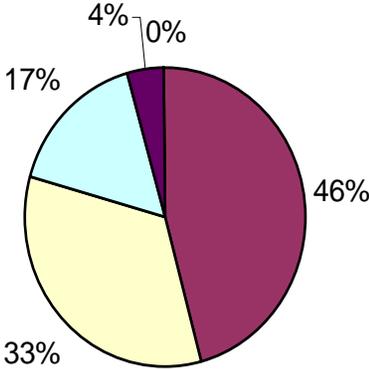
Highest Level of Education You Completed - CK



Highest Level of Education You Completed? - DD



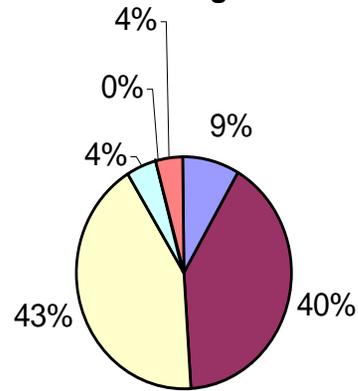
Highest Level of Education You Completed - GK



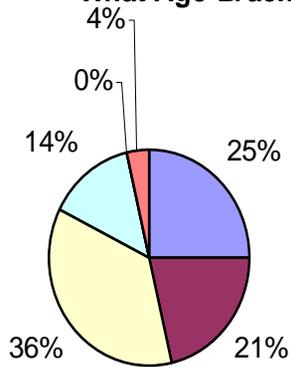
- Grammar School
- High School
- Some College
- College Graduate
- Prefer not to divulge

Age of Adults

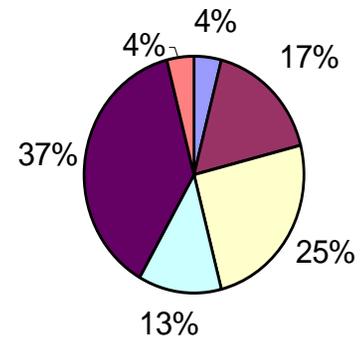
What Age Bracket Are You? - CK



What Age Bracket Are You? - DD



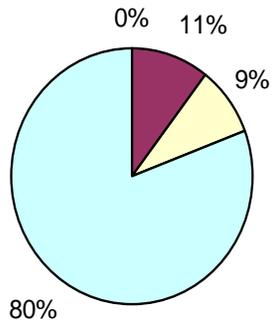
What Age Bracket Are You? - GK



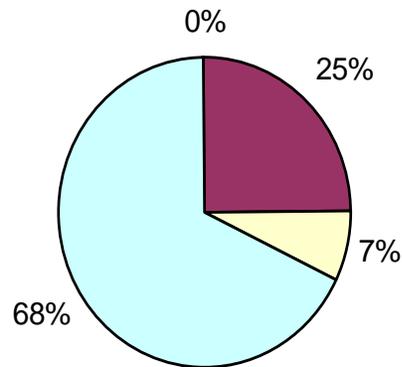
- 18-25
- 26-35
- 36-45
- 46-55
- 56+
- Prefer no to divulge

Attitude Differences

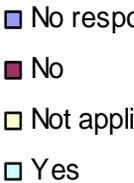
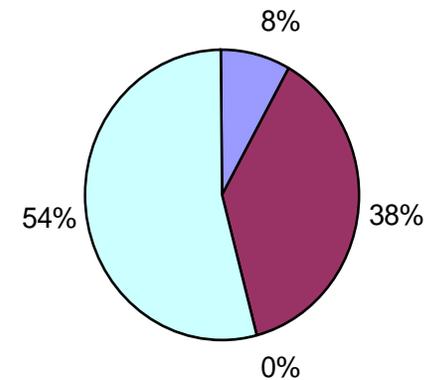
Concerned About Chemicals & Childrens Health?
- CK



Concerned About Chemicals & Childrens Health? - DD

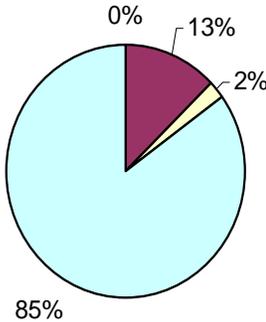


Concerned About Chemicals & Childrens Health? - GK

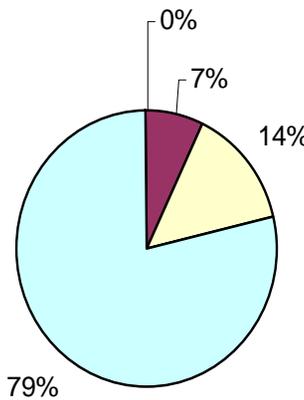


Attitude Differences

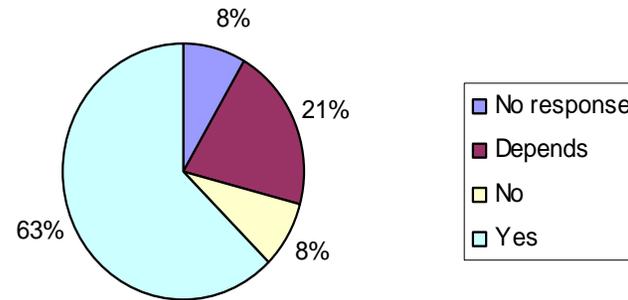
Would Potential Risks to Children's Health Keep You From Using A Chemical? - CK



Would Potential Risks to Children's Health Keep You From Using A Chemical? - DD



Would Potential Risks to Children's Health Keep You From Using A Chemical? - GK





PESTICIDE USE

- 11% No pesticides in the home or garden;
- 22% use fewer;
- 16% more selective;



PESTICIDE USE Cont...

- 22% change due / prior awareness and the use of non-toxic alternatives;
- 14% said there was no change, and 15% couldn't determine if the project affected their pesticide use.

Results: Cleaners

- 39% use fewer hazardous products after the project;
- 18% more selective;
- 14% said no change / prior awareness and use of non-toxic alternatives;
- 21% use about the same number and kind of products as before;
- 8% said they couldn't determine if the



TOTS project did...

- 29% increase my knowledge @ alternatives
- 29% increase knowledge @ dangers
- 20% introduced to additional ways to evaluate products
- 22% reminded me of information I already knew.

Lessons

- Participants motivated by cash incentives;
- Pledge activities well received w/ follow through;
- That “attitude” doesn’t necessarily represent willingness to change.

