

## Outreach skills training through the SC DHEC “Polluted Runoff Outreach Toolbox”

### The Story Of Designing A Toolbox



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Stormwater Outreach

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## Prologue: The Start of an Idea

- ◆ **Original Concept**
  - “This toolbox will be a statewide NPS outreach campaign assistance product that can be utilized by local water quality improvement projects such as TMDL implementation projects.”
  - Target existing material to South Carolina audiences
  
- ◆ **Needs Assessment**
  - Originally funded in 2005
  - Focus groups with local stakeholders started in 2007

## Chapter 1: The Main Characters

- ◆ Non-profit groups
- ◆ Government groups
- ◆ Some 319 Grantees
  - TMDL implementation projects
  - Encouraged to do social marketing
- ◆ Some outreach professionals

## Chapter 2: Facing A Challenge

## Designing Focus Groups

- ◆ Local Solutions to Local Problems
- ◆ 2007 Focus Groups
  - Upstate (12), Midlands (11) & Coastal (10)
  - Various organizations represented
  - Not all were trained outreach professionals
- ◆ Scores based on priority rankings

## Results: NPS Outreach Issues

- ◆ Major pollutant issues
  - **Development** (157)



## Results: NPS Outreach Issues

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- Development (157)
- **Septic** (64)



## Results: NPS Outreach Issues

- ◆ Major pollutant issues

- Development (157)
- Septic (64)
- **Sediment/Erosion** (61)



## Results: NPS Outreach Issues

- ◆ Major pollutant issues

- Development (157)
- Septic (64)
- Erosion (61)
- **Agriculture** (43)



## Results: Programmatic Needs

- ◆ Format

- Clearinghouse (99)
- Workshops & trainings (78)
- **South Carolina specific materials**

- ◆ Outreach Planning Process Needs

- Implementation (64)
- Targeting Audiences (60)
- Evaluation (54)

## Chapter 3: The Side Plot

- ◆ MS4s in South Carolina
  - Also required to do social marketing
  - And **DOCUMENT** the process
  
- ◆ A Typical Small MS4 Stormwater Manager
  - Small community
  - Engineer
    - ◆ May do more than just stormwater
    - ◆ May be the “complete stormwater package”
  - **NOT** an outreach professional

## Chapter 4: The New Challenge

## Needs Assessment

- ◆ Interactions with MS4s
  - Similar with stakeholders in
    - ◆ NPS problems faced
    - ◆ Format
  - “We’re engineers”
- ◆ Interactions with S.C. DHEC compliance
  - Needed help evaluating MS4 social marketing efforts
- ◆ **Translating the permit!**

## “How To Do Social Marketing”

- ◆ Solution: Instructions
  - **Worksheets** for MS4s to document process

**MCM 1**

**Step 1: Identifying Pollutants of Concern For Meeting 4.2.1.2.4**

**Permit language:**  
 "4.2.1.2.4 What are the target pollutant sources your public education program is designed to address"

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 "4.2.1.2.4 What are the target pollutant sources your public education Program is designed to address"

**What is this table for?**  
 For any storm water outreach program - or even public involvement and participation program - to be successful, it needs to deal with real problems faced by the community that people in the community solve. Therefore, the first step in planning your program is to find what pollutants your community is dealing with.

**Your pollutants of concern might be:**

- **A water quality problem you are facing now** – This is with any water bodies that already have a high level of a them that you want to clean up.
- **A water quality problems you want to avoid for the future** might be planning ahead to prevent other pollutants from a problem as your community changes.

Table 1 lets you list and prioritize these current and potential pollutants your community is dealing with so the rest of your outreach plan address real problems your community is facing.

**D H E C**  
 South Carolina Department of Health and Environmental Control

Municipality: *Our Fair Town, SC*  
 Date: *Aug 20, 2009*

**MCM 1 Step 1**

**Table 1: Identifying pollutants of concern**

Pollutant	Identified as:	
	Current problem: <sup>A</sup>	Potential problem: <sup>B</sup>
# <i>Fecal coliform bacteria</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
#	<input type="checkbox"/>	<input type="checkbox"/>
#	<input type="checkbox"/>	<input type="checkbox"/>

**MCM 1**  
 Identify Pollutant of Concern 4.2.1.2.4  
 Identify Target Audience 4.2.1.2.3  
 Target Behaviors and Action Audiences Who Should Do And Getting To Know Your Audience

## “How To Do Social Marketing”

- ◆ Solution: Instructions
  - **Worksheets** for MS4s to document process
  - **Checklist** for compliance

#### 4.2.1.2.3 (1 of 3) – Table 2

Who are the target audiences for your education program who are likely to have significant storm water impacts (including commercial, industrial and institutional entities) and why those target audiences were selected.

- | Y                     | N                     | For at least one pollutant of concern (identified in Table1):  |
|-----------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | Identify behaviors contributing to pollutant   |
| <input type="radio"/> | <input type="radio"/> | Identify action(s) that individuals can take related to that pollutant (can include actions to reduce pollutant, actions to support community changes, etc.) |
| <input type="radio"/> | <input type="radio"/> | Prioritize actions to encourage  |

##### Expect updates if...

- changes in Table 1 – new pollutants of concern established
- public education and outreach goals/ objectives being met and need to move to next phase of public education and outreach plan
- or public education and outreach goals/ objectives not being met and relevance of actions or likelihood of encouraging action is concern

## “How To Do Social Marketing”

- ◆ Solution: Instructions
  - **Worksheets** for MS4s to document process
  - **Checklist** for compliance
  - **Instructions** tying them together

**4.2.1.2.4 – Table 1**

What are the target pollutant sources your public education program is designed to address.

- Y N  
  Pollutants of concern listed **1**

- None Some All  
**For each pollutant of concern for public education and outreach programs:**  
 Identified as: **2**  
   • a current pollutant through water quality testing or other areas of permit  
   • a potential pollutant based on expected changes

- Expect updates if...**  
 • a pollutant's load is sufficiently improved to make it less of a priority problem  
 • or new concerns arise

**MCM 1 Step 1**

Table 1: Identifying pollutants of concern

Pollutant	Identified as:	
	Current problem: <sup>A</sup>	Potential problem: <sup>B</sup>
P_ <b>1</b>	<input type="checkbox"/> <b>2</b>	<input type="checkbox"/>
P_	<input type="checkbox"/>	<input type="checkbox"/>
P_	<input type="checkbox"/>	<input type="checkbox"/>
P_	<input type="checkbox"/>	<input type="checkbox"/>
P_	<input type="checkbox"/>	<input type="checkbox"/>
P_	<input type="checkbox"/>	<input type="checkbox"/>

A - Identified as an impairment through water quality testing or through other programs associated with the NPDES storm water permit. (General, Best Management Practices)

B - Identified as an impairment through water quality testing or through other programs associated with the NPDES storm water permit. (General, Best Management Practices)

**MCM 1**

Priority of concern  
 4.2.1.2.4  
 4.2.1.2.3  
 4.2.1.2.2  
 4.2.1.2.1

Priority of concern  
 4.2.1.2.4  
 4.2.1.2.3  
 4.2.1.2.2  
 4.2.1.2.1

Priority of concern  
 4.2.1.2.4  
 4.2.1.2.3  
 4.2.1.2.2  
 4.2.1.2.1

## Chapter 5: Bringing It Together



- ◆ Help with the **process**
  - Solution: Revise MS4 worksheets and instructions for general use



- ◆ Encouraging **targeted programming**
  - Solution: Make outreach products searchable by
    - ◆ Pollutant of concern
    - ◆ General type of audience



## Chapter 6: The Cliffhanger...

- ◆ Design Completed
- ◆ Next Step – Piloting The Toolbox
- ◆ Expansion Opportunities
  - Workshops
  - More Support For Evaluation
  - Developing Outreach Program Modules



**Look out for the sequel:**

**Putting the Toolbox to  
Good Use**