



CEASE THE GREASE

GALVESTON BAY
FOUNDATION

**Utilizing Multifaceted
Community Outreach Programs
to Engage the Public**

About the Campaign

- Cease the Grease (CtG) is a regional campaign coordinated by the Galveston Bay Foundation with the purpose of reducing sanitary sewer overflows (SSOs) through public education and awareness.

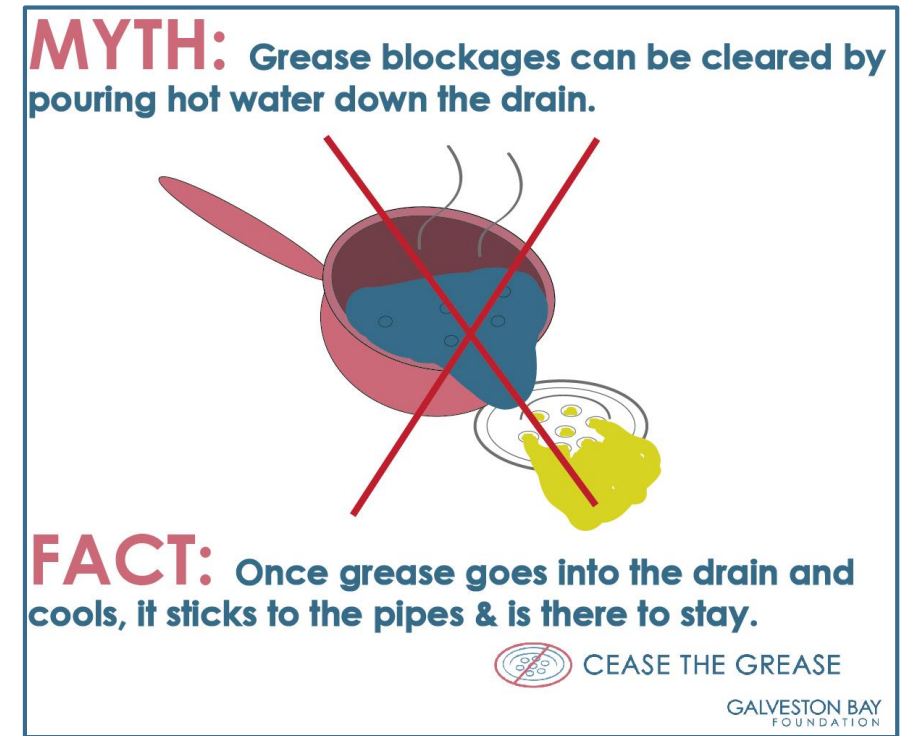
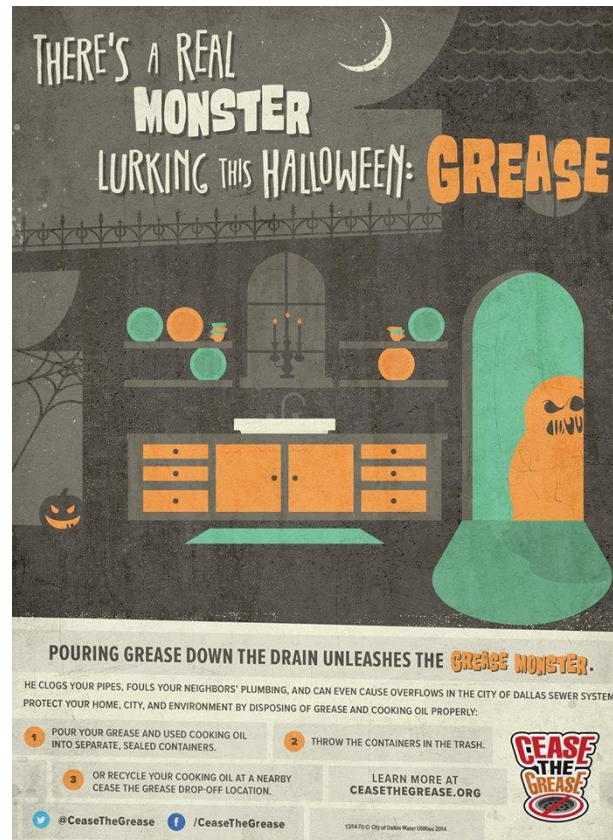


Goals of the Campaign

- Create positive behavior changes through teaching people to properly dispose of their kitchen fats, oils, and grease (FOG)
 - Recycle used cooking oil at approved locations
 - Throw fats and grease in the trash, never in the drain
- Decrease the amount of bacteria entering our waterways by preventing SSOs

Engaging the Public: Social Media

- Social media campaigns surrounding major “food holidays”
 - In 2016, our posts made 45,000 impressions on Facebook and Twitter



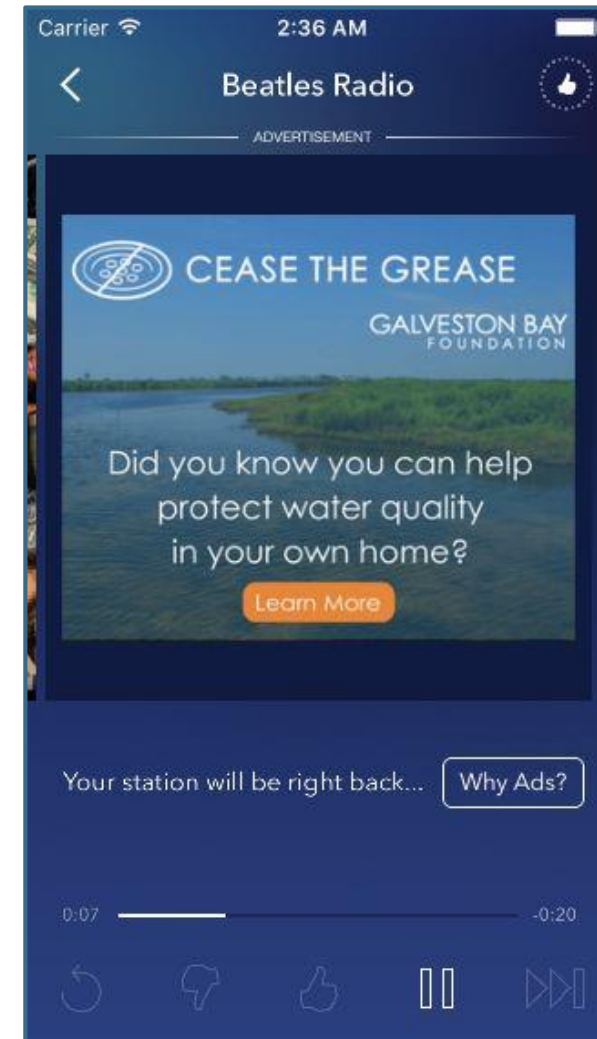
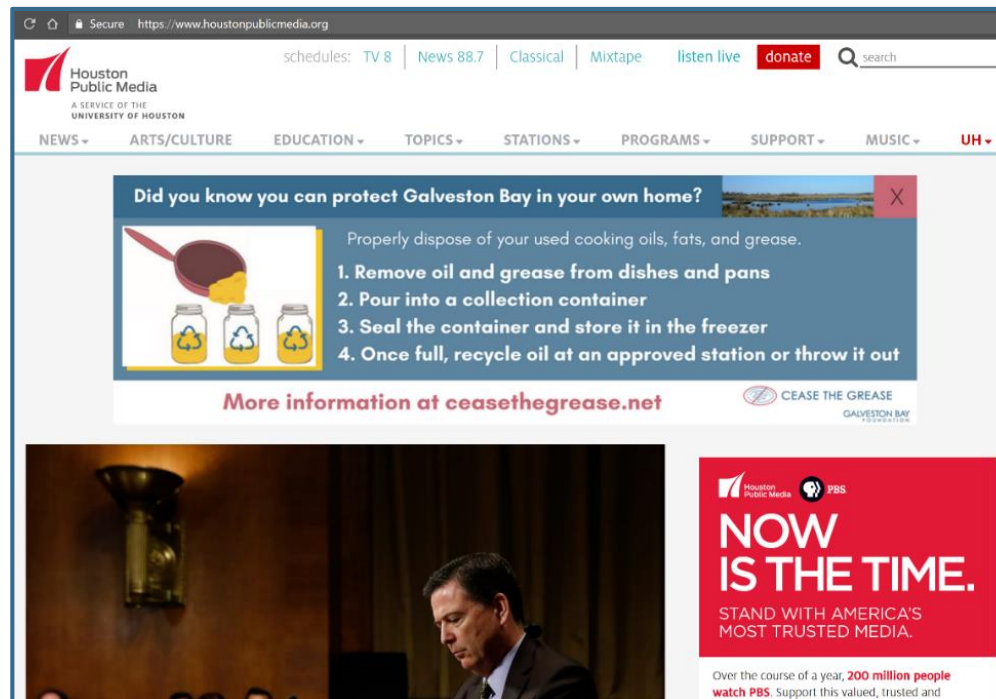
Engaging the Public: Outreach Events

- In-person interaction through outreach events
- Messaging through giveaways
- So far in 2017, we've reached nearly **8,000 people** through outreach events



Engaging the Public: Mass Media

- Sponsorship radio blurbs on Houston Public Media
- Banners on Houston Public Media and Houston Press websites
- Audio ads and banners on Pandora Radio
- Sponsored content and Youtube pre-rolls on KPRC website



Engaging the Public: Driving Traffic to the Website

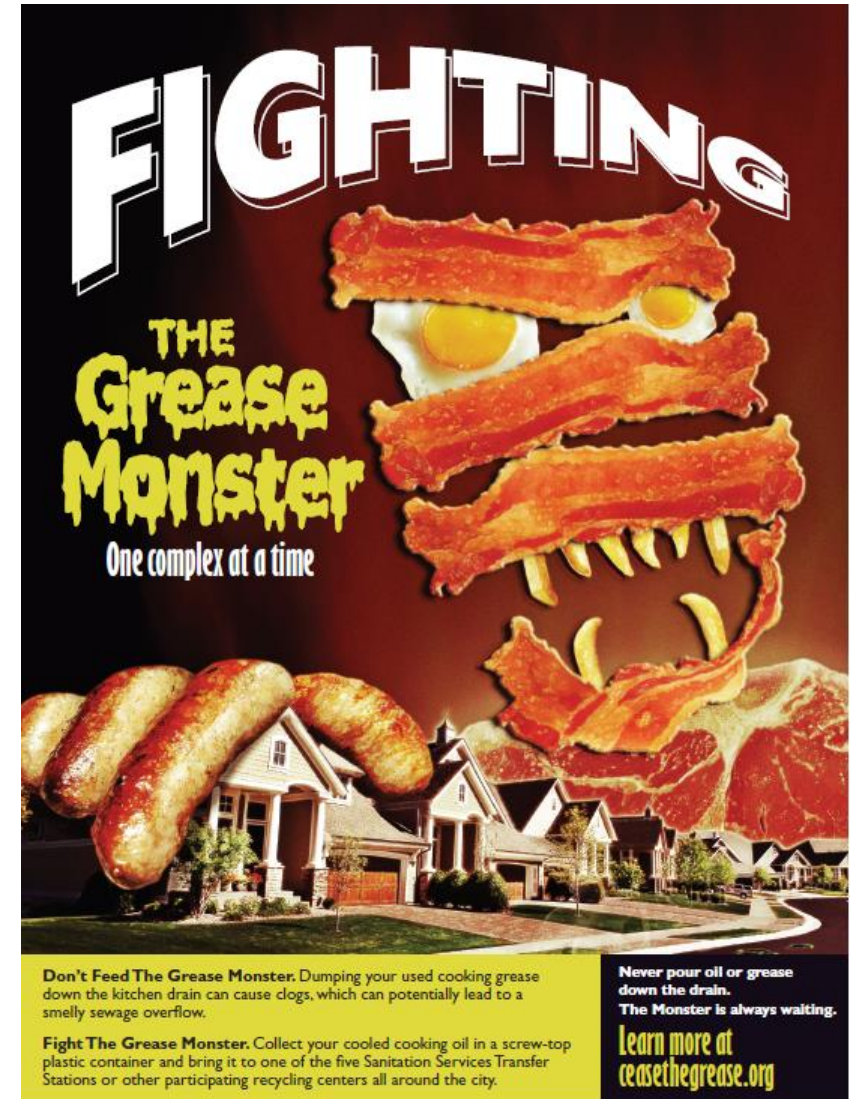
- Campaign website includes more information and resources such as:
 - Map of recycling stations
 - Tips for proper disposal
 - A video game developed with the help of a group of TAMU students



The screenshot shows a web browser displaying the website ceasethegrease.net/recycling/. The page features a dark blue header with the logo and text "CEASE THE GREASE GALVESTON BAY FOUNDATION". Below the header is a green navigation bar with links: Home, About, Learn More, Take the Pledge, Recycle, Partners, and Contact Us. The main content area displays a Google Map of the Houston area with red pins indicating recycling stations. Below the map, there is a section titled "Cooking Oil Recycling Locations" with a dropdown menu to select a city. The selected location is "Stella Roberts Recycling Center (Pearland)", with details: Ownership: City of Pearland (Public), Facility: Oil Recycling / Household Hazardous Materials, and Address: 5900 Magnolia St, Pearland, TX 77584. To the right of this section is an "Important Links" sidebar with links to "About The Campaign", "Cooking Oil Recycling Locations", "Frequently Asked Questions", and "Our Partners".

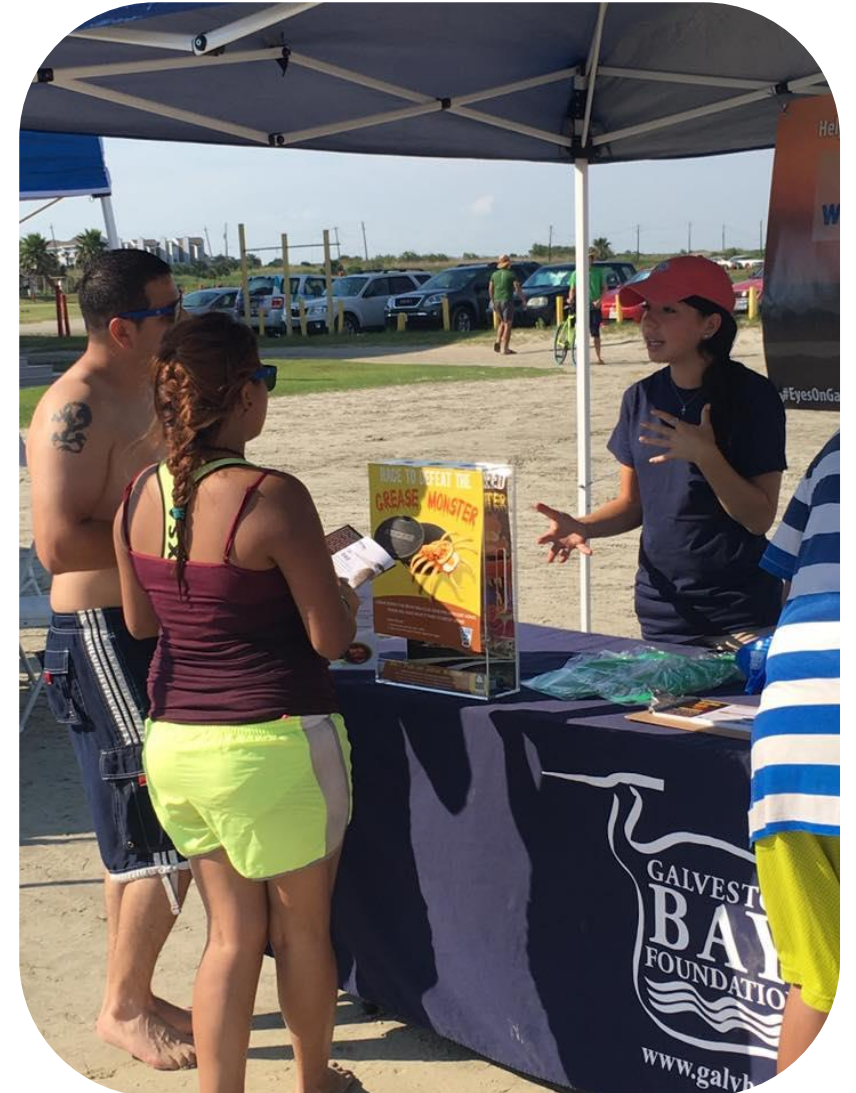
Engaging the Public: Pilot Apartment Campaigns

- Delivered campaign kits to local apartment complexes for distribution to their residents
- Kits included:
 - Letter to management describing campaign
 - Funnels
 - Scrapers
 - Informational flyers
 - Poster
 - Map of recycling stations



Engaging the Public: What Works Best?

- In person, face to face outreach!
 - Reaches less people than social or mass media, but provides opportunity for quality interactions
 - Allows you to tailor the message according to the audience
 - Also provides opportunity to distribute materials and tools necessary to encourage behavior change



Utilizing a Workgroup

- Diverse range of stakeholders representing
 - 8 Bay area cities
 - 3 mass media partners
 - 2 oil haulers
 - 7 other non-profits, watershed partnerships, etc.
- Meetings are once a quarter, newsletters distributed once a month
- Great for brainstorming
- Provide performance indicator data



Workgroup Collaboration: Oil Recycling Program



Nassau Bay Cooking Oil Recycling Station
(Established November 2016)



Seabrook Cooking Oil Recycling Station
(Established September 2017)

Workgroup Collaboration: Outreach

- Provide unique outreach opportunities for us to attend
- Represent the campaign at outreach opportunities that may pop up on their end
- Share our posts online through their websites and social media



Nassau Bay, Texas @NassauBayTX Following

Collect liquid grease & oil in a container & recycle. Nassau Bay residents call 281-333-2944 to schedule a drop off appt. #CeaseTheGrease

RECYCLE YOUR GREASE THIS THANKSGIVING!

CEASE THE GREASE GALVESTON BAY FOUNDATION

9:18 AM - 30 Nov 2016 from Nassau Bay, TX

The image shows a Twitter post from the official account of Nassau Bay, Texas. The post includes a graphic with the text "RECYCLE YOUR GREASE THIS THANKSGIVING!" and "CEASE THE GREASE GALVESTON BAY FOUNDATION". The graphic depicts a purple frying pan pouring yellow grease into three glass jars. The Twitter interface shows the post was made on November 30, 2016, at 9:18 AM.



NASSAU BAY Texas AN INCOMPARABLE WATERFRONT COMMUNITY AT THE LEADING EDGE OF TECHNOLOGY

CITY GOVERNMENT DEPARTMENTS/SERVICES FOR RESIDENTS FOR BUSINESS COMMUNITY INTERESTS

You are here: Home > Departments/Services > Public Works > Cease the Grease Community Survey

Cease the Grease Community Survey

Take the community survey to help Galveston Bay Foundation improve the Cease the Grease Campaign.

[Click Here for the Survey](#)

Thank you!

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281.333.4211

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We invite you to visit our city... Come and join us as we live, work, and play!

The image is a screenshot of the Nassau Bay website. The main heading is "NASSAU BAY Texas" with the tagline "AN INCOMPARABLE WATERFRONT COMMUNITY AT THE LEADING EDGE OF TECHNOLOGY". The navigation menu includes "CITY GOVERNMENT", "DEPARTMENTS/SERVICES", "FOR RESIDENTS", "FOR BUSINESS", and "COMMUNITY INTERESTS". The current page is "Cease the Grease Community Survey". The main content area features a call to action: "Take the community survey to help Galveston Bay Foundation improve the Cease the Grease Campaign." with a link "Click Here for the Survey" and a "Thank you!" message. The footer contains contact information for Nassau Bay, including the address "1899 Space Park Dr., Suite 200, Nassau Bay, TX 77058" and phone number "281.333.4211". There are also social media icons and a footer message: "We invite you to visit our city... Come and join us as we live, work, and play!".

Lessons Learned

- Challenges for performance indicator tracking:
 - Lack of participation in public surveys
 - Lack of consistent outreach tracking and data input from workgroup
- Although too soon to draw conclusions, SSO data indicated a decrease in SSOs caused by FOG between 2014 and 2015
 - Can this be attributed to Cease the Grease? Or is it a coincidence?
- Behavior change is tricky, but tools like community-based social marketing are a huge help!
 - Identify barriers and benefits associated with a selected behavior
 - Design a strategy that utilizes behavior-change tools to address these barriers
 - Pilot the strategy with a small segment of the community
 - Evaluate the impact of the program

Any Questions?

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