

Hazardous Substance Information & Education Office (HSIEO): Research and Outcomes

Resources for a safer
and healthier home,
school, work place,
and community



**Moderate Risk Waste Coordinators Meetings
September 26-27, 2007**

Basis for Research

- More emphasis on residential services by HWTR => *define niche in relationship to other local and state efforts*
- Community-based social marketing model => *design from the audience's perspective*

Research Completed

- ✓ Stakeholder interviews
- ✓ Phone User Profile
- ✓ Phone Bill Analysis
- ✓ Phone/Email Tally Summary
- ✓ Phone Script User Testing
- ✓ Beyond Waste Web Contract
 - Customer Satisfaction Survey, Focus Groups, Usability Testing, Marketing Questionnaire and Recommendations
- ✓ **Reducing Toxic Threats Statewide Household Survey**

Survey Objectives

- Useful beyond HSIEO
- Useful as household indicators
- Useful for delivering services to specific audiences
 - Gender, age, race, education, income, home ownership, children under age six, east/west side of state, density

Survey Design

- Attitudes and Knowledge about toxic products and hazardous substances
- Information sources used to find safer alternatives
- Barriers to finding safer alternatives
- Beliefs regarding product safety and the state's role

Survey Design

- Phone Survey
- Random Digital Dialing
- N = 601
 - Over-sampled by 50%
 - Valid for rural areas, Eastern WA, and demographic subgroups
 - Weighted results for statewide comparisons

Survey Design

- 40 questions (8 demographic)
- Average length: 10.5 minutes
- Pre-test
- Refusal survey
- 23 Spanish surveys (7% Latino and Spanish-speaking respondents)

Results – Terms

- *When you hear “toxic” and “hazardous substances” – what comes to mind?*
 - Household cleaners, bleach (72%)
 - Gasoline, fuel, motor oil, lubricants (28%)
 - Paint (27%)



Results – Terms

- *When you hear “toxic” and “hazardous substances” – what comes to mind?*
 - Lawn/garden products, pesticides (18%)
 - Soaps and detergents (10%)
 - Not computers, furniture, cosmetics



Results – Products

- *In the past year, how often, if at all, have you been concerned about toxic products you have or use in your home?*
 - Never or rarely concerned (68%)
 - No demographic differences in concern

Key Survey Results – Products

- *What kinds of concerns have you had?*
 - Human health (38%)
 - General, respiratory, skin exposure (20%)
 - Children ingesting, getting sick (18%)
 - Animals/pets ingesting, getting sick (21%)
 - Environmental (9%)
 - Disposal/storage (7%)



Results – Products

- *Where would you go to look for a replacement product?*
 - Hardware stores, lawn and garden stores, feed stores, and grocery stores
 - Conventional stores mentioned more than alternative stores



Results – Products

- *How difficult was it to find a non-toxic replacement?*
 - Somewhat or Very Difficult (43%)
 - Somewhat or Very Easy (57%)

Results – Products

- *What were the difficulties in finding a non-toxic replacement?*
 - Evenly divided among:
 - *Knowledge – finding information*
 - *Convenience – finding a place to purchase*
 - *Effectiveness – finding a product with similar characteristics*
 - Price (only 8%)

Results – Information

- *Where would you go to look for information about a replacement product?*
 - Web, web, web
 - Store clerks, labels, word of mouth, experts



Results – Information

- *Demographic preferences for information sources*
 - People – older, high school educations, lower incomes, respondents of color
 - Web – younger, college graduates, higher income, white respondents



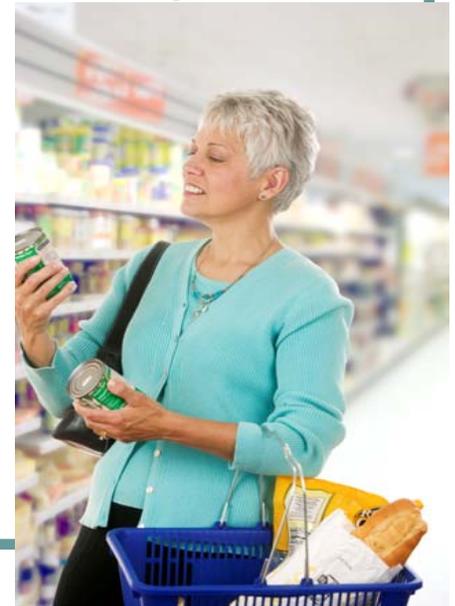
Results – Information

- *Where would you go first for information about toxic ingredients?*
 - Independent/nonprofit (47%)
 - Government (24%)
 - Business – Manufacturers and retailers (19%)



Results – Safety

- *I trust that the goods I find in the store are safe for me and my family.*
 - Agree (49%), Disagree (49%)
 - Eastern WA respondents more trusting of product safety than Western WA respondents.



Results – Safety

- *Concerns about the dangers of toxic products are exaggerated.*
 - Agree (26%)
 - Spanish-speaking and Latino respondents much more likely to agree.
 - Respondents with higher levels of education and income, and women less likely to agree.

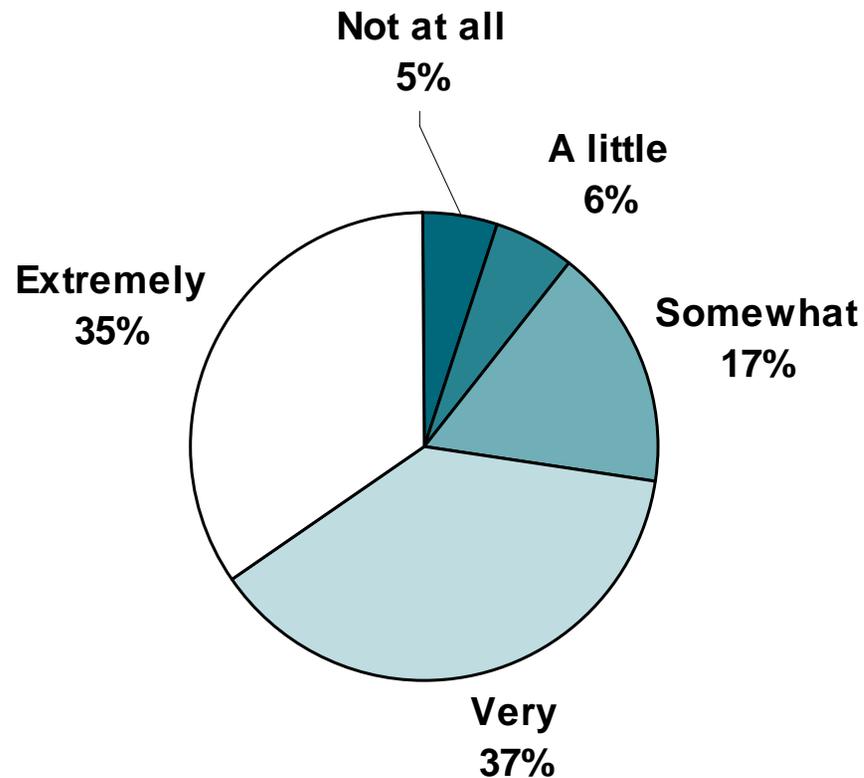
Results – State Gov't. Actions

High level of statewide support (73 – 85%)

- ✓ Restrict sale and use of products with known health risks.
- ✓ Require toxicity testing of all ingredients.
- ✓ Ban toxic chemicals with known health risks from products.
- ✓ Provide education on toxic products and safer alternatives.
- ✓ Require manufacturers to label products with complete lists all ingredients.

Results – Labeling

- *How helpful would a non-toxic certified label be?*



Research Outcomes – HSIEO

- Focus on household indoor air
 - Increase safe use and disposal of toxic household products and substance
 - Increase use of safer alternatives
- Look to health, kids and pets for messaging
- Reach out to more diverse audiences

Research Outcomes – HSIEO

- Provide services in rural, underserved counties
- Partner with:
 - Local MRW and health programs
 - Independents and non-profit organizations
 - Retailers
- Need for new name => rebranding

Rebranding

- Nancy Lee, Social Marketing Services, Inc.
- Team Planning – *how we want our customers to think, feel and act in relationship to HSIEO*
- Research – *location of households with children, pets, young adults*
- User Testing – *name, phone number, slogans, visuals, messages, etc.*

Current Research – Rebranding

- Car = Volvo hybrid
- Dog = Golden retriever
- Famous person = Oprah



HSIEO Services & Marketing

- Services

- Update www.ecy.wa.gov/hsieo
- Selected events (e.g. health fairs)
- Pilot projects with Huxley College
- Read labels campaign



- Marketing

- Wallet card, home reference booklet
- Local targeted media
- Existing publications, advertising, websites

HSIEO Services & Marketing

- **Seek funding and partnerships:**
 - Point of purchase projects with retailers
 - Grants for outreach and education
 - Curriculum (e.g. replicate King County's Hazards on the Homefront)
 - Reducing Toxic Threats Conference

For more information:



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www.ecy.wa.gov/HSIEO