

WANT YOUR  
MESSAGE HEARD?  
**JOIN A CHOIR**

The local benefits of participating  
in regional efforts

Communications 101

# Repeat the message

*Watch it grow ...*

# Repeat the message



# Repeat the message



# Repeat the message



# Repeat the message



# Repeat the message

Changing behaviors takes time ...



but the results will be undeniable.



# A problem to solve

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The Puget Sound looks pretty, but is being contaminated by polluted rainwater runoff.

Many residents aren't aware that their everyday actions impact local waterways and Puget Sound.

Pollution prevention messages can get diluted when they are coming from dozens of sources with different agendas.

# The Puget Sound Starts Here choir

## *Puget Sound Starts Here campaign*

**STORM** (STormwater  
Outreach for Regional  
Municipalities)

**Ecology**

**Puget Sound  
Partnership**

**SOGS** (Stormwater  
Outreach Groups)

**ECO Nets**

**Cities and counties**  
(primarily NPDES  
permittees)

**Cities, counties and  
nonprofits**

# The challenges: Hurdles to expect

- Rural/urban/suburban audiences
- Multiple jurisdictions, multiple bureaucracies
- Varied size and scale of jurisdictions
- Regional reach
- Differing Best Management Practices
- Differing expert opinions
- Funding
- Group facilitation dynamics

# The benefits: Why we joined the choir

- To meet NPDES permit requirements
- To take advantage of grant opportunities
- To share information and learn from others
- To expand messaging impacts

*To change behavior  
and prevent pollution!*

# Start small to make big changes

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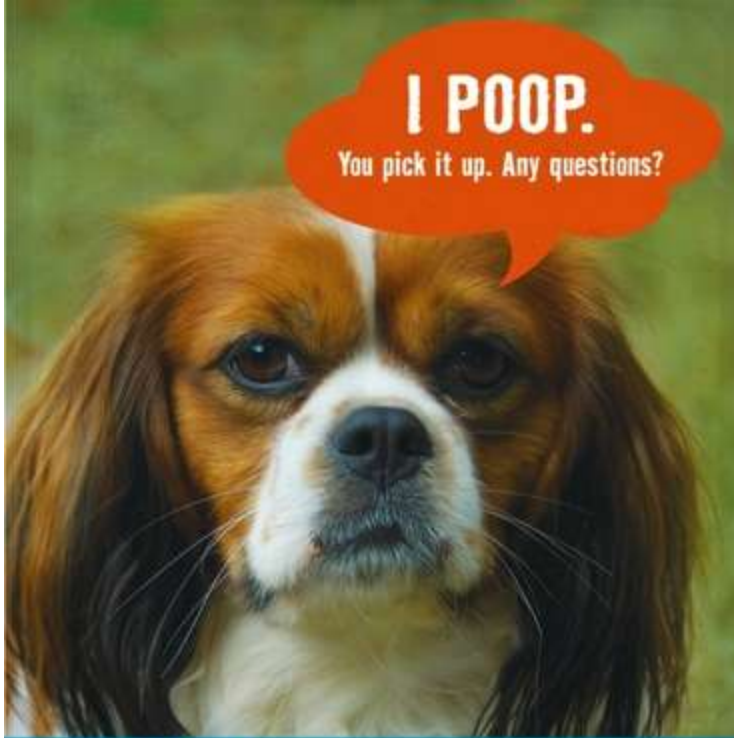
- Changing behaviors takes time
- Start with simple messages
- Add layers

# Regional efforts

Examples of regional STORM and Puget Sound Partnership efforts

- Continuing the media campaign (TV and online ads)
- Facilitating a way to share program ideas and tips
- Strengthening the campaign website
- Expanding strategic social media efforts
- Seeking additional grant funding
- Grant opportunities for SOGS & ECO Networks
- Gathering and vetting research data

Measurement of awareness and behavior



**I POOP.**  
You pick it up. Any questions?

### SCOOP PET POOP

Puget Sound is in trouble and you can help fix it. Rain washes bacteria from pet waste into storm drains, streams, and ultimately into Puget Sound. Use a bag to pick up dog poop and put it in the trash. Learn other ways you can protect water quality.

Puget Sound  
**Starts Here**.org

Campaign posters

Puget Sound  
Starts Here

PUGET SOUND IS IN TROUBLE. YOU ARE THE SOLUTION.  
Together, we can fix it.



the  
problem  
BELOW THE SURFACE

Learn more

FRONTLINE



take  
action  
now  
Click here

Replay

IN YOUR LOCAL AREA

NEIGHBORS IN ACTION

BE A DRAIN RANGER

volunteer  
weeks

Contact Us | About Us | Resources | In The News | Share |    

Campaign website

PUGET SOUND IS IN TROUBLE.  
YOU ARE THE SOLUTION.  
Together, we can fix it!

Puget Sound  
Starts Here.org

While Puget Sound appears pristine above the surface, beneath the surface the Sound is in deep trouble. Pollution from a variety of activities and sources enters Puget Sound every day, destroying habitat, creating dead zones with dangerously low oxygen levels, and poisoning the wildlife we embrace as symbols of the region.

**ACTION TIP**  
Scoop the poop, bag it  
and put it in the

twitter

Have an account? [Sign in](#)

## Get short, timely messages from PugetSoundStartsHere.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@PSstartshere**.

[Sign Up](#)

Get updates via SMS by texting **follow PSstartshere** to **40404** in the United States  
Codes for other countries



# PSstartshere

Puget Sound is in trouble. You are the solution. Together we can fix it!  
Learn how >> <http://ht.ly/22VD7>

10:40 AM Oct 18th via HootSuite

Want to help Puget Sound? Contain oil leaks that you know about until you can get your car fixed. <http://ht.ly/22Wp3>

10:10 AM Oct 15th via HootSuite

Want to help Puget Sound? Use less chemicals on your yard. Learn how at <http://ht.ly/22W5P>

10:00 AM Oct 14th via HootSuite

It's okay to want green lawns and gorgeous flowers. But too much

Name PugetSoundStartsHere  
Location Puget Sound, Washington state  
Web <http://www.pugetsoundstarts.org>  
Bio While Puget Sound appears pristine above the surface, beneath the surface the Sound is in deep trouble.

780 following 617 followers 78 listed

Tweets 758

Favorites

Following



wash.

ake

Twitter



Add to My Page's Favorites  
 Suggest to Friends  
 Subscribe via SMS

While Puget Sound appears pristine above the surface, beneath the surface the Sound is in deep trouble. You are the solution to the problem. Learn more at [pugetsoundstartshere.org](http://pugetsoundstartshere.org)

Twitter @PSstartshere

Flickr <http://tinyurl.com/f9z4fk>

**15 Friends Like This**

6 of 15 Friends [See All](#)



Rob Mcnairhuff



Sarah Champion



Dan Equality Sexton

**Puget Sound Starts Here** Our actions are polluting Puget Sound. Pet waste, car oil, soaps and pesticides are issues that we can resolve. <http://ow.ly/1xyy8> via HootSuite · 4 hours ago

Wall Info Twitter Photos YouTube Discussions >>

Write something...

Attach: **Share**

Puget Sound Starts Here + Others **Just Puget Sound Starts Here** Just Others

**Puget Sound Starts Here** Our actions are polluting Puget Sound. Pet waste, car oil, soaps and pesticides are issues that we can resolve. <http://ow.ly/1xyy8> 4 hours ago via HootSuite · Comment · Like · Share

**Puget Sound Starts Here** What are the problems with Puget Sound? Share photos on Flickr. <http://ow.ly/1xBqz> 5 hours ago via HootSuite · Comment · Like · Share

**Puget Sound Starts Here** How many rivers and streams flow into the Puget Sound? 5000, 8000 or 10,000? <http://ow.ly/1xBwu> Yesterday at 11:40am via HootSuite · Comment · Like · Share

**Puget Sound Starts Here** Master the Puget Sound Starts Here actions and then spread the word to friends, family and neighbors! Learn how: <http://ow.ly/1xo3a> October 17 at 3:35pm via HootSuite · Comment · Like · Share

**Puget Sound Starts Here** Want to help Puget Sound? Contain oil leaks that you know about until you can get your car fixed. <http://ht.ly/22Wji> October 16 at 10:40am via HootSuite · Comment · Like · Share

**Puget Sound Starts Here** Our actions are polluting Puget Sound. Pet waste, car oil, soaps and pesticides are issues that we can resolve. <http://ow.ly/1xyy8> October 10 at 3:50pm via HootSuite · Comment · Like · Share

Create an Ad

**Patty: On Your Side** x



Patty Murray fights for Washington small businesses, veterans, and middle class families. Click "Like" below to join our campaign!

**Move Oregon Forward** x



John Kitzhaber knows an investment in our schools is an investment in our economy. To move Oregon forward, we need John Kitzhaber.

**Planned Parenthood Advocates of...** x



FaceBook

# Sub-region efforts

Examples of what the “SOG” and “ECO Net” groups are teaming up on

- “Puget Sound Starts Here” themed events
- Advertising: Newspapers, radio, bus, movie theater
- Signs in unusual places at big events
- Street banners
- Digital picture frames w/slideshow in public places
- PSSH messages at event booths
- Presentations to key decision makers and community groups
- Research, pilot projects, etc.



Beverage coasters



Protect Our Streams



Bus advertising



Event booths

# Local efforts

Examples of what local jurisdictions are doing to support the PSSH message

- Co-branding stormwater messages with PSSH (newsletters, utility bill inserts, booths, etc.)
- Watershed signage that uses PSSH message
- Storm drain markers and giveaways
- YouTube-style videos
- PSSH-themed signage
- Using “Drain Rangers” message in education efforts
- Supporting regional social media efforts



**Puget Sound**  
**Starts Here.org**

**We Scoop!**

**Clean Yards. Clean streams.**  
**(And clean paws!)**



Dog bandana



Storm drain markers



Storm drain markers



Message on vector trucks

# A natural yard is a healthy yard

Using chemicals in your yard can pose risks to kids, pets, and even the health of local rivers, lakes, streams and Puget Sound. Try using compost or TAGRO Soil Products instead of chemical fertilizers.

## **TAGRO: Available for pickup or delivery**

*Open Monday through Friday year-round  
& Saturdays Mid-March through September*

2201 Portland Ave., Gate 6, Tacoma  
(253) 502-2150 • [www.tagro.com](http://www.tagro.com)

## **Learn to design a beautiful yard the natural yard care way**

FREE workshops: May 6, 13 & 20 in Tacoma  
(253) 798-4587 • [grinehart@tpchd.org](mailto:grinehart@tpchd.org)



Discover  
other ways  
to help keep  
Puget Sound  
clean

Puget Sound  
**Starts Here**.org

Utility bill inserts

**I POOP.**

pick it up. Any questions?



Puget Sound is in trouble and you can help.

**Scoop the poop,  
bag it, and place  
it in the trash.**

**Clean yards. Clean streams.  
(And clean paws!)**

Puget Sound   
**Starts Here**.org

Signage in dog parks

# Start a conversation ...

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Photo courtesy Northwest Indian Fisheries Council

Billy Frank Jr.

### TOOLS

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### Being Frank

*Puget Sound starts where you stand*

By Billy Frank Jr.

Story Published: Oct 9, 2009

(Story Updated: Oct 9, 2009)

I saw an ad on TV the other day, the theme was "Puget Sound Starts Here." It's a good ad because it reminds people that Puget Sound is sick. It recommended a lot of ways to help, such as fixing car fluid leaks and using less fertilizer on your yard. I like the ads because they remind people that Puget Sound starts right where we are standing.

It's one reason the recent emergency shellfish bed closure in Hood Canal's Annas Bay was such a shock. It made us feel like all our work to clean up Puget Sound is being flushed away while our treaty rights are violated.

The state Department of Health closed Annas Bay to shellfishing because sport anglers were using the banks of the Skokomish River as a toilet. This isn't a new problem, and it's a shame that an important shellfish bed had to be closed to get folks to pay attention to overcrowded fishing conditions.

 Search

**YOUR ICT**  

Tribal law and order symposium... by: Valerietaliman News

### Classifieds

**Jobs**  **BSD**



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Member FDIC

**Puget Sound**   
**Starts Here.org**