Marketing Strategies for Behavioral Change

Presented by Linda Burnette

Director Office of Communications and Governmental Affairs St. Johns River Water Management District Palatka, Florida



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.



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





Water in the news

Water war leads to more discussion in Florida

Thursday, November 1, 2007

Extreme drought in Georgia, Alabama and North Car governor of Alabama urged Washington to turn dow more water in the state. Lake Lanier is Atlanta's only

In water war, county not alone

is alive wi Legislator urges Marion to work with others to protect

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

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

Kelly addressed the monthly board of directors meeting of the Ocala/Marion Col Commerce, 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 S EMAIL THIS A PRINT I RE aic.com > Metro > Gwinnett announce plans to t know where ---- to be Drought cited in rezoning denial

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

Click-2-Listen 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

With a twi

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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.

A drought for the ages

Updated 154d ago | Comments 🔜 148 | Recommend

Deep cracks cover the bottom of what should be

Fla in early May, On June 1, the lake broke a

five-feet deep Lake Okeechobee near Okeechobee,

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What's this?



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-🖾 EMAIL THIS 🛱 PRINT THIS 💼 MOST POPULAR

Click-2-Listen aic.com > Associated Press story

Georgia Turns to Prayer to Ease Drought

By J. Pat Carter, AF

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

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







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WATER MANAGEMENT DISTRICT

Expanding education efforts

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



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

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



Meet the "Water Couple"





2005 commercial







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%

The Great Water Odysseysm

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



DISTRICT

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



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

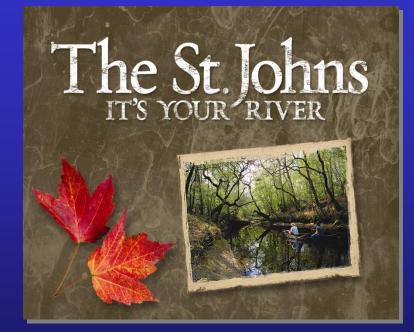






Water quality

- 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

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

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



Taking ownership 2007 commercial





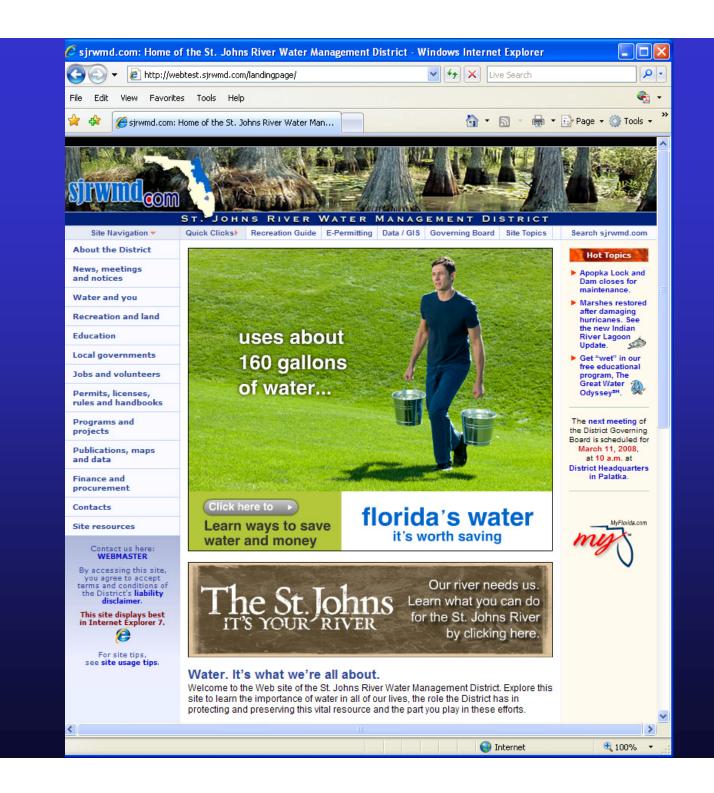


"Easy on the fertilizer, okay?" - your river











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.



Thank you. Questions?

For more information, visit*sjrwmd.com*

- floridaswater.com
- floridawaterstar.com
- the great water odyssey.com

