



STRENGTHENING GRANT PROPOSALS

Adding Dimensions and Adding Layers



Improving Grease Disposal Among Select Populations: A Case Study



The Issue: Overflows (SSOs)



Problem Impact

- Cost: Damage plus repairs
- Public Health: Bacteria, viruses, etc.
- Environment: Pollute waterways and groundwater



First Grant Proposal

- \$100,000
 - Research and analyze communication
 - Develop strategic communication plan



Target Publics

- Multi-family housing customers
 - Higher density
 - Resident/property manager turnover
 - Reduced stake in consequences of SSOs
- Latino Customers
 - Identified as primary communities
 - Cultural barriers and opportunities
 - Need for effective messaging

Research Phase

- Focus Groups
 - Charlotte
 - Female, non-Latina apartment residents (English)
 - Latina apartment residents (Spanish)
 - Latino apartment residents (Spanish)
 - Raleigh
 - Male, non-Latina apartment residents (English)
 - Bilingual Latinas (English)
 - Bilingual mixed-gender Latinos (English)

Research Phase

- Survey
 - Web-based survey (prize incentive):
 - Recruited residents of Charlotte, Raleigh & Winston-Salem
 - Paper & pencil survey (\$5 cash incentive):
 - Churches (Latinos)
 - Health clinics
 - Festivals
 - Door to door

Overall approach

- Shift from media-centered campaign to one reliant on traditional and interpersonal channels
- Balance of mass media and interpersonal tactics to better favor behavior change
- Efforts should be highly targeted and sequential
- Stress community relations; establish and cultivate relationships
- Create tools for measuring improvement/success



Key Messages

- Latino Leaders
 - Consequences of improper disposal
 - Prevention of SSOs
 - Leaders matter
 - Lack of awareness
 - Agencies as partners
- Latinas
 - Disposal a factor
 - Environmental damage
 - Small amounts matter
 - Encourage friends and families



Key Messages

- Latinos
 - Improper disposal has cost consequences
 - Shared responsibility
 - Proper disposal prevents SSOs
 - Instruct family members
 - Families at risk
- School Children
 - Proper disposal methods
 - Sinks to sewers
 - Can lead to disease and environmental damage
 - Community working together



Key Messages

- Apartment Owners and Managers
 - Improper disposal = clogs, damage, costs, risks
 - Don't simply push clogs through to sewers
 - Partner with your water agency
 - Tenants appreciate safe and responsible environment



Strategies & Tactics

- Latino Leaders
 - Keep them aware and informed
 - Consult regularly
 - Include leaders' quotes in PR materials
 - Establish advisory committee
 - Ride-alongs

Strategies & Tactics

- Latinas
 - Business partnerships
 - Fliers, grocery bag stuffers
 - Brand-marked grease collection containers
 - County Extension Services: classes and training
 - Branded kitchen give-away items
 - Local school ESL class materials
 - Work with schools on lesson plans that include proper disposal methods



Strategies & Tactics

- Managers & Owners
 - Ongoing, regular direct communication
 - Provide collateral materials
 - Keep them updated on SSO activity
 - Visits to water facilities
 - Incentives
 - “Water utility approved” credential
 - Monetary or in-kind rewards for compliance
 - Provide materials for recycling



Strategies & Tactics

- Latinas (cont.)
 - Entertaining messages via mass & social media
 - “Telenovelas” as PSAs
 - YouTube videos
 - Community event participation
 - Traveling display

Strategies & Tactics

- Latinos
 - Straightforward messages via select mass media
 - Billboards, PSAs on radio
 - Feature stories, interviews on radio
 - Brochures for employing businesses
 - Partnerships
 - Brand-marked grease collection containers
 - CC vehicle conversions
 - Traveling displays at events



Second Grant Proposal

- \$150,000
- Develop communication plan materials
- Help water agencies begin communication activities



Proposal Included Students

- Experiential learning
- Service learning
- Community engagement



UWC Utility Site Visits

- Travelled to each UWC member utility
 - Developed knowledge of community logistics/target publics
 - Developed knowledge of current outreach efforts
 - Understood needs of each utility
 - Determined types of materials most useful
 - Provided guidance on effective FOG strategies



Team Deliverables

- Door Hangers
- Utility Brochure
- Bill Insert
- Activity
- Presentation Material
- NO FOG, NO CLOG T-Shirt



Door Hangers

NO FOG, NO CLOG

What is FOG?

Fats, oils, grease, butter, lard, sauces, dairy products and food scraps

How to Dispose of

Step 1
Pour cooled FOG into can

Step 2
Wipe pan clean with paper towel

Step 3
Allow FOG to cool and solidify

Step 4
Once oil is solid, throw away can

NO FOG, NO traba

¿Qué es fog?

Grasas, aceite, mantequilla, manteca, salsas, productos lácteos y pedazos de comida

Cómo se puede eliminar

Medida 1
Se echa el FOG frío en una lata

Medida 2
Se limpia cosas grasientas con una toallita de paper

Medida 3
Se espera para el FOG a enfriarse y solidificarse

Medida 4
Cuando el FOG es sólido, se tira la lata en la basura



Utility Brochure (Outside)

Fact or Myth?


"I can dissolve grease in my pipes with hot water."
-Myth

Hot water gives the illusion of dissolving grease. Actually, hot water pushes the grease further down the drain, where it quickly cools and sticks to the inside of the pipes.

"I don't create enough grease to clog pipes."
-Myth

Once deposited inside a pipe, grease does not go away. Over time, any household can put enough grease down a drain to clog its pipes.

**NO FOG,
NO CLOG**



Phone number
And
Insert
Logo

Insert
Logo
And
Phone number



Bill Insert

Water utility companies spend thousands of dollars a year on spills

To lower costs, make sure you:



Pour cooking oil, grease, butter, margarine, sauces or food scraps into a can and let cool.

If you pour these things down the drain, they cause clogs.



Only throw toilet paper in your toilet.

Wipes, cotton swabs, diapers, paper, paper towels and floss should never be flushed down the toilet. These items will cause clogs.

Insert website and phone number

Activity

Pain in the Drain Word Search

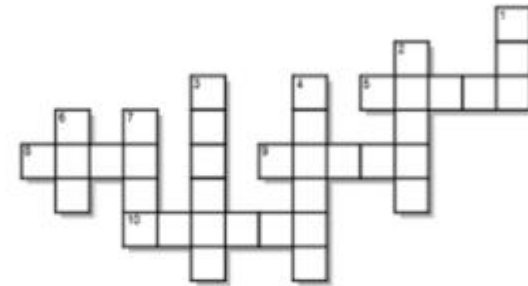
E D M E L G P W L G E F M G L N Y H X O
 V I A I N X Z N U N T V F R S I Y R I T
 Q E O N O I K I Y I T P I E X A Z R Y O
 G N I N E T R O H S D D P L I R L P F S
 Y B D R A L C A N S V I Z W O D N O H S
 J Y U A U A E R G E P S E W E R O I J C
 A T N T N T D S A R O L C E H D S X G R
 E C A O T E I Q S D A L T O Q C R H E A
 L G L W S E K H A S I M F J T K M B C P
 E A O A E J R G T H O I W M B G E N X S
 K E E L Q S V V H E Q C O N K O N N A V
 X R R X C I C F C O F C Z S M F L H D E
 G O L F O X C P X V Y A O Q X Y Y Q S K
 H N J Q J J V O W M E W T F Q B G B M T
 V L B B B R W Q R D V R W S S V S Z B F
 Q C H W A G B C V M S I B N R K O Y L G
 V H T O Q Z O Q X V H A K R E K I K R N
 N W Z U M W K G D G Y R I A D R L P T J
 P F C K U B L Q J Q F F C H Q W S U R P
 E S Q W Y N Z U V J C P F S A U C E S E

BUTTER	CAN	CANOLA
CLOG	DAIRY	DRAIN
DRESSING	FATS	FOG
FOOD	GREASE	LARD

MARGARINE	OIL	OILS
OLIVE	PIPES	SAUCES
SCRAPS	SEWER	SHORTENING

Name _____

FOG Puzzle



ACROSS

- 5 Something that you never pour FOG down
- 8 After pouring your fats, oils and grease in the can, you let it _____
- 9 What your water flows through
- 10 What you're supposed to pour in your can

DOWN

- 1 What you pour your fats, oils and grease in
- 2 Put other items you wish to get rid of in here
- 3 You put this on toilet, not down your drain
- 4 You are only supposed to put toilet paper in here
- 6 Fats, oil, grease
- 7 These make it hard for water to flow through pipes

WORD BANK: TRASH, TOILET, PIPES, GREASE, FOG, DRAIN, COOL, CLOG, CAN, BUTTER



Storyboard for FOG PSA



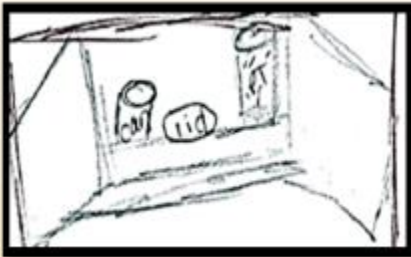
The mom is in the kitchen about to pour grease down the drain, kid yells stop!



The kid begins to explain to mom what he learned about F.O.G in school.



The mom asks kid what to do instead? How do I properly dispose of F.O.G?



The kid is explaining the proper disposal of F.O.G. Mom opens cabinet to get the proper materials.



The screen goes black... voice over begins explaining the importance and benefits of disposing F.O.G properly.

Notes:



Apartment/Housing Flier

FOG=CLOG

FOG:
FOG, Sewer Blockage from FATS, OIL, and GREASE contamination from cooking. Improper disposal can lead to costly plumbing repairs.



Keep your drains clean!
Keep **FOG** away from your drains!

APARTMENT COMPLEX RESIDENT NAME,

Learn how you can prevent FOG build-up in your community. What takes place in the drains at one apartment home can affect the whole building. Help keep your building clear of FOG.

FOG comes from the fats, oils and grease that many people use in cooking. When the meal is over, some people wash out their pans and let the FOG go down the drain. The FOG then solidifies into a hard substance that does not allow water to pass through. When FOG is continuously put down the drain, the build-up continues until there is a clog. Since all drains in a building are connected, this build-up can affect not only your sinks, but also your toilet and showers. This is where things get costly.

Plumbing costs for removing contaminants from drains and pipes add up for apartment owners and, depending on the manager, those costs could affect you with increased taxes, bills and rent. FOG cleanup also adds inconvenience for all residents.

So how can you prevent FOG clogs and the associated expenses? Well, you can pour the FOG in an old tin can or a FOG storage box. When the FOG hardens, you can toss it away with the trash. This eliminates contaminants from your sink and extra costs to you.

In apartment homes, when so many units are connected and there are multiple families disposing of FOG incorrectly, the build-up can happen quickly.

If we all work together we can keep our community clean and FOG free.



Pipe affected by FOG.

THANK YOU
for keeping our community FOG free.



Cookbook

Thank You

for keeping our community free
of fats, oils and grease!

ECFPUA

Recycled Grease
Cookbook

Caramel Banana French Toast

Thanks!
Credit to Cheryl Soustan from
Tidy Mom (tidymom.net)



Ingredients

FOR FRENCH TOAST:
4 thick slices of bread
4 eggs
3-4 tbsp milk or cream
1-2 tbsp Orange Juice
1 tsp sugar
1/2 tsp Vanilla
1 pinch of salt
2 tbsp grease, liquid

FOR CARAMEL SAUCE:
2 ripe but firm bananas, in thick slices
2 tbsp butter
2 tbsp brown sugar, packed
4 tbsp brown sugar, packed
1 sprinkle of cinnamon

Instructions

Preheat oven to 350°F.

Whisk together eggs, milk,
orange juice, sugar, vanilla and salt.

Cool bread evenly with egg mixture. Let soak.

Place skillet on medium-high heat. Add grease
to melt. Place soaked bread on skillet and cook
until the bottom is golden brown.

Remove bread from skillet and place on baking
sheet. Transfer to oven; bake for 10 minutes.

Wipe out skillet with a paper towel and add
butter and brown sugar. Combine and melt.
Peel and slice bananas and add to skillet.
Cook until bananas are lightly brown.

Serve french toast piping hot, topped with
spoonfuls of caramelized bananas. Garnish
with whipped cream if desired.



Grocery Store Flier

THE FOG BLOG

Information about Fat, Oils and Grease



RECYCLED FOG BROWNIES

FOG [fog, fawg]: Noun.
Acronym for **FATS, OILS** and **GREASE**

KEEP YOUR BRAINS CLEAN! RRRRRRR: FOG=CLOG

FOG comes from the fat, oil and grease that many people use in cooking. When the meal is over, some people wash out their pans and let the FOG go down the drain. The FOG solidifies into a hard substance and does not allow water to pass through.

When FOG is continuously put down the drain, the build-up only continues to increase until there is a clog. Build-up can affect your plumbing costs for removing contaminants. Those costs could show up in taxes, billing or higher rent. With proper disposal of FOG, it is possible to prevent this added cost and added inconvenience to yourself and your neighbors.

So, how can you prevent a FOG clog? Set aside an old coffee can or jar as your FOG container. Pour greasy food waste into it. Don't pour waste down drains or disposals. Wipe off excess grease with a paper towel. Allow fat, oils and grease to cool or freeze in the designated container. Lastly, throw away the container in the trash. Some gardeners even use FOG as compost!

Instead of throwing the container away, you can save the FOG for later. Recycle FOG in everyday recipes to add extra flavor!

Recycled Recipe

CREDIT TO HEATHER ROCK FROM TART AND HEATHERED TARTANDHEATHERED.BLOGSPOT.CA

Ingredients:

- 1 eggs
- 1 cup of strong coffee
- 1/2 cup grease (liquid or room temperature)
- 1 cup maple syrup
- 1/2 cup flour
- 1/2 cup + 1 tbsp cocoa powder
- 1 tsp salt
- 1 tsp baking powder

Directions:

Preheat oven to 350°F.

Blend eggs, coffee, grease and maple syrup in a food processor. Add flour, cocoa powder, salt and baking powder. Process until just mixed.

Pour batter into into 4 to 6 small ramekins or a small baking dish. Bake for 15 minutes and let the brownies sit for 10 to 15 minutes before serving.

Grocery Store Partnership

Introduction to Benny Smith, APR

External Communications Manager at Delhaize America

Benny Smith is a public relations professional who worked his way into the External Communications Manager position at Delhaize America (Food Lion) almost three years ago. Smith has earned his APR, meaning that he is accredited in public relations, and attended the University of South Carolina – Columbia to earn his Mass Communications/Public Relations degree and Harvard University Graduate School of Education to receive his certificate in Management Development.

Smith also served as the immediate past president of PRSA, the Public Relations Society of America. He has also served as the Public Relations Director at Johnson C. Smith University and is a current Communications instructor at Central Piedmont Community College. Additionally, he has held multiple staff writer positions at multiple newspapers.

In his position with Delhaize America, Smith has led a team of people that are striving to boost the reputation of Food Lion and continue to build relationships with consumers. We believe that starting a partnership with Delhaize America would prove to be very beneficial to your goal and it will help their company show a more environmentally friendly grocery store. We have provided Smith's information below for your team to contact should you decide to pursue this potential partnership. His office is located in Salisbury, North Carolina.

Benny Smith
Email Address: BL.Smith@foodlion.com



Lessons Learned

- Engage disciplines beyond core problem
- Consider communication dimension of issues and problems
- Explore potential to add educational layers such as experiential learning, service learning, community engagement

Questions? Comments?

