

Marketing Strategies for Behavioral Change

Presented by
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St. Johns River Water Management District
Palatka, Florida



**ST. JOHNS RIVER
WATER MANAGEMENT
DISTRICT**

District Mission

We will ensure the sustainable use and protection of water resources for the benefit of the people of the District and the state of Florida.



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Understanding the issues

- 2005 Florida population – 17 million
- Expected to increase by 11 million by 2030
- Demands for potable water outpacing groundwater supply and stressing water quality



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Water in the news

Water war leads to more discussion in Florida

Thursday, November 1, 2007

Extreme drought in Georgia, Alabama and North Carolina has prompted Alabama governor Robert Bentley to urge Washington to turn down requests for more water in the state. Lake Lanier is Atlanta's only source of water.

In water war, county not alone

Legislator urges Marion to work with others to protect water

By Rick Cundiff
Ocala Star-Banner, Oct. 26, 2007

OCALA - Marion County is pursuing the right course in trying to control how local water is used, but will have to work with other counties and the state in the future, state Rep. Kelly said Thursday.

Kelly addressed the monthly board of directors meeting of the Ocala/Marion County Water Management District, saying Marion County is a target for other regions seeking water.

It's time to plan how to plan for future droughts

By Jay Bookman
The Atlanta Journal-Constitution
Published on: 11/01/07

Last week, House Speaker Roy Harris announced plans to file legislation that would allow the state to know where — to buy water.

That announcement came at a time when the state is in the midst of a drought crisis, no one could have predicted.

[ajc.com > Metro > Gwinnett](#)

Drought cited in rezoning denial

By Michael Pearson
The Atlanta Journal-Constitution
Published on: 11/08/07

Drought crisis demands federal water commission

By John Linder
For the Journal-Constitution
Published on: 11/05/07

In John Steinbeck's 1952 novel "East of Eden," the narrator's observation about Mother Nature speaks volumes about human nature, even to this day.

Tenn. Town Has Run Out of Water

By GREG BLUESTEIN, AP
Thu Nov 1, 2:44 PM EDT

As twilight falls over this Tennessee town, Mayor Tony Reames drives up a dusty dirt road to the community's towering water tank and begins his nightly ritual in front of a rusty metal valve.

With a town of 145 residents, the town is alive with the sound of the water tank.

A drought for the ages

Updated 154d ago | Comments 148 | Recommend 49

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By Patrick O'Driscoll, USA TODAY

DENVER — Drought, a fixture in much of the West for nearly a decade, now covers more than one-third of the continental USA. And it's spreading.

As summer starts, half the nation is either abnormally dry or in outright drought from prolonged lack of rain that could lead to water shortages, according to the U.S. Drought Monitor, a weekly index of conditions. Welcome rainfall last weekend from Tropical Storm Barry brought short-term relief to parts of the fire-



Deep cracks cover the bottom of what should be five-foot deep Lake Okechobee near Okeechobee, Fla. in early May. On June 1, the lake broke a

[ajc.com > Associated Press story](#)

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Georgia Turns to Prayer to Ease Drought

By SHANNON McCAFFREY

Associated Press Writer

ATLANTA — What to do when the rain won't come? If you're Georgia Gov. Sonny Perdue, you pray.

The governor will host a prayer service next week to ask for relief from the drought gripping the Southeast.



"The only solution is rain, and the only place we get that is from a higher power," Perdue spokesman Bert Brantley said on Wednesday.

Perdue's office has sent out invitations to leaders from several faiths for the service, set for Tuesday.

Perdue has several times mentioned the need for prayer — along with water conservation — as the state's drought crisis has worsened. Over the summer, he participated in day of prayer for agriculture at a gathering of the Georgia Farm Bureau in Macon, Ga.

Perdue, a Baptist, has enjoyed strong support from Georgia's Christian conservatives.

The Southeast has been suffering from an intense drought in recent months that has threatened supplies of drinking water. Georgia has been locked in a



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Articles from USA Today, the Atlanta Journal-Constitution, the Ocala Star-Banner and WRUF radio

Expanding education efforts

- Traditional unpaid messaging reaches only the self-selecting public
- Research needed to determine best methods for reaching other segments



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Involving the public

- Research conducted nationwide, statewide and throughout 18-county District
- Literature search and review
- Fact finding meetings with utilities
- Focus groups
- Random telephone surveys to establish baseline and to monitor



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Messaging

- Identify potential partners
 - Utilities
 - Local governments
 - Government agencies
- Benefits of partnerships
 - Share expertise and expense
 - Achieve benefits of scale
 - Consistent messaging



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Awareness

- Included television, radio and newspaper ads

Education

- Included campaign brochures, a Web site (*floridaswater.com*) and ad templates

Support

- Included camera ready art for duplication, door hangers and statement stuffers



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Meet the "Water Couple"



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2005 commercial



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Campaign results

Baseline Survey

2002–2004

- Increased awareness from 66% to 88%
- Increased knowledge from 63% to 95%
- Resulted in significant behavior change – 750,000 people admitted to changing behaviors

2005–2007

- Increased rule awareness from 45% to 62%
- Decreased three day or more watering from 31% to 12%



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The Great Water OdysseySM

- An interactive computer curricula developed by the St. Johns River Water Management District for third-, fourth- and fifth-grade students



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District objectives

- Greater understanding of water resource issues
- Greater understanding of the impact of water on business, science, economics, health, etc.
- Increased water conservation practices by students and immediate family

Educator objectives

- To provide Florida-specific material to prepare for science portion of the Florida comprehensive assessment test (FCAT)
- To improve reading skills
- To meet Sunshine State Standards
- To provide science material that can be easily integrated into other subjects
- To meet the teaching needs of elementary teachers



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Florida Water StarSM

Program objectives

- Develop certification program for builders
- Design a rating system similar to the Energy Star rating system
- Increase the building community's knowledge about water-efficient building practices
- Increase the number of new homes built with water efficient features
- Cut outdoor water use in half or more



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Water quality

- Newest campaign focuses on water quality
- Builds on lessons learned in previous campaigns
- Heighten awareness of river health issues



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Outreach initiative

Components

- Partnerships
- Public and media outreach
- Legislative and local government outreach
- Research
- Paid media



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Research

Baseline survey

- Perceptions of river and its health
- Information sources
- Factors impacting river water quality
- Fertilization practices, septic tanks and maintenance
- Perceptions and knowledge of reclaimed water
- Importance of river health
- Support for water quality initiatives

Focus groups



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Message direction

Research suggests the initiative should

- Provide factual information about pollution
- Clearly state action is needed
- Clearly state a message of personal responsibility
- Have both rational and emotional appeal
- Utilize multiple media
- Offer education/information, consequences and tips through dedicated Web site



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Taking ownership 2007 commercial



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Outdoor

“Easy on the fertilizer, okay?”
— *your river*

The St. Johns
IT'S YOUR RIVER

floridaswater.com



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sjrwmd.com: Home of the St. Johns River Water Management District - Windows Internet Explorer

http://webtest.sjrwmd.com/landingpage/

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ST. JOHNS RIVER WATER MANAGEMENT DISTRICT

Site Navigation Quick Clicks Recreation Guide E-Permitting Data / GIS Governing Board Site Topics

About the District

- News, meetings and notices
- Water and you
- Recreation and land
- Education
- Local governments
- Jobs and volunteers
- Permits, licenses, rules and handbooks
- Programs and projects
- Publications, maps and data
- Finance and procurement
- Contacts
- Site resources

Contact us here:
WEBMASTER

By accessing this site, you agree to accept terms and conditions of the District's **liability disclaimer**.

This site displays best in Internet Explorer 7.

For site tips, see **site usage tips**.

uses about 160 gallons of water...

Click here to Learn ways to save water and money

florida's water
it's worth saving

The St. Johns
IT'S YOUR RIVER

Our river needs us. Learn what you can do for the St. Johns River by clicking here.

Water. It's what we're all about.

Welcome to the Web site of the St. Johns River Water Management District. Explore this site to learn the importance of water in all of our lives, the role the District has in protecting and preserving this vital resource and the part you play in these efforts.

Hot Topics

- ▶ Apopka Lock and Dam closes for maintenance.
- ▶ Marshes restored after damaging hurricanes. See the new Indian River Lagoon Update.
- ▶ Get "wet" in our free educational program, The Great Water OdysseySM.

The next meeting of the District Governing Board is scheduled for **March 11, 2008**, at 10 a.m. at District Headquarters in Palatka.

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Summary

- Effective programs and campaigns target their audiences, messages and delivery mechanisms.
- They look at the community and its needs.
- They foster traditional and non-traditional partnerships.



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Thank you. Questions?

For more information, visit

- *sjrwmd.com*
- *floridaswater.com*
- *floridawaterstar.com*
- *thegreatwaterodyssey.com*



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