The Inside Scoop: How to Conduct a Pet Waste Outreach Campaign

NHDES

NEW HAMPSHIRE COASTAL PROGRAM NHCP

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— In Memory of Earl, a good hound.
Dedicated to all dog owners everywhere —

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The Inside Scoop:
How to Conduct a Pet Waste Outreach Campaign

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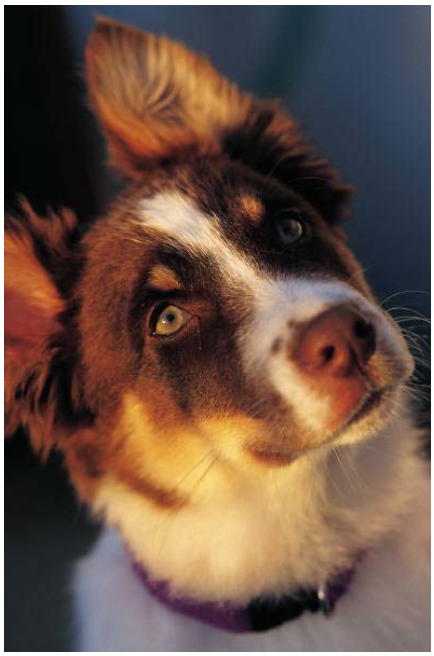
Table of Contents



Section I.	**Introduction**	1
Section II.	**Getting Started**	3
Section III.	**Implementation**	5
Section IV.	**Dover: A Case Study**	9
Section V.	**Conclusion**	13
Section VI.	**Resources**	
	Planning/Assessment Tool Kit	15
	Media Tool Kit	22
	Activities Tool Kit	26
	Additional Resources	39

Section I. Introduction

You've stepped in dog poop one too many times at your local park. You've read something about water pollution and pet waste, and it occurs to you that there are a lot of dogs in your neighborhood.

Inside Scoop: it could be time for a **Pet Waste Outreach Campaign**!

Dog waste is more than a nightmare for our shoes. Just like human sewage, untreated pet fecal matter is harmful to waterways. Rain washes dog waste and the associated disease-causing organisms, such as giardia and salmonella, into rivers, beaches and bays via storm drains. Enough bacteria make water unsafe for drinking and swimming and also contribute to shellfish bed closures.

Pet waste left anywhere is a potential public health risk. Pet waste on playing fields, sidewalks, or parks can be unhealthy and messy. Even at home, responsible pet owners should throw pet waste in the trash or flush it down the toilet to prevent water pollution associated with bacteria laden waste.

Less dog waste in the watershed means a happier and healthier community for all. The impact and effects of less dog fecal matter getting into the water has ripple effects all over town. People coming together, making a positive change in town, caring about what's on the ground—these things are what makes a community, well, a community. And we think it's a beautiful thing.

Who Should Organize an Outreach Effort?

Town board members, watershed group members, condo associations, business owners, and neighborhood residents are all likely candidates to begin an outreach campaign.

The single most important quality in somebody starting a Pet Waste Outreach campaign is investment in the project and the cause. A sense of humor and love of dogs doesn't hurt either!

Using This Guide

This manual will show you how to work with local partners to design and implement a well researched and sound education

A Pet Waste Outreach Campaign Can:

- Improve water quality.
- Reduce SIP (stepping in poop) occurrences.
- Reduce public health risks associated with bacteria-laden domestic dog poop.
- Get dog owners to pick up their dog's poop and dispose of it in a safe and environmentally sound way.
- Increase awareness that water carries this and other types of pollution into water bodies that people use to swim, fish and recreate.
- Bring people together around a common issue; build social capital.
- Empower communities; give the community a feeling that they can make a difference.

Is your community ready to initiate a Pet Waste Outreach Campaign?

- Is there a pet waste problem? Have you stepped in poop too many times in a particular neighborhood?
- Do key players support the project? (town administrator, condo association president)
- Are you or another person willing to be the point of contact for the program and keep the program going?

and outreach project to motivate dog owners/walkers to pick up after their dogs and dispose of the waste properly. The guide is based on the knowledge gained from a pilot project in Dover, New Hampshire.

It is intended to provide readers with background information to help decide if they want to start a Pet Waste Outreach Campaign, steps on how to implement and promote a successful campaign, and resources and examples to make your campaign easier. Dover's successful campaign is also presented to give you ideas and encouragement. Many of the resources presented in the appendices come from the Dover pilot project.

The Guide's Two-Track Format

Everyone interested in pursuing a campaign should follow Steps 1-3 on pages 3-4. Steps 1 and 2 take you through the initial planning steps of identifying the specific problem, desired outcomes and your target audience. Step 3 will help you determine which of two tracks—"Fast" or "Comprehensive"—you should follow during the remainder of the campaign. These tracks were created based on your available time and resources.

After completing Steps 1-3, those on the **Fast Track** will skip ahead to Step 5, choosing your outreach activities from the menu on page 7.

Those on the **Comprehensive Track** will go on to Step 4, forming and working with a Pet Waste Committee, described in detail on pages 5-6.

The tracks overlap again in Steps 5 and 6, choosing outreach activities and evaluating your outreach program. Step 5 presents a comprehensive menu of effective outreach activities that groups on either "track" can pick and choose, depending on the individual project's needs and capacity.

Throughout the guide, you'll find references to the Resources Section for examples and other useful information. We also encourage you to use the Dover case study for real life examples of specific aspects of a campaign.

For more information about the Dover Pet Waste Campaign or community water quality issues, please contact the NH Department of Environmental Services' NH Coastal Program at (603) 559-1500, www.des.nh.gov/Coastal/; or DES's Watershed Management Bureau at (603) 271-2457, www.des.nh.gov/wmb.

Section II. Getting Started

Step 1: Identify the problem.

Define the problematic area: Do you have anecdotal evidence or firsthand knowledge of a problem? Are there water quality reports that indicate poor water quality or studies that link pet waste to pollution?

Whether you have water quality data or just complaints about people not picking up their pet waste, be sure to document the problem. Do a walk or drive around the area and take photos and write down what you see. (Refer to the Planning/Assessment Tool Kit: Windshield Survey How-to Guidance.) A detailed assessment builds a case for the need for change and gives you a baseline to start from and measure whether or not you are successful with your campaign.

What geographic area needs to be addressed? It may be more feasible to start with just one neighborhood in town, and then expand the campaign to other neighborhoods or the entire town later after a demonstrated success.

Step 2: Identify the outcomes you hope to achieve, the audience, and the barriers to achieving the outcomes.

What outcomes would you like to achieve?

Identify two or three outcomes that you hope to accomplish with this campaign. The following may fit:

- Bacterial contamination from dogs will be reduced in the creek.
- Watershed residents will pick up after their dogs and dispose of the waste in a safe and environmentally sound way.

Who is the audience?

Think about who you need to change their behavior in order to achieve the desired outcomes. Your first thought may be "dog owners," but further defining your audience will make your campaign stronger. For example:

- Adult dog owners
- Kid dog owners

Water Quality Information from DES Resources

DES Publications
(603) 271-2975
www.des.nh.gov/deslette.htm

OneStop Data Center
www.des.nh.gov/OneStop.htm

DES Watershed Management Bureau
(603) 271-2457
www.des.nh.gov/wmb

- Dog owners who don't pick up poop in public places
- Dog owners who don't pick up in their backyard
- Dog caretakers—dog walkers, doggie daycare, vets, humane society
- Potential dog owners
- Watershed resident non-dog owners
- Walkers that walk dogs in watershed, but are not residents

What are the barriers that prevent them from doing the "right" behaviors?

Brainstorming by placing yourself in the audiences' shoes is a good way to start. This is also a place where data about the audience would be helpful if available. Surveys, focus groups, and personal interviews are some methods to gather data.

Step 3: Determine what type of outreach campaign is the best fit for your resources.

The amount of assistance, money and time you have will determine which type of campaign you can launch. A comprehensive campaign is not for everyone. Choose what works for you.

Should you be on the Fast Track or Comprehensive Track?

On the Fast Track you have:

- Limited staff
- Limited funds (under $500)
- Limited time

On the Comprehensive Track you have:

- Staff person or volunteer with dedicated time to give
- Funding available (over $500)
- Six months to a year time commitment
- Can gather partner support and a Pet Waste Committee with monthly meetings
- Can get public input and support

Scenario #1: Fast Track. A condo association member has received numerous complaints about dog waste in common areas. She would like to encourage dog owners who walk their dogs in the condo's neighborhood to scoop the poop and carry it home to dispose of properly, but doesn't have a lot of time or funding to dedicate to a campaign.

Problem area: Condo neighborhood

Target Audience: Condo resident dog owners

Outcome: Residents will pick up dog poop and dispose of properly.

Barriers: Forget to bring plastic bags; the "ick" factor; don't think other people are doing it.

Scenario #2: Comprehensive Track. A town's conservation commission is looking for a long term project to improve the water quality of a local stream. The target area is a watershed and the town may have funding to implement the campaign. One commissioner has volunteered to be the point of contact for the entirety of the project, including coordination of partners and assembling a Pet Waste Committee.

Problem area: Watershed of a local stream

Target Audience: Residents of the watershed

Outcome: Improved town's water quality

Commitment: Support of town's conservation commission and lead by one of the commissioners; municipal financing; local partners

Section III: Implementation

You're on the right track! Those on the **Fast Track,** skip ahead to Step 5 on the next page. Those on the **Comprehensive Track**, go to Step 4 below.

Step 4: Assemble and Meet with your Pet Waste Committee.

Go Team! Keep in mind that you need local people on board every step of the way. Members of the community are in the best position to reach out to their neighbors. An outreach program that comes from the community will have better reception and ultimately more success.

Who Should Be On Your Pet Waste Committee?

- City/town representatives—conservation commission, recreation department, animal control, others
- Watershed residents
- School representatives
- Local veterinarians
- Pet supply store representatives
- Humane Society representatives
- Business and/or farm owners within the watershed

A good way to get started on assembling your pet waste committee is to meet with one or two key members of the community, such as the town manager, department of public works director or environmental projects manager. Their support is not only essential in the project going forward, but these people are also in the best position to suggest and make contacts for prospective pet waste committee members.

Dover's Pet Waste Committee judging logo contest.

Meet with Your Pet Waste Committee.
In this case, the Pet Waste Committee is man's best friend. You'll want the committee to meet at least monthly for the duration of the campaign.

Step 5: Choose your outreach activities.

Every campaign's key problem and target audience are unique. Choose what outreach activities target your audience and suit your campaign the best. All menu items on the **Fast Track** could be easily incorporated into a **Comprehensive Track**. Mix and match items from both menus for a customized campaign. Use the menu options as they are or create your own ideas! The Resources Section, which includes useful how-to guides, examples and templates, provides all of the tools needed to implement these activities.

Things to keep in mind as you choose from the menu:

- Where are the best places to reach my audiences?
- What do we want them to do?
- What will move them to action?

Lastly, evaluate the outreach program as it proceeds to get the most effective results. Change or adapt things that aren't working.

Plastic bags: Don't leave home without one!

Refer often to the Resource Section for how-to guidance and more!

The EnviroScape is a hands-on teaching tool that can be used to help children understand how dog waste pollutes watersheds. This and other activities are described in detail in the Resource section.

Putting Your Pet Waste Committee to Work

- Assess in more detail the problem areas. The committee members are from the community and will provide more insight into trouble spots.
- Further assess your original ideas from Step 2 of desired outcomes, audiences and barriers to achieving those outcomes. Help gather information on the problem and audience through surveys, anecdotal evidence and personal interviews.
- Choose outreach activities.
- Develop your Action Plan
- Refer to the Resources Section/Planning/Assessment Tool Kit.

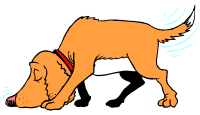
Menu of Activities

See Resources for Hands-on Guidance

Fast Track—

- **Use local media** for public service announcements on why dog waste is a pollution problem.
- **Spread the word** in local publications that your audience receives, like school, health care, humane society, and condo association newsletters.
- **Create flyers**, posters and/or a simple brochure and post/distribute where audience is most likely to see them, such as pet food stores, veterinary offices, humane societies, the town hall, and transfer station.
- **Recruit "ambassadors"** that model the desired behavior and are willing to talk to their neighbors about it. This works well when an especially prominent, respected member of the neighborhood models the behavior.
- **Start a scoop the poop pledge program**. Ask people to commit to picking up after their dogs by signing a "scoop the poop" pledge. Better yet, post in a public place (*with the pledgers' permission*). People are more likely to change their behavior if they have made a commitment, especially in public.

Comprehensive Track—



- **Host a public information meeting**. A public information meeting allows you to provide information to your targeted audience on the project and the pet waste pollution problem. Just as important, if not more so, it provides an opportunity for the community to brainstorm potential solutions. The solutions come from the community!
- **Use press releases** to announce any events associated with the campaign. Alert radio, TV and print media.
- **Brand the campaign** with an official logo and slogan. Use on promotional items. Some example slogans: "Scoop the Poop," "Where's Your Baggie?," "What do you do with doo?"
- **Run a logo design contest** for the campaign; this will help get more people involved and also provides a media opportunity. Hold an awards event to announce the winners for additional publicity. Although this is a rewarding activity, it requires extensive staff coordination and management.
- **Set up a website**. A few ideas: Include contact information for the outreach campaign. Post a media section with links to all of the press received since the campaign began. Post names of people who have signed a "scoop the poop" pledge (*with their permission*).

- **Create promotional materials** like door-hangers, bumper stickers, T-shirts, magnets, posters, pins, bookmarks, decals, and lawn and garden markers with the official logo/slogan of the campaign and some basic dog waste and water pollution facts. Place where your target audience will most likely encounter. For instance try contacting pet supply stores.
- **Facilitate an activity** for the target audience to increase their understanding of how dog waste pollutes water, such as the "EnviroScape" program.
- **Conduct a watershed stewardship activity**, such as a storm drain stenciling program.
- **Link to existing education programs** in the schools. Partner with local summer camp programs to conduct outreach activities.
- **Establish prompts** to help dog owners remember to bring their bag with them or remember to pick up the poop in the yard. For instance, create doggie bandanas or lawn ornaments that say, "Got Bags?"
- **Establish picking up pet waste as a social norm**. You can start by asking individual dog owners if they would like to see healthier water in their local community. Most people will say yes. Secondly, ask if they would be willing to commit to picking up their dogs' waste. Pass out a sticker or lawn ornament that designates the person as a committed "pooper scooper." A visible demonstration of commitment to a behavior change can be a powerful tool in establishing a social norm.
- **Provide complimentary dog waste kits** at events, dog groomers, vets, etc. The kits could include information on why dog waste pollution is a problem and prompts for helping people remember to bring their bags. The possibilities include doggy bandanas, waste disposal bags, doggie biscuit treats, and other fun useful stuff for dog owners.
- **Purchase and distribute** dog disposal stations or dog disposal bags. Dog disposal stations work best if at a targeted area, like a dog park or city park where pick-up logistics is probably not an issue. Some considerations include who will maintain the stations, getting people to use the station, other stuff will get thrown away in the station, and people might have concerns about the location of the station.

Step 6: Conduct your final evaluation.

Evaluation should be done along the way, but take some time after implementing the action plan to analyze and assess the results. Assess whether or not you will move on. Are there things that you would do differently next time? Do you feel like you've achieved your goal?

Evaluation Tools

- Follow-up survey
- Follow-up windshield survey
- Follow-up water quality sampling

Section IV. Dover: A Case Study

The city of Dover, N.H., decided to do something about an all too common problem: dog poop. As Tom Fargo, conservation commissioner, said, "It was just the right thing to do."

So this is what they did.

Identifying the Problem

In 2004, researchers discovered fecal bacteria at several sites in the Great Bay Estuary watershed, including the Garrison Road neighborhood, which borders a stream off the Bellamy River in Dover. These sites were selected as a follow-up to previous NH Department of Environmental Services (DES) Shellfish Program surveys, which identified tributaries with elevated bacteria levels. These tributaries are of concern because they flow into shellfish beds.

Using a DNA fingerprinting technique called microbial source tracking, researchers matched bacteria from water samples to bacteria from specific sources, including humans as well as domestic and wild animals. Dogs were a predominant source species identified at several sites, including the Garrison Road site.

In the Garrison Road neighborhood, there are approximately 450 households and 200 licensed dogs. Considering that each dog "goes" once a day, that's a lot of poop. And this is just one neighborhood in Dover—imagine the amount of dog waste in the entire town, region, state … !

Concerned Citizens Unite

A Pet Waste Committee—formed by volunteer neighborhood residents, city officials, and DES staff—came up with a unique marketing strategy to address the pet waste pollution problem in the Garrison Road neighborhood.

Social Marketing

Outreach campaigns are traditionally information-intensive and tend to produce products rather than behavior change. A social marketing approach focuses on changing behavior through innovative techniques based in psychology, such as commitment strategies and key community members modeling the desired behavior. Information supplements a social marketing campaign rather than being the central focus.

Many of the activities suggested in the Menu of Activities are social marketing techniques. To learn more about social marketing, see the Additional Resources section.

Children in the Garrison Road School Summer Camp Program participated in the outreach campaign, which included a logo design contest. The winning design (*top photo*) became the official logo for the campaign.

Outreach materials and promotional items included a project website, flyers, door-hangers, T-shirts, and dog bones with educational messages (*bottom photo*).

According to Barbara McMillan of DES, the meeting with Dean Peschel, Environmental Projects Manager for the city of Dover, was instrumental in going forward. He suggested contacts that later became core members of the Pet Waste Committee. He also helped brainstorm how to market and implement the campaign.

McMillan said, "We presented and discussed our water quality research and ideas for an outreach and education follow-up pilot project. He was very interested in participating in the project. He also expressed interest in participating in the project as part of the EPA stormwater regulations Phase II requirements on outreach and education and public participation. He said he would contact Dover Conservation Commission and Open Lands Committee members, staff at the Dover Recreation Department, and the Animal Control Officer."

"We really liked focusing on the one neighborhood," said Sally Soule of the New Hampshire Coastal Program at DES. "This approach created vested interest, neighborhood pride and commitment."

"The Committee's goal was to convey to the community that stopping pollution caused by dog waste was important, and that picking up and disposing of it in the right way makes a difference," said Herman Stolzenberg, president of the Cocheco Valley Humane Society in Dover. When Stolzenberg was first approached by town members about the Pet Waste Project, he didn't know that dog waste was contributing to water pollution. "I was skeptical at first about dog waste being a problem, but when I heard all of the information, I saw the handwriting on the wall and became a committed participant in the project."

Herman's presence on the Pet Waste Committee was invaluable in bringing the Humane Society on board with the project. Staff at the Society now talk with prospective dog owners about the importance of picking up and disposing properly of dog waste.

How the Committee Assessed the Problem

Dover's Pet Waste Committee defined the extent and nature of the dog waste problem using several planning and assessment tools, giving them essential information on how to design their campaign.

Tools Used:

- ***Neighborhood Windshield Survey***. DES staff assisted the Pet Waste Committee by visiting the Garrison Road neighborhood, conducting observations, interviewing residents, taking photos, and recording observations of dog walkers and noting particular problem areas, like a specific park. [Refer to the Planning/Assessment Tool Kit]

- ***Anecdotal info/interviews***. The Pet Waste Committee discussed personal observations.

- ***Survey***. [Refer to the Planning/Assessment Tool Kit]. Using information gathered during the neighborhood windshield survey and interviews, the Pet Waste Committee developed a survey that was distributed to the residents of the Garrison Road neighborhood. Out of 441 surveys, 96 were returned. The results showed that many people in the neighborhood were leaving pet waste on the ground, especially in the park. Still others were picking up the poop in a bag and throwing

Outreach Tools Used to Change Behavior in Dover

Audience	Tools Selected
Children living in the Garrison Road neighborhood	Children in the Garrison Road School Summer Camp Program participated in the outreach campaign by learning about watersheds through the "EnviroScape" activity, participating in a logo design contest or coloring contest (depending on their age), and doing storm drain stenciling in the local neighborhood. The winning logo, which was actually the combined efforts of two campers, became the official logo for the campaign.
Garrison Road neighborhood residents/city residents	Branded the campaign with the official logo and slogan "Scoop the Poop." Created outreach materials and promotional items, including project website, flyers, door-hangers, and T-shirts.
Garrison Road neighborhood residents dog owners/walkers and their neighbors	Storm drain stenciling in the local neighborhood raised awareness of the problem; on the same day door-hangers were placed at each residence, telling people about the importance of scooping the poop!
Garrison Road neighborhood residents dog owners/walkers	The Pet Waste Committee talked up the campaign among their neighbors, helping to make picking up pet waste the rule, rather than the exception. One committee member enjoyed a new "celebrity status"; when people saw her while walking their dogs on the street, they'd hold up their plastic bag with pride!
City residents	Press release announcing the campaign and the project's scope and need. Press release announcing logo design contest and awards ceremony.
Dog owners in city	"Scoop the poop" pledge slips available at Dover City Hall; pledgers entered in drawing where winner receives free professional photo of dog and owner.

it in the woods or in storm drains, suggesting that the barrier was not forgetting their bags, but not knowing what to do with them post pick-up.

- ***Public Meeting***. The Dover Pet Waste Committee, assisted by DES staff, presented information on the water pollution methodology and results. This information helped lay the groundwork for the second part of the meeting, which unveiled the Pet Waste Outreach Campaign. A brainstorming session on problem areas and what would make it easier for people to pick up waste followed. Going forward, the Pet Waste Committee had valuable input on solutions from the source: the community! Some incentives that came out of the meeting included, poop disposal stations, education on the problem and how to pick it up, and implement an education campaign through kids. Enforcing fines was also mentioned.

Interesting Facts

- 1 gram of dog waste contains 23 million fecal coliform bacteria. (www.stormwatercenter.net)
- 95% of fecal coliform found in urban stormwater was of non-human origin. (USEPA, 1993)

Activities Implemented

See the table on the previous page to find out which outreach tools the Dover Pet Waste Committee selected to implement their campaign. They tailored their activities to each audience type and used the information gathered in the planning and assessment stage to choose activities to address their specific issues and needs.

A Successful Conclusion

What helped make the campaign successful was that the ideas and planning for solutions came from community members. The committee was able to generate interest and enthusiasm, and DES was available to provide information and meeting facilitation. But ultimately, the community was responsible for the implementation and success of the project.

The outreach program went citywide in 2005. As a result, today when residents register their dogs at the Dover City Hall, they also receive a Scoop the Poop pledge sheet. In accepting the pledge, dog owners agree to dispose of their pets' waste in a responsible way. Pledgers are entered into a contest to win a free photo shoot from a professional photographer of themselves and their dog.

Most importantly, water quality should improve in the watershed.

Section V. Conclusion

Pet waste left to wash into streams, rivers, estuaries, and bays degrades water quality in the places we swim and fish. Now that you've read how to address pollution caused by pet waste, ***go to the Resource pages to turn information to action***: get out there and motivate others to scoop the poop! And congratulations on taking the first steps towards a cleaner community for canines and humans alike!

Happy Tails!

Section VI. Resources

The following pages contain how-to guidance and resources to help you implement your Pet Waste Outreach Campaign. This section is organized into three tool kits: Planning/Assessment, Media and Activities. Lastly, it has an additional resources page with places to go for further information. You are welcome to use any and all of the materials, but please look closely for references to "Dover" before making copies of these pages.

1. Planning/Assessment Tool Kit

- Windshield Survey How-to Guidance ..... p. 15
- Windshield Survey Example Tally Sheet ..... p. 17
- Determine Outcomes, Audiences & Barriers How-to Guidance ..... p. 18
- Action Plan Template ..... p. 19
- Mail-in Survey How-to Guidance ..... p. 20

2. Media Tool Kit

- Press Release How-to Guidance ..... p. 22
- Press Release Example from Logo/Slogan Contest ..... p. 23
- Media Advisory Template for Storm Drain Stenciling Event ..... p. 24
- Flyer Example ..... p. 25

3. Activities Tool Kit

- Logo/Slogan Contest How-to Guidance ..... p. 26
  Example: Permission Slip ..... p. 28
- Storm Drain Stenciling Event How-to Guidance ..... p. 29
  Example: Door Hanger ..... p. 31
  Example: Permission Slip ..... p. 32
  Example: Recording Chart ..... p. 33
- EnviroScape Activity How-to Guidance ..... p. 34
- Dog Bone Give-Away Project How-to Guidance ..... p. 36
  Template: Dog Bone Informational Tags ..... p. 37

4. Additional Resources ..... p. 39

Planning/Assessment Tool Kit: Neighborhood Windshield Survery How-to Guidance

Overview

A windshield survey can be a good way to collect baseline data about the dog poop situation in the area you wish to target for your scoop-the-poop campaign. **Conduct the survey before you begin the campaign so that you will have first-hand knowledge of conditions in the area**. You can also get a general sense of people's scooping behavior during the survey. While conducting the survey you can make observations about the general area, interview residents, take photos, record information about dog walkers, and note particular problem areas such as a specific park or playing field where poop is not being scooped.

Materials

- Field sheets (see attached example)
- Clipboard & pencil
- Maps of the area
- Camera
- Flashlight

Method

1. Getting started: Gather your materials. Make sure you have at least two people to conduct the survey. Use the maps to establish a driving or walking route for your survey area. Travel your route and use the field sheet to record observations.

2. Local dog population: Try to get a sense of where dogs live in the neighborhood. Do you observe dog houses, tie out areas, or kennels with more than one dog? It may be helpful to get information about the number of registered dogs in the study area before you conduct the survey.

3. Storm drains & other areas: You will want to stop at each storm drain and look down into the drain to see if people are throwing used poop bags down the drain[1]. Use the flashlight to get a better view. If you observe bags in storm drains, this may indicate that people in the study area are not aware that the water carried by storm drains is discharged directly to rivers and streams without treatment. Also check at road crossings where streams flow under the road and other places such as the edges of fields and woods where people may toss the bags.

4. Problem areas: Check the survey area for "problem" spots. Are there parks or playing fields where dogs are allowed to run free and poop isn't scooped? If trash barrels

[1] During a windshield survey for a scoop-the-poop project in Massachusetts, over ten bags of dog waste were found in storm drains.

are present at the parks or playing fields, look in the barrel. Do you see evidence of poop-scooping behavior (such as poop baggies)? Are there special places in the area where people are more likely to walk dogs (you can learn this by talking to residents)? Are these locations poop-free or covered with "land mines"?

5. Poop scooping behavior: Watch for dog walkers. Do you observe poop-scooping behavior: are dog walkers picking up after their dogs? If you have a chance, ask a poop-scooping dog walker if they think others in the area scoop dog waste and dispose of it properly. Most poop-scooping dog owners are proud of their behavior and will tell you a lot about the dogs and owners in the study area!

6. Land use: Record the local land use types. Are there areas with condominiums? Do the condos allow residents to keep dogs? Are there places where the land use is mostly commercial where dogs may not be present? Are there schools in the study area? Is there a pet store or veterinarian in the neighborhood? Having a sense of the local land use patterns will help you when it comes to planning your project activities. For example, if you discover that there is a school in your study area, you may want to work with the teachers and students as part of your project.

Summary

A windshield survey will provide a lot of valuable baseline data for your project. Through the survey you will gain information about local conditions and behaviors. Use this information to build a foundation for your program. You may even wish to conduct a windshield survey as part of your post-project evaluation to determine if things have changed in your target area. See the sample field sheet on the next page to begin planning your windshield survey. Good luck and happy dog watching!

Planning/Assessment Tool Kit: Neighborhood Windshield Survey Example Tally Sheet

(Tip: Leave space at top of tally sheet to allow for clipboard clip)

— —

Windshield Survey

Date:_____

Observer's Name(s):_____

Name of Study Area Location:_____

Prevalent land use types in the study area? (Residential, condos, commercial, agricultural, etc.)

_____

Current weather:_____ Weather past 24 hours:_____

Evidence of Dog Population in the Neighborhood:

Dogs (unaccompanied)_____

Dog Houses:_____ Dog Tie-Out Areas: _____

Dog Kennels:_____ Other:_____

Tally of Dog-Walkers Observed:_____ # with Poop Bags: _____

Tally of Storm Drains Observed: _____ # with Discarded Bags of Poop:_____

Problem Areas — (Tally # of bags discarded and/or piles of droppings)

Creeks/Brooks:_____

Road Crossings: _____

Playing Fields:_____

Parks: _____

Other common areas (condos, walking trails, sidewalks, etc.): _____

Comments (continue on back if needed):_____

_____

_____

_____

Planning/Assessment Tool Kit: Determine Outcomes, Audiences & Barriers How-to Guidance

Overview

As discussed in Section II Step 2, one of the most important steps in developing your pet waste outreach campaign is identifying the desired outcomes, audience, and barriers to achieving those outcomes. This critical information will help you develop a road map to a successful campaign. Each road map will vary according to unique project needs and audiences.

Method

The following questions can be used to facilitate a brainstorming session to help shape your project according to outcomes, audiences and barriers. The questions work well in group settings of varying sizes and can also be used to help you brainstorm independently. These were created by Julia Peterson, UNH Cooperative Extension SeaGrant.

Once you have defined outcomes, audiences and barriers, you'll use that information to strategize techniques and who will play what role in implementing them. A great way to organize your tasks and who will do what is to use the template Action Plan provided on the next page.

You may need more than one session to complete your brainstorming session and Action Plan.

1. What is the **SITUATION** that is dictating the **NEED** for education and outreach, i.e., what makes you think things should be different?
2. What **OUTCOMES** (results, impacts, etc.) do you ultimately seek? What will **SUCCESS** look like to you?

   What exactly do you want people to **THINK**, **DO** or **FEEL** as a result of your outreach campaign?
3. From that list, exactly **WHOM** do you want to do **WHAT**? Whose support is critical?
4. What do you already know about your **AUDIENCE**? What more do you need to know?

   What are the **BARRIERS** to them thinking, doing or feeling what you want them to? What can be done to eliminate or reduce those barriers?

   What are the **INCENTIVES** to them thinking, doing or feeling what you want them to? What can be done to capitalize on that motivation?
5. What **MESSAGE(S)** is (are) important for your audience to hear (specific to each desired outcome)? Focus on benefits, not features of behavior, attitude or information.
6. What are possible **METHODS** to get this message across? Brainstorm.

   Is the desired outcome a behavior change? If so, use tools of behavior change – Commitment, Prompts, Norms, Communication, Incentives, etc.
7. Which **METHODS** provide the most realistic and effective ways to reach the target audience with the target message? Which provide the biggest "bang for the buck"?
8. Exactly what **TIME**, **EFFORT**, **PEOPLE** and **RESOURCES** are required to carry out the chosen method? (Write it down! Locate gaps. Make plans to fill them.) (See Action Plan Template on next page.)
9. How will you know your campaign has been successful?

Summary

Identifying outcomes, audience, and the barriers to achieving those outcomes is an essential step in going forward with your pet waste outreach campaign. This essential information defines and shapes your entire campaign. Don't begin without it!

Planning/Assessment Tool Kit: Action Plan Template

Task: _____

What	Who	When	Cost	Done

Planning/Assessment Tool Kit: Mail-in Survey
How-to Guidance

Overview

A mail-in survey can be a good way to collect baseline data about awareness, attitude, and/or behavior of the audience you wish to target for your pet waste campaign. The information obtained can be used to help design an effective message for your outreach efforts, and conducting the surveys before and after your campaign can be used to measure your program's success. In addition, a survey can be used to find out the best method to communicate with your audience. Surveys can be conducted by mail, phone, e-mail, website, or in person. Consider your resources and the size of your target area when choosing your survey method. This guidance is designed for a mail survey. For other methods and more information, refer to "Getting In Step: A Guide for Conducting Watershed Outreach Campaigns" by EPA at www.epa.gov/owow/watershed/outreach/documents/.

Materials

- Mailing list labels of the target area
- Return postage
- Return address to mail back the completed surveys

Method

1. **Before getting started**
   a. **Confirm a survey is needed.** Consider what you need to know and how you will use the information you gather. You may be able to use other methods to find out the answers to some of your questions. For example, the local animal control officer or police department may have the number of dogs registered in your target area, or conduct a "Windshield Survey" (see Windshield How-to Guidance in this section) to determine how pet waste is currently being disposed of.

   b. **Identify your mailing list**. Make sure that you have a mailing list of your pet waste campaign target area. Some cities and towns will provide mailing lists for targeted neighborhoods or local watershed organizations, or neighborhood or condo associations may share their mailing list information.

2. **Designing the survey.** Keep your survey short! Try to keep it under five questions. State your objectives clearly, make the format easy to read, and include a self-addressed stamped envelope or postcard to increase the return rate. Consider how you will tabulate your responses when writing your questions. Questions can be multiple choice, yes or no, ratings, or open-ended fill-in-the-blanks. Keep in mind, open ended questions may be the most difficult to tabulate – but can also be the most interesting to read. Give a reasonable deadline for completing the survey and consider providing an incentive or prize for returning surveys. A typical return rate for mail surveys can range from 20-40 percent.

3. **Testing the survey.** Do a test run of the survey questions with some friends to demonstrate whether the questions make sense and if the answers are useful to help design and evaluate your pet waste program.

4. **Mailing the survey.** Self addressed post cards can be created with card stock paper cut in halves or quarters (see example on next page). [The final size must be rectangular, with a minimum size of $3^1/_2$" x 5" and a maximum size of $4^1/_4$" x 6".] Cards can then be mailed out in envelopes with instructions and then returned as post cards. Self addressed stamped envelopes for returning surveys will cost more to purchase and for postage.

5. **Analyzing and using the data.** Once the results are in, tally the responses on paper and determine how the data or responses will be applied to your pet waste campaign. For example:

Question: "Do you think pet waste is polluting local water ways?"

Nearly 70 percent of residents said either "no" or they that they were "not sure."

Application: This shows that there is a great need for future education on the effects of dog waste on water quality, since most people are either misinformed or have no information at all.

Question: "What do you think would motivate people to pick up and dispose of dog waste?"

The most popular answer to this question was "fines" with a total of 76 responses, followed closely by "handy trash cans" with 73 responses, and "bag dispensers" with 61 responses. Surprisingly, almost as many people suggested more information as a good solution, with 68 and 59 people, respectively, stating this.

Applications: Since only four less people said that "information" would be a good solution than said "handy trash cans," it appears that education might play a large role in a solution. This is especially the case because of the much lower cost of an informational campaign and the added maintenance that would be required to keep the trash cans empty.

6. **Follow-up survey:** Following your pet waste campaign, do an "after" survey to measure the success of your campaign and to target further outreach efforts. Be sure to target the same area as the "before" survey and design your survey with questions that compare the changes in knowledge, attitude, or behavior from your "before" survey.

Summary

A mail survey about pet waste may provide a lot of valuable baseline information for your project. Be sure to determine how you will use the information you acquire **before** you do a survey. Although it is important to keep the survey goal focused on learning more about your audience, a survey about pet waste can't help but have the added benefit of getting people talking about pet waste.

You are Invited to Help Us with Dog Waste

What's the Scoop with Dog Poop?

We need your help. As part of an outreach and education effort, we would like to address some concerns regarding how to dispose of dog waste in our community. Please answer the four survey questions on the enclosed card and mail the pre-stamped and addressed post card by _____. These answers are confidential and will help with targeting information to residents about dog waste and to how dispose of it.

~ Thank You!

Questions? Contact the Conservation Commission at _____.

City of Dover
Dover Municipal Building
288 Central Avenue
Dover, NH 03820-4169

JOE CITIZEN
MAIN STR
DOVER NH 03820

Dog Waste Survey

1. In your observation, do you think residents in your neighborhood pick up after their dogs? Circle answer:
   While walking their dogs? YES NO
   When their dogs go in their own yards? YES NO
2. What have you observed people in your neighborhood doing to dispose of dog waste? Please check all that apply:
   - ☐ Tossed in their garbage
   - ☐ Flushed down the toilet
   - ☐ Buried in the ground
   - ☐ Thrown into a storm drain
   - ☐ Thrown into the woods
   - ☐ Tossed or left (indicate where)
   - ☐ Other methods (please explain)
3. Do you think pet waste is polluting local waterways?
4. What do you think would motivate people to pick up and dispose of dog waste? Please check all that apply:
   - ☐ Bag dispensors
   - ☐ Handy trash cans
   - ☐ Pressure from others
   - ☐ More info. about why pick it up
   - ☐ More info. about what to do with it
   - ☐ Fines

City of Dover
Dover Municipal Building
288 Central Avenue
Dover, NH 03820-4169

DOVER CONSERVATION COMMISSION
DOVER MUNICIPAL BUILDING
288 CENTRAL AVE
DOVER NH 03820-4169

Media Tool Kit: Press Release
How-to Guidance

FOR IMMEDIATE RELEASE
Date
Contact Person (Insert name(s) and phone number(s) of people who reporters can contact)

Press Release Headline
Subhead (if desired)

Your Town/City, NH — Lead with a sentence or two that provides a glimpse of the project and entices the reader to go on. The first paragraph should include the most essential five W's, i.e., Who, What, When, Where and How.

In the following paragraphs, put the information in descending order of importance. Talk about the topic in an objective way, conveying information rather than opinion.

Include a quote from one of the contacts or project leaders about the project. The quote is the opportunity to tell how you feel about the topic.

For more information, please contact [contact information]. Make sure to include your contact information at the conclusion of the press release, if you want the public to reach you.

Indicate the end of your release with either "# # #" or "-30-"

Media Tool Kit: Press Release
Example from Logo/Slogan Contest

FOR IMMEDIATE RELEASE
July 1, 2005
Contact:

Art Contest Goes to the Dogs

Garrison School Playground Program Art Contest Targets Responsible Dog Ownership

Dover, NH—Approximately 20 Garrison School Playground Program attendees participate in an art contest to raise awareness of local water pollution caused by pet waste. The contest kicks off the Pet Waste Project Outreach Program, a collaborative effort between the city of Dover, resident volunteers, and the N.H. Department of Environmental Services Coastal Program and Watershed Assistance Bureau to educate dog owners on the value of cleaning up pet waste.

Ages 9-12 participate in a logo design contest. The winning logo will be used for the Pet Waste Project's website, flyers, brochures, door hangers, t-shirts, and other promotional materials. Ages 6-8 participate in a coloring contest.

As part of a joint study partially funded by the New Hampshire Coastal Program in 2004, DES and UNH researchers discovered fecal bacteria at several sites in the Great Bay watershed, including the Garrison Road neighborhood, which borders a tributary of the Bellamy River. Using a technique called Ribotyping, researchers matched bacteria from water samples to bacteria from specific animals. Dogs were one of the predominant source species identified in the Garrison Road neighborhood. The science is now being used to come up with solutions.

Pet waste contains harmful organisms that can cause human health problems, like Giardia and Salmonella.

"The contest is a way to provide outreach to the public through kids that live in the neighborhood. They will bring the message home to their parents," said Dean Peschel, city of Dover Environmental Project Manager.

Entries will be judged by the Pet Waste Project Committee, which includes Dover city officials and neighborhood residents. First and second place prizes will be awarded in each category. All participants receive a prize and certificate of participation. Prizes were donated by Seymour Woodworking and other local groups.

Entries are due Friday, July 8. Winners to be announced on Wednesday, July 13.

There are approximately 400 residents in the Garrison Road neighborhood and 200 licensed dogs.

# # #

Media Tool Kit: Media Advisory
Template for Storm Drain Stenciling Event

FOR IMMEDIATE RELEASE:
DATE: [date]
CONTACT: [Contact Name, phone and/or phone]

Media Advisory

Pet Waste Project Sponsors Storm Drain Stenciling

You are cordially invited to join the [program name] with assistance from the [town and/or partner organizations names] in a storm drain stenciling activity in the [road name] neighborhood. Program attendees will spray paint storm drains with "[Insert message on storm drain stencils]" messages and canvass the neighborhood with informational door hangers to raise awareness of the local water pollution caused by pet waste. Participants will meet behind the [meeting place] and stenciling should last for approximately two hours throughout the neighborhood.

What: **Storm drain stenciling activity [town name, neighborhood, and starting location address.]**

When: **[day of week, date, and time]**
Note: Rain date will be [insert alternate date/time]

Where: **[general area where you will be stenciling]**
(directions below)

This storm drain stenciling project is part of a larger educational effort to address [town or area name] current water contamination problems, which include dog waste entering local waterways through storm water runoff. **Storm Drain Stenciling** is an educational effort to make people aware that storm drains connect with surface or ground water and that dumping of dog waste, oil, antifreeze, fuels, paint, leaves, grass clippings or other materials in storm drains causes damage to surface and groundwater [town specific information]. [lead organization and volunteer information] are working on special projects that promote proper pet waste pick up and disposal.

For more information, please contact [contact information]

Directions: [specific site directions]

###

Media Tool Kit: Flyer
Flyer can be used for media and public

Pet Waste and Water Quality:
It's Not Just on the Lawn, It's in Your Water

What is the problem?
Scooping your pooch's poop isn't just a courtesy for those walking behind you; it is also the healthy and environmentally sound thing to do. Pet waste can be a significant source of water pollution. When pet waste is not properly disposed, it can be carried by rain or snow runoff directly into nearby waterbodies or into storm drains. Storm drains in streets and neighborhoods usually flow directly to a stream, river, or estuary without any treatment. Untreated animal fecal matter and wastes can become a source of harmful bacteria and nutrients in water. Just as we don't want human sewage in our water, it is important to prevent pet waste from being carried into our waterways because of negligence.

What you can do:
You can follow these easy steps to be part of the solution to pet waste contamination.

1. The first step is to **always carry a plastic bag** with you when you walk your dog. Re-using an old newspaper delivery bag or plastic grocery bag works well.
2. Using the bag like a glove, you can then pick up the pet waste, turn the bag inside out around the waste, seal the bag, and **dispose of it in a trash can**. You can also flush un-bagged pet waste down the toilet.
3. **Don't place the bagged or un-bagged pet waste in a storm drain** or hose the pet waste towards storm drains as they drain directly to a stream, river, lake or other waterbody.
4. If you have a large yard, you may **bury un-bagged pet waste** in the yard at least 5 inches in the ground and away from vegetable gardens and waterways.

Are you risking your health?
People are at risk of getting sick from drinking or swimming in water contaminated by pet waste. Dogs can be significant hosts of disease causing organisms, including Giardia and Salmonella, which are protozoan and bacterial infections transmitted to humans by animals. Some swimming beaches and shellfish beds in New Hampshire are commonly shut down due to bacteria contamination.

The latest research
The environmental impact of dog waste has gone unrecognized for decades. Scientists recently developed a new lab technique of fingerprinting DNA to match bacteria found in the water to the bacteria from specific animals, including humans and domestic animals. Using this type of forensic science, New Hampshire scientists have found that dogs are a significant contributor of bacteria in several New Hampshire surface waters.

Other neighborhood water pollutants
Dog waste is only one of many pollutants from our neighborhoods that add to water pollution. Lawn fertilizers, motor oil, driveway sand and salt, and soapy water from washing cars in driveways commonly end up in streams and lakes.

Tell friends and neighbors about the affect of animal waste on the environment and our health. Encourage them to clean up after their pets and to dispose of the pet waste properly.

For more information
Contact ...

Activities Tool Kit: Logo/Slogan Contest
How-to Guidance

Overview

A logo and/or slogan contest is a method to provide outreach to the public through kids that live, recreate, or go to school in a targeted neighborhood. Although children may not be your target audience since they are not always the family member walking the dog, children tend to provide draw for event press coverage. Wherever possible, try to involve their parents in the project through outreach in permission slips, brochures, preparation for the contest, and final acknowledgements or award winners. Children are great for talking about "poop," and it's always possible that they will bring the message home to their parents. If you are planning a pet waste campaign, a contest can be a great way to kick it off.

Materials

- Training materials (See EnviroScape How-to Guidance)
- Press release (see Media Tool Kit)
- Permission slips (example provided)
- Contest award certificates (example provided on next page)

Method

1. **Getting started:** Decide who you will target for your contest, i.e., school groups, scouts, clubs, camp groups, YMCA after school groups, etc. Consider the ages that you would like to work with and can handle the type of artwork or drawing you desire. Keep in mind, a small group will be much more manageable. Identify a contact person for the organization you want to target and get in touch to confirm that this will work before going further.

2. **Create an action plan and timeline:** There is nothing worse than not allowing enough time to meet and judge the entries before the awards. Allow at least two months to complete this project. Consider the remaining steps for your timeline.

3. **Design contest:** Confirm contest criteria or guidelines, i.e., materials, size, colors, detail. Design the guidelines so that you will be able to compare apples to apples. Be specific and keep in mind what you will use the logo and/or slogan for, i.e., T-shirts, website, and/or publications.

4. **Secure Prizes and/or make award certificates:** Donations for prizes can be obtained through local businesses and individuals. They can be anything from ice-cream cones to movie passes to T-shirts. If possible, it is nice to give certificates of appreciation to every contestant so that no-one feels left out.

5. **Provide kick-off event press releases and invite press:** Send out a press release three to four days before the kick-off (e-mail is preferred) and then call the day before to personally invite press. (See Media Tool Kit: Example Press Release)

6. **Kick-off contest**: This needs to include some training for the contestants to understand what you are looking for. You can use the poster or handout provided or make up your own. Another teaching tool is the EnviroScape model that can be borrowed from various organizations. (See the How-to EnviroScape for contact information)

7. **Contestants create designs:** Allow one to two weeks to complete design.

8. **Judge designs:** A committee needs to be selected to judge the designs based on your established criteria. Choose winners and runners-up.

9. **Notify winners and runners-up:** Contact the administrators of the organization you are working with to notify winners and their families. Make sure you have permission slips to use their work and to highlight the winners in the press.

10. **Provide winners announcement press releases and invite press:** Send out a press release three to four days before the announcement and then call the day before to personally invite press. Be sure to scan in winning logo and/or slogan to provide to press. (Press release example is provided.)

11. **Award winners and runners-up:** Hold an event. Include any committee members to assist with handing out certificates and awards. Be sure to take photos.

12. **Start producing:** Create your documents and T-shirts. Many of the documents already have templates in this guide that you can paste in your logo and/or slogan and other specific information.
    a. Door Hangers: See "Door Hangers Example"
    b. Brochures/Flyers: See Flyer
    c. Website
    d. Posters
    e. Dog Bone Tags: See "Dog Bone Tags Template"

Summary

A contest should be only considered if you feel confident that you have the resources of time, people and maybe a little bit of money (for production of T-shirts and maybe some prizes) to complete all of the tasks outlined above. In addition, you will need to have a program that will utilize the logo after the contest. The results can include a great product that can be used over and over again and some effective local publicity for your program.

Example of Certificate

Activities Tool Kit: Logo/Slogan Contest
Example of Permission Slip

Permission Slip

This form must be securely fastened to the back of each poster submitted

Student's Name _____

Home Address _____

City _____ Zip Code _____

Home Telephone (_____)_____

School/Organization _____Grade _____

Teacher/Contact_____

School/Organization Address_____

City _____ Zip Code _____

School Telephone (_____)_____

I HEREBY CERTIFY THAT THIS POSTER WAS CREATED ENTIRELY BY THE STUDENT ABOVE AND IS THE STUDENT'S ORIGINAL ARTWORK. I AGREE THAT IT MAY BE OFFERED FOR PUBLIC DISPLAY OR PUBLICATION AT SOME TIME DURING OR AFTER THE CONTEST. I UNDERSTAND THAT THIS POSTER BECOMES THE PROPERTY OF THE _____ AND MAY BE REPRODUCED. THE ONLY INFORMATION THAT WILL BE RELEASED IS YOUR CHILD'S NAME, SCHOOL, GRADE AND HOMETOWN.

_____ _____

Signature of Student **Signature of Parent or Guardian**

_____ _____

Print Name **Print Name**

Date _____ **Date** _____

Activities Tool Kit: Storm Drain Stenciling Event
How-to Guidance

Overview

A storm drain stenciling event is a method to provide public outreach utilizing children, students, or adult volunteers. Storm drain stenciling could be performed by local camps, schools, volunteer organizations, or businesses in targeted neighborhoods throughout a town or city. If children, local organizations, or businesses are involved, they can provide a draw for press coverage.

A key component in making your program effective is providing a watershed education program, like the **EnviroScape activity**, to volunteers before stenciling begins. See the How-to Guidance on the EnviroScape in the Activities Tool Kit. In addition, whenever possible, try to involve other members of the community. For instance, put up **door hangers** on homes in the neighborhood on the day of the stenciling. Another way to increase community awareness is to issue a **press release** before the event. Lastly, get **signed permission slips for children** before they participate in activities.

Storm drain stenciling is a great way to get attention and coverage of pet waste issues, and the outreach will leave a lasting mark! The stencil should stay on the ground for at least a few months so that every person who sees it will become more aware about their impacts on water pollution and storm drains.

Materials

Before Event:

- Media Advisory inviting press to attend event (See Media Tool Kit for example)
- Permission slips (example provided)

Storm drain Stenciling Event Day:

- Two to three adult volunteers for each group
- Storm drain observation recording chart (template provided) – one for each group
- Storm drain stencils – one or two for each group
- Maps with storm drains outlined (Dept. of Public Works will provide) – one for each group
- Spray paint or DPW line paint and paint buckets and brushes for under age nine – one for each group
- Clipboard for maps and observation chart – one for each group
- Pencils – one for each group
- Gloves – pair for each volunteer
- Safety vests (DPW may provide) – one for each volunteer/participant
- Traffic cones (DPW will provide) – two to three for each group
- Door hangers (example provided) – 20-30 for each group
- Broom and dustpan – one of each for each group
- First aid kit – one for each group
- Paper towels – roll for each group
- Hand cleaning solution – one for each group
- Garbage bags – one for each group
- Camera – one for event
- Transportation for volunteers

Optional

- Cooler, ice, and bottled water and maybe snacks for volunteers
- EnviroScape model or other visuals for stormwater education (information on available EnviroScapes to borrow and curriculum provided)
- Name tags

Method

1. **Before getting started: Contact the local department of public works** for assistance with your storm drain stenciling project. You will need their permission to apply the paint, and they are an essential partner for your program - possibly providing storm drain maps, traffic cones, safety vests, and additional guidance. Decide who you will target for your volunteers, i.e., school groups, scouts, clubs, camp groups, YMCA, businesses, volunteer organizations, after school groups, etc. Consider the ages that you would like to work with and can handle for the neighborhood size, number of storm drains you are trying to stencil, and the amount of time you will have with the volunteers.

2. **Planning your event:** Identify a contact person for the organization you want to target and meet with he/she to confirm interest in participation before going further. Use storm drain maps provided by the local DPW for planning your event. Consider allowing about ½ hour to ¾ hour for getting organized, stormwater education, and stenciling training. Time for actual stenciling depends on how far volunteers need to walk and their age. Arrange for chaperones to accompany each group of two to three children under the age of 16. Work with your volunteer group contact and plan a date as well as a rain date in case weather does not permit stenciling. Be sure to invite the media to attend (media advisory template provided).

3. **Stormwater pollution and pet waste awareness training:** You can provide education about stormwater pollution and pet waste on the day of stenciling or a date before the event. Please refer to the "How to Guidance on the EnviroScape"or "Additional Resources" provided for more information.

4. **Getting started:** On the stenciling day be sure to break the volunteers into groups of two to three people. Assign a chaperone or staff member to each group under age 16. Make sure each group has a kit with the necessary materials (paint, broom, dust pan, clip board, storm drain map, garbage bags, paper-towels, first aid kit, and traffic cones), and all members of the group are wearing vests. Demonstrate one storm drain stenciling procedure to the entire group, and go over helpful hints to stencil.

5. **Stenciling procedure:**
   a. Locate your storm drain.
   b. Place a traffic cone in the road to alert traffic of your presence.
   c. Select the area that will be stenciled so that passersby will see it.
   d. Record any observation on the observation chart.
   e. Clear off debris and sand around the storm drain with your broom and dustpan.
   f. Place the stencil on cleared area and spray it with the spray paint in a quick, even sweeping motion.
   g. While stenciling is taking place, one or two of the group members can hang the door hangers on neighboring houses. Never allow children to approach doorways without supervision.
   h. As each drain is completed, make a note on the map.

Summary

Storm drain stenciling can be a great way to raise awareness about pet waste in communities. There is potential for press coverage on the day of the event to raise awareness in the community, the volunteers learn about stormwater pollution, and the stenciling itself lasts! For months to come, people will be reminded that they can positively impact water quality by keeping storm drains as clean as possible by not dumping pollutants near or in them.

Activities Tool Kit: Storm Drain Stenciling Event
Example of Door Hanger Used in Dover Campaign

Cut center out with scissors.

Storm Drain Stenciling in Dover

Let's Remove Dog Waste
from the Water Pollution Equation!

Just one dog? A day's waste from one large dog can contain 7.8 milion fecal coliform bacteria.

Storm drains can be found on streets throughout Dover, preventing the city from flooding when it rains**. Most of these drains empty directly into the nearest water body—*stormwater does not reach a treatment plant!***

This means that **dog waste** and other pollutants left in the yard, on the street, or placed in storm drains, go straight into our rivers when rain falls.

Stenciling "Dump No Waste" next to storm drains that lead directly to the Bellamy River, **serves as a reminder that *our daily activities* impact aquatic life.**

This project was made possible through voluteer efforts of Dover Citizens and the city Dover, and was funded by the NH Department of Environmental Services. For more information, contact Barbara McMillan at (603) 271-7889.

front

Why is dog waste a problem?

New scientific evidence has shown dog waste to be a **significant source of water pollution** in Dover's streams and rivers.

- **Your Health**—Leaving pet waste on the ground may pose a risk to children and adults who can be exposed to disease.
- **Your Water**—Pet waste carries disease causing organisms such as giardia and salmonella, which can make water unsafe for drinking or swimming.
- **Your Community**—Swimming beaches and shellfish beds can be shut down due to bacterial contamination, of which pet waste can be the source.

Protecting our watersheds ...
Do your part: Scoop the Poop!

Scooping your pooch's poop isn't just a courtesy; it's the healthy and environmentally sound thing to do, **AND *it's the law!***

BRING IT—*Always bring **a plastic bag** when you walk your dog.* So that you're never without, carry grocery or newspaper bags in your purse, pocket or car.

BAG IT—*Use the bag as a glove to pick up pet waste.* Scoop up the waste and turn the bag inside out around the waste.

DISPOSE IT!—Properly dispose of pet waste by placing it in a trash can, flushing it, unbagged, down the toilet, or burying it!

back

Not actual size

Activities Tool Kit: Storm Drain Stenciling Event
Example of Permission Slip for Children Volunteers

Storm Drain Stenciling in _____

On **[Day of week, date]** (rain date: [date]) [Program name] will participate in a storm drain stenciling activity in the [street name] neighborhood.

Background: Storm drain stenciling is an educational effort to make residents aware that storm drains connect with surface or ground water and that dumping of dog waste, oil, antifreeze, fuels, paint, leaves, grass clippings or other materials in storm drains causes damage to surface and groundwater [relevant community specific information]. *This storm drain stenciling project is part of a larger educational effort to address [town or area name] current water contamination problems, which include* ***dog waste*** *entering local waterways through storm water runoff.*

The Day of the Stenciling: During the stenciling project, staff (or volunteers) from [organization] will be on site. There will be one chaperone for every two to three children and while [area name here] is a safe, low volume traffic area, campers will be given orange vests to wear to help them stand out, and cones will be placed around the drains while stenciling occurs. Stenciling should last for approximately two hours. It is recommended that all children wear old clothes, as they will be working with spray paint.

Water and Refreshments Provided!

Example of Storm Drain Stencil

My Child [name] _____ has permission to take part in storm drain stenciling in the insert [neighborhood name] neighborhood on [day of week, date] or on the alternative rain date of [day of week, date].

_____ _____

Signature of Parent or Guardian Print Name

_____

Date

Activities Tool Kit: Storm Drain Stenciling Event
Example of Recording Chart

STORM DRAIN STENCILING RECORD

Date	Weather Conditions
Name of Group Leader	Names of Group Members
Neighborhood Section #	

Drain# Location	Drain Status			Evidence of Dumping		
	Clogged?	Leaves Sticks?	Other?	Trash?	Dog Waste? w/ orw/o bag?	Other Waste?

Activities Tool Kit: EnviroScape
How-to Guidance

Overview

An EnviroScape is a molded plastic model of a watershed complete with various types of land use including residential, transportation, agricultural, construction, recreation and forestry areas. The purpose of the EnviroScape is to demonstrate how water pollution can result from a variety of activities and sources in our own backyards and neighborhoods, and how the pollution can impact our water resources. This model is particularly effective at demonstrating to children how rain and water runoff carries pollution over land and into water bodies. Demonstrations can take 15 minutes to a half-hour depending on the detail you go into and is most effective with groups of 15 or less at a time. Activities are most appropriate for ages seven and up. Loaner and purchasing information provided below.

Materials

- EnviroScape model
- Cocoa powder
- Food coloring
- Sprinkles
- Spray bottle
- Water
- Towels or paper towels

Method

1. Getting started: Gather your materials. Set up the EnviroScape with buildings, trees, houses, cars, and animals (refer to instruction booklet diagram provided with model for assistance and additional activity information). Secure the plug in the bottom of the lake and place one of the plastic containers under the lake. Have a spray bottle full of water, as well as a water source to refill the spray bottle.

2. Water pollution education: With the audience gathered around, explain the model and go over the various land uses on the EnviroScape. You can compare it to the town; "it has some of the things that are in this neighborhood, houses, farm, construction, park – where people walk their dogs, logging, lake, river, streams, bay, etc." Then you can provide a little lesson in water pollution.

- **Watersheds**—"How does the lake, pond, or bay fill with water?" This model is excellent because all of the rain and snow (spray bottle) drains into the model's waterbody. Ask partcipants, "What is a watershed?" Then explain, "A watershed is a land area that drains to a lake, river, or ocean. We are in a small watershed right now." You can show this by spraying water over the model.
- **Local pollution sources**—Ask the audience if they can think of any potential pollution sources. If the audience does not list all of the sources (sediment or soil, pesticides, fertilizers, oil and other automobile fluids, farm animal and pet waste, septic systems, sewage, factory discharges, etc.) show them ones that they have missed, i.e., pollution from the agricultural land including farm animal waste as well as loose soil runoff from the fields in addition to pesticide and fertilizer use. In the construction and forestry area you can talk about the soil erosion and how it is a pollutant in water. In the residential area you want to highlight the pollution from pesticides and fertilizers, as well as potential oil runoff from changing a car's oil or driving the car. For the residential area, you should concentrate on the pet waste. Use appropriate materials to demonstrate the pollution, i.e., for dirt runoff, place cocoa powder

over farm field, or sprinkles on the grass areas. Dog waste can be simulated by slightly wetting the cocoa powder and letting it dry in clumps. Let the audience sprinkle or apply the wastes around the sources.

- **Let the rain begin**—Once all areas of the EnviroScape have been discussed and pollution sources identified, depending on the age group, you can either begin to spray the EnviroScape to simulate rain or let members from the audience spray the model. As the water begins to run over the model, be sure to highlight the impact that each of the individuals can have on water quality. Note the storm drain, and how any water from rain, or spraying your driveway goes directly from the storm drain to the main waterbody which everyone shares. "What happens if someone is walking their dog in the park way up in the neighborhood – does it go into the water?" Also highlight the smaller waterbodies flowing into the larger ones.
- **Would you want to drink the water?**—Point out how polluted the water is. "Would you want to swim in or drink this water?" Explain the water pollution impacts, including the sediment smothering fish eggs and the bugs and plants that fish eat. The cloudy water makes it hard for the fish and turtles to find their food. Fertilizers make the plants in the water grow too fast and take up all of the oxygen.
- **Help keep our water clean**—Once the audience sees the polluted water, you can begin to discuss ways that the individuals can help prevent water pollution. At this time you can place emphasis on cleaning up after your dog, and connect the EnviroScape to your Scoop the Poop campaign to reiterate its importance. You can also discuss the ways to individually prevent other forms of water pollution, such as using little or no fertilizer and pesticides, or properly disposing of oil from your car, or even best management practices for construction sites.

Summary

The EnviroScape is a great way to demonstrate the importance of cleaning up after your dog. It physically demonstrates what the eye can not always see, and can heighten the awareness and importance of the issue. The EnviroScape can also highlight other practices to maintain healthy water quality and raise awareness about general watershed concepts and nonpoint source pollution. The model is designed in so that it can relate to many types of watersheds, covering a variety of land uses making it valuable and pertinent to many communities.

Where can I find an EnviroScape?

There are many communities and organizations that have EnviroScapes that can be borrowed or loaned out for periods of time. Contacts for a loaner include:

- The N.H. Department of Environmental Services, Watershed Assistance Program, (603) 271-7889 or barbara.mcmillan@des.nh.gov.
- The N.H. Department of Environmental Services Drinking Water Protection Program, (603) 271-4071, lara.hooper@des.nh.gov
- The Great Bay National Estuarine Research Reserve, 603-778-0015 or Kelle.Loughlin@wildlife.nh.gov

If you have the resources ($800 and up), EnviroScapes can be purchased at www.enviroscapes.com.

Activities Tool Kit: Dog Bone Give-Aways
How-to Guidance

Overview

This tool is a dog biscuit with an attached tag that explains the connection between pet waste and water quality. It's a great tool to start a conversation with dog owners at fairs and other public events. It's also a great give-away. Dog owners take home the message and a treat for their dog. Use the instructions below to create your own message tag or use the following pages to make generic ones.

Materials

- Dog biscuits
- Ribbon or string
- Scissors
- Educational tags (see example below)
- Hole punch

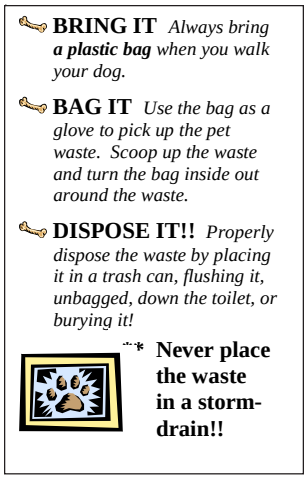
Method

- Purchase dog biscuits large enough to tie a ribbon on.
- Create an educational tag using your project's logo (or other doggie graphic) and text used in Dover's example. To save money, 6-8 tags can be grouped on a single page and then cut apart with scissors or paper cutter. Tags should be approximately 2.75" x 4.5".
- Punch hole through each tag.
- Cut a length of ribbon or string about 12" long, and thread through the hole in the tag. Tie the ribbon in a bow onto the dog biscuit. Repeat!

Summary

Dog bone give-aways are a fun, effective and relatively inexpensive way to get the message out to dog owners on the importance of picking up their pets' waste.

[front of tag]



[*back of tag*]

Protecting our water
Do your part: Scoop the poop!

Scooping your pooch's poop isn't just a courtesy, it's the healthy and environmentally sound thing to do.

A day's waste from 1 large dog can contain 7.8 billion fecal coliform bacteria.

For more information:
www.des.nh.gov

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BRING IT!–Always bring a plastic bag when you walk your dog.

BAG IT!–Use the bag as a glove to pick up the pet waste. Scoop up the waste and turn the bag inside out around the waste.

DISPOSE IT!–Properly dispose the waste by placing it in a trash can, flushing it unbagged down the toilet, or burying it.

Never throw the waste in a storm drain!

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Additional Resources

Article—*Dog Waste Poses Threat to Water*, USA Today
This article highlights the growing problem of dog waste in the United States. It gives general science behind the discovery of dog waste as a water pollutant and potential health risk to humans. A few examples of what some communities are doing to prevent pet waste from polluting water bodies are also included. http://usatoday.com/news/science/2002-06-07-dog-usat.htm

Bulletin—*Source Water Protection Practices: Managing Pet and Wildlife Waste to Prevent Contamination of Drinking Water*, US Environmental Protection Agency
This bulletin begins by providing an overview of the problem of wildlife and pet waste pollution to water bodies. It provides descriptions of specific health problems from pet and wildlife in the water, including detail on the types of pathogens and parasites the waste can carry. Suggestions for managing and preventing the waste from affecting water quality are given for both pets and wildlife. www.epa.gov/safewater/sourcewater/pubs/fs_swpp_petwaste.pdf

Fact Sheet—*Pet Waste and Water Quality*, Rutgers Cooperative Research and Extension
This fact sheet provides a background of how pet waste can be a source of water pollution, and lists specific diseases that can be transmitted from pet waste to water. It also talks about what many municipalities are doing, what type of enforcement measures have been taken to prevent pollution, and measures individuals can take to keep pet waste out of water bodies. www.rcre.rutgers.edu/pubs/publication.asp?pid=FS922

Fact Sheet—*Pollution Prevention: Animal Waste Collection*, National Stormwater Center
This fact sheet provides information and links to the specific health threats from pet waste polluting a water body. It provides a summary with survey results of pet owners' attitudes towards cleaning up pet waste and the connection to water pollution, citing specific reasons for both cleaning up and not cleaning up pet waste. Solutions for public parks to manage pet waste with general information about effectiveness and cost are included. www.stormwatercenter.net/Pollution_Prevention_Factsheets/AnimalWasteCollection.htm

Pamphlet—*Pet Waste*, County of Santa Barbara, Calif.
This pamphlet is designed to raise the citizens of Santa Barbara's awareness of pet waste and water pollution. It gives specific information on pet waste related pollution and health risks, and numerous solutions to barriers to cleaning up pet waste while on a walk, or while at home. Lastly, the pamphlet provides factual information to common pet waste myths. This can be applied to any community or city with pet waste issues. www.countyofsb.org/project_cleanwater/Documents/2001_Dog.pdf

Website—*Pet Waste Campaign*, Snohomish County Public Works Department, Wash.
This website contains information on how project partners implemented their pet waste campaign, including information and research on pet waste and example posters. It's also a nice example of a pet waste campaign website. www1.co.snohomish.wa.us/Departments/Public_Works/Divisions/SWM/Services/Water_Pollution/Pet_Waste.htm.

For more details on this campaign, contact Dave Ward, principal watershed steward for Snohomish County. His contact information can be found in the county directory at www1.co.snohomish.wa.us/Departments/Public_Works/Divisions/SWM/About/Directory/

Website—*Fostering Sustainable Behavior*, McKenzie-Mohr Associates
This website provides information on social marketing, or using psychological principles to change behavior, and includes case studies, articles and downloadable reports. Most environment-related outreach programs are working towards a goal that requires people to change their behavior, such as picking up and disposing pet waste properly. According to Dr. Doug McKenzie-Mohr, environmental psychologist, numerous studies document that education alone often has little or no effect upon sustainable behavior. For more details visit www.cbsm.com .

Dog waste removal products

The following are some websites to give you ideas on the types of available products. (DES does not endorse these companies or products.)

Dog Pick-up Bags

- www.bagsonboard.com
- www.doortosummer.com/products/custombags.htm
- www.islandtailwaggers.com/poop-bags.html

Dog Poop Bag Dispenser

- www.dogpoopbags.com/dispensers.asp

Fixed/Permanent Stations

- www.yuckos.com/dogipot.html