




**Navigating Wastewater Messaging:
Creating a Communications Campaign
to Influence Your Audience**



Identify Your Audience



Change people's
minds by figuring out
what's important to
them



Present your case
on their terms

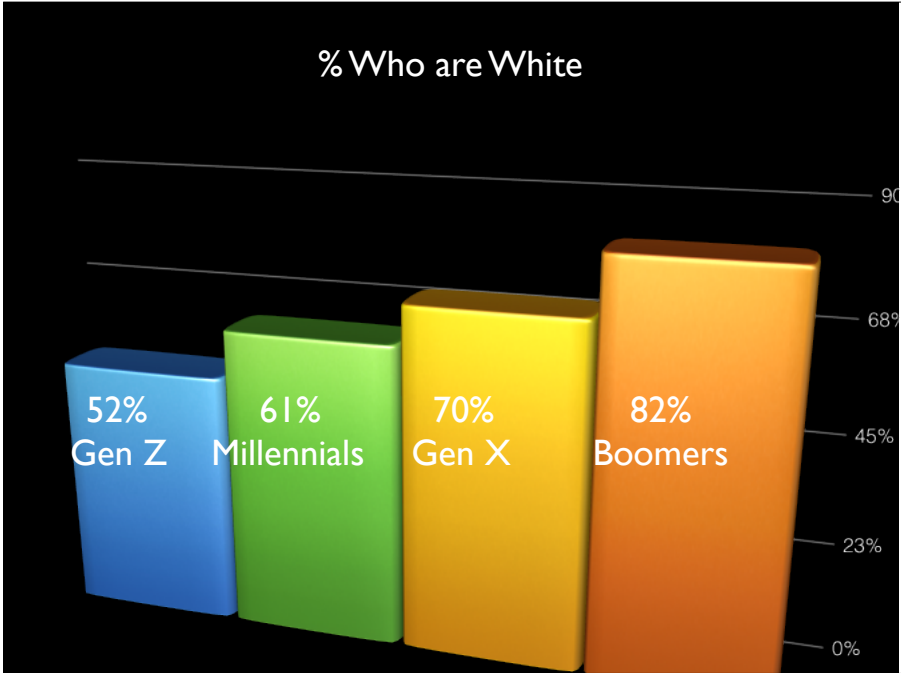
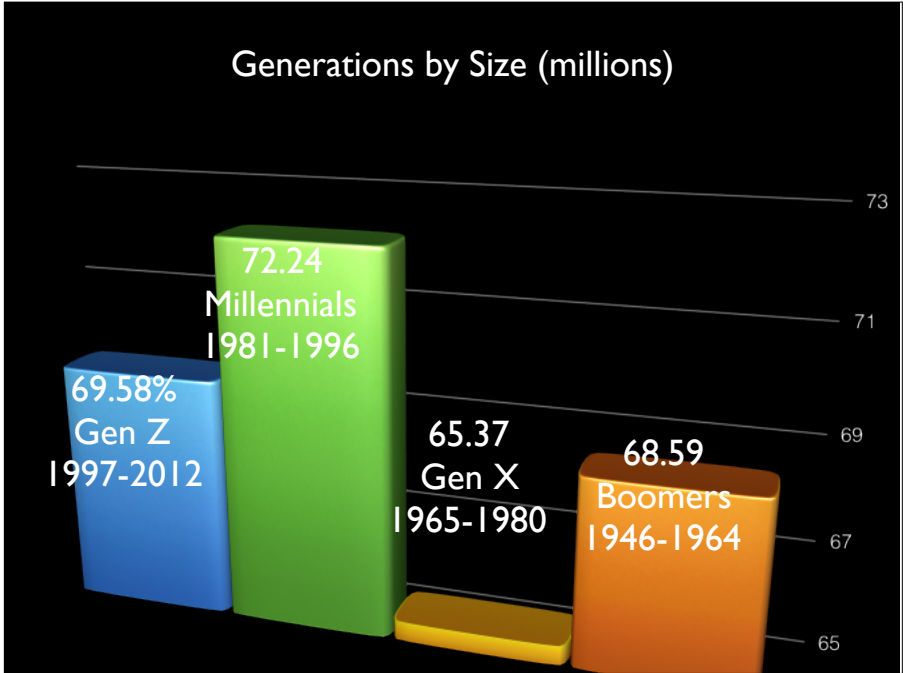
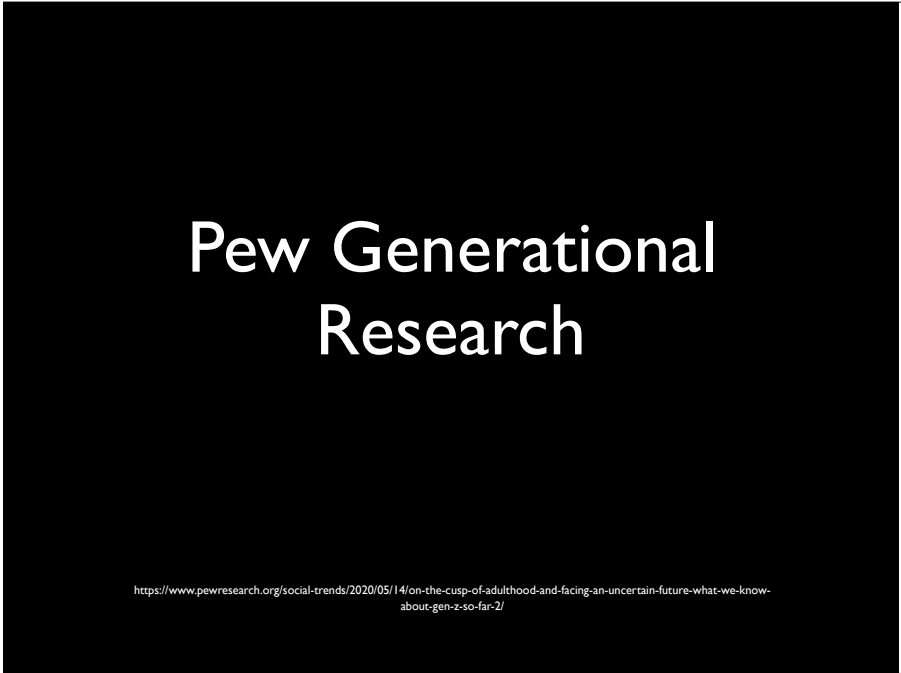
**Do they all think the same way?
Are their needs the same?**

Gen Z

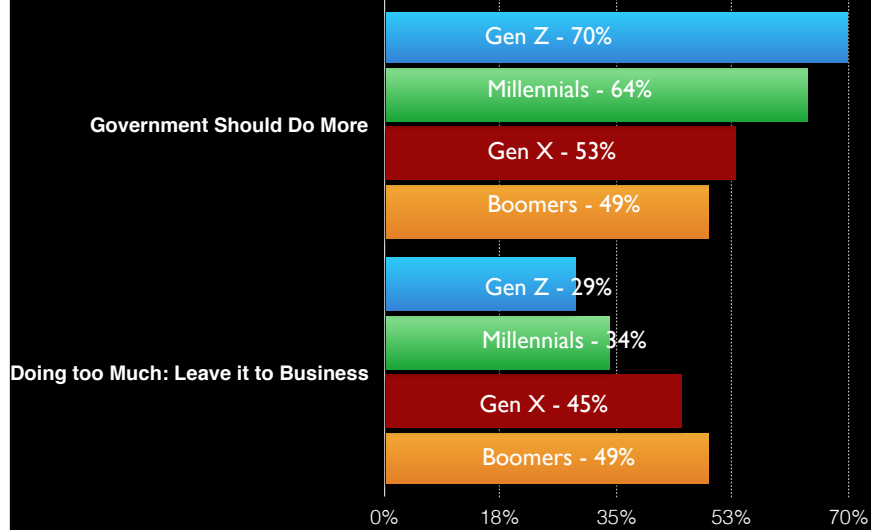
Millennials

Gen X

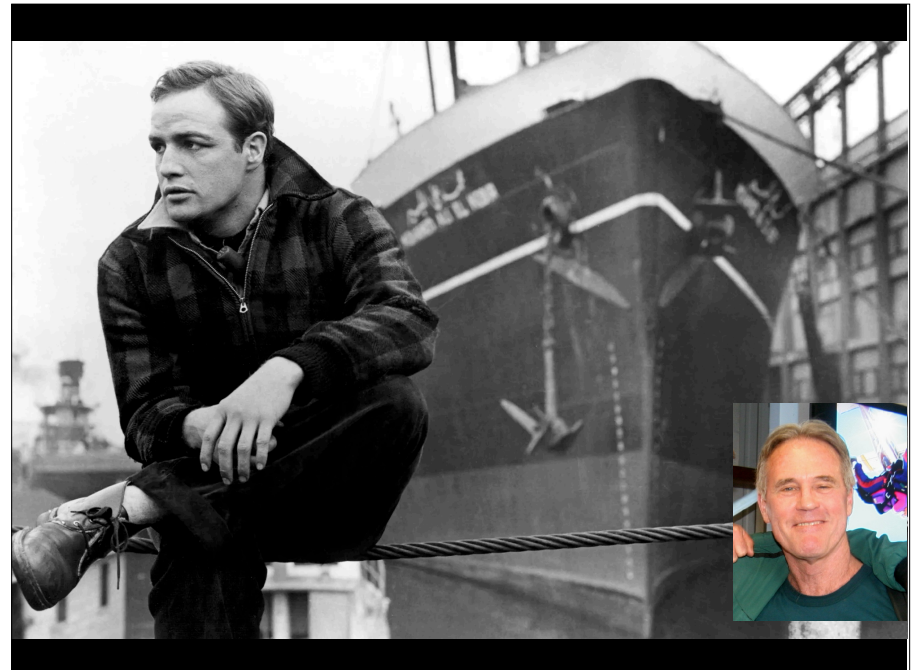
Boomers

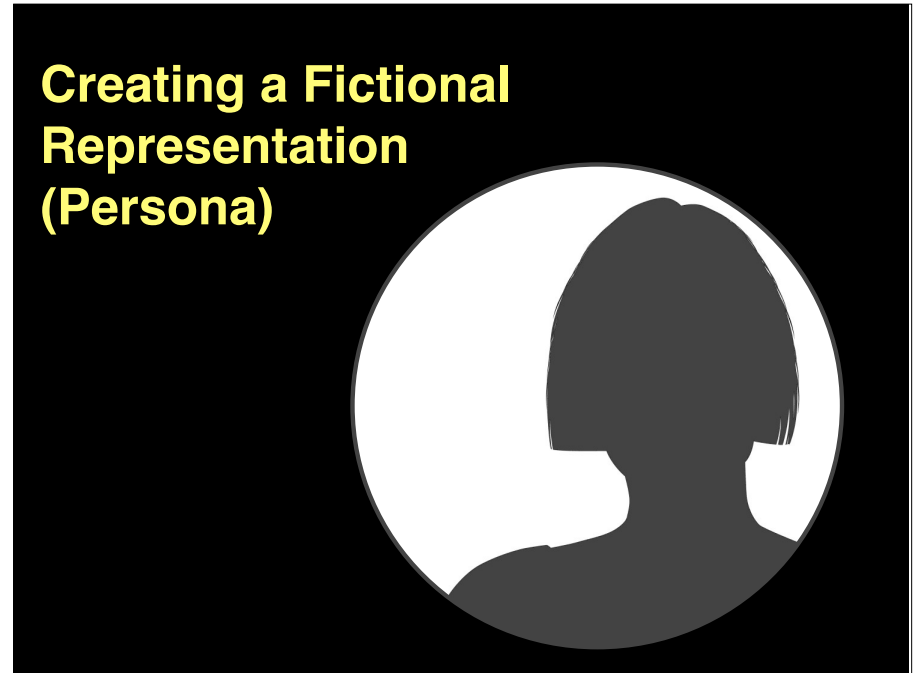


Should government do more to solve our problems?



Do they care about the same things?







Age, Gender, Occupation, Home life

29 y.o. male

Has certifications/training as a machinist, Works at Boeing

Single Dad, has two children, 5 y.o. son and 10 y.o. daughter

Has a cute, pitbull-labrador mix

Lives in a 3 bedroom, ranch style house with a small yard

Non-working Time

Takes care of the kids

Maintains house/car
When his ex has kids,
plays video games &
works out, hikes.



What's important to him? What does he value?

Time with his kids
The outdoors,
hiking,
fishing and
hunting



What does he need/desire in relation to the the opportunity?



Keep his kids and dog
healthy
Keep his costs down

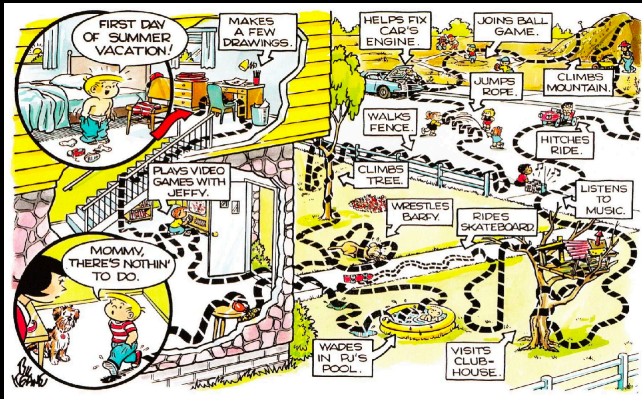


What are the barriers
to Frank meeting his
needs and goals?

How can we help Frank achieve his needs and goals?

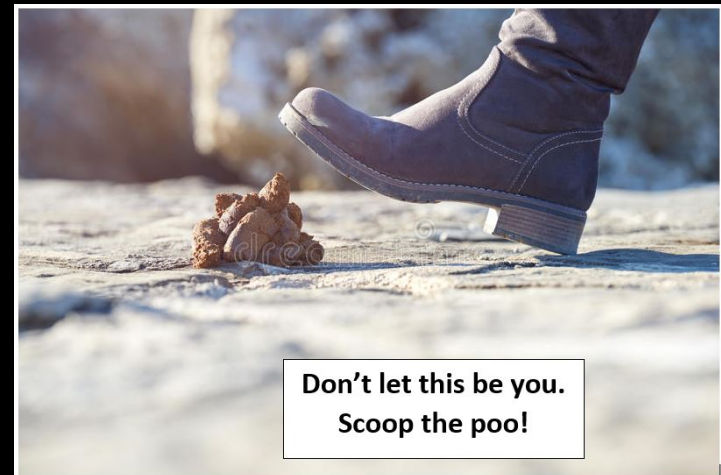


It's not just mud they track inside: **Poop Has Feet**



SCOOP THE POO!

Don't let this be you



SCOOP THE POO!

Is 5 minutes worth \$500

But I only sniffed it!

Dog poop can make your dog sick.
Vets cost more than bags.
Scoop your pup's poop!



SCOOP THE POO!

A black and white photograph of a large crowd of people seen from behind, looking towards a stage. The text 'Make Your Point in Multiple Ways' is overlaid in yellow. The Capacity Collaborative logo is in the bottom right corner.

Make Your Point in Multiple Ways

CAPACITY COLLABORATIVE



EXTREME WEATHER EVENTS

All weather events that cause loss of life, disrupt normal human activities, and result in property damage appear extreme.

Several variables (land-use practices, population density, and flood-control projects) can complicate making direct comparisons between past and present events.

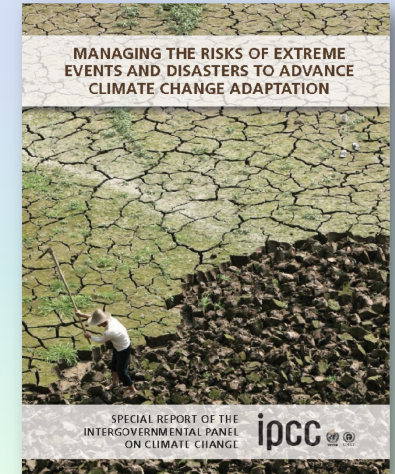
Comparing death tolls, between recent and past events may not be the most meaningful indicator of a particular weather event's intensity.



ARE EXTREME WEATHER EVENTS INCREASING?

IPCC's 2012 report, *Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation*, indicates that scientists have enough confidence in the data collected since 1950 to definitively link extreme temperatures to global climate change.

In late June of 2012, more than 2000 record temperatures were recorded across the U.S.

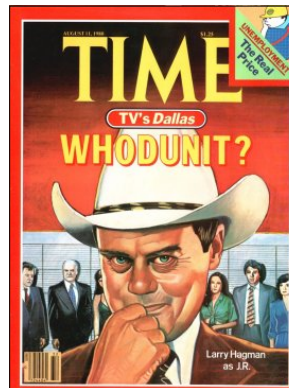


TIME

Extreme Weather Events: 1980-2023



<https://www.ncdc.noaa.gov/billions/>



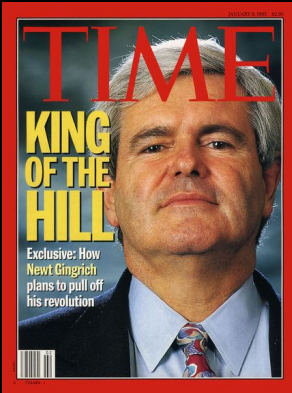
From 1980-1989



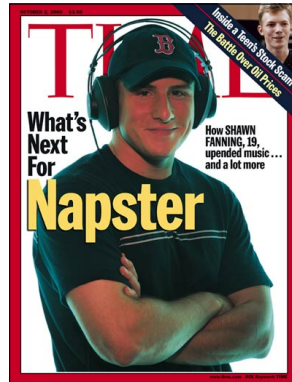
33 extreme weather events costing
over \$1 billion



From 1990 - 1999



57 extreme events over \$1 billion



From 2000 to 2009



67 extreme events over \$1 billion



From 2010 to 2019



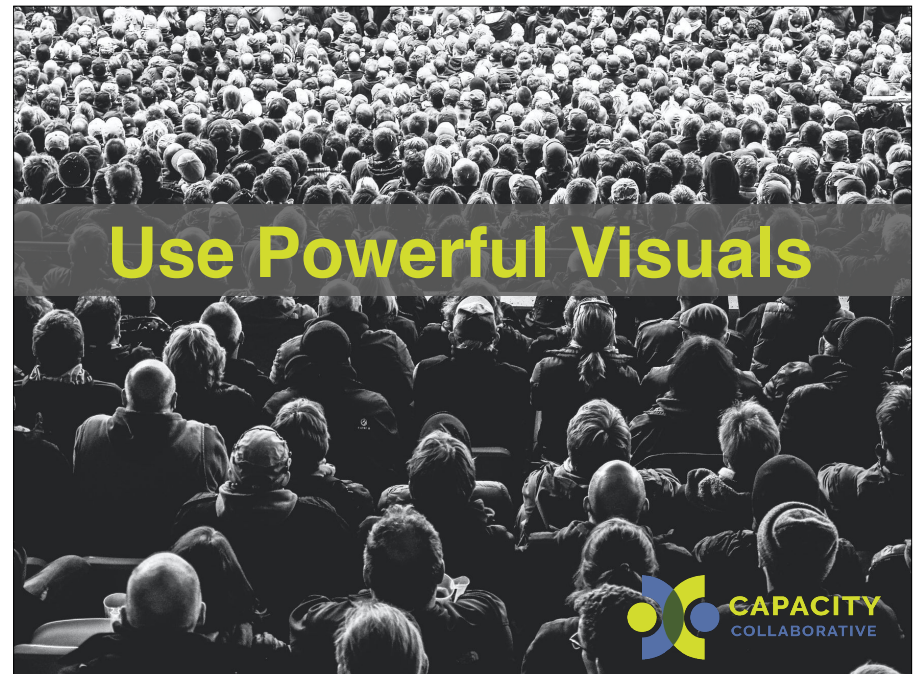
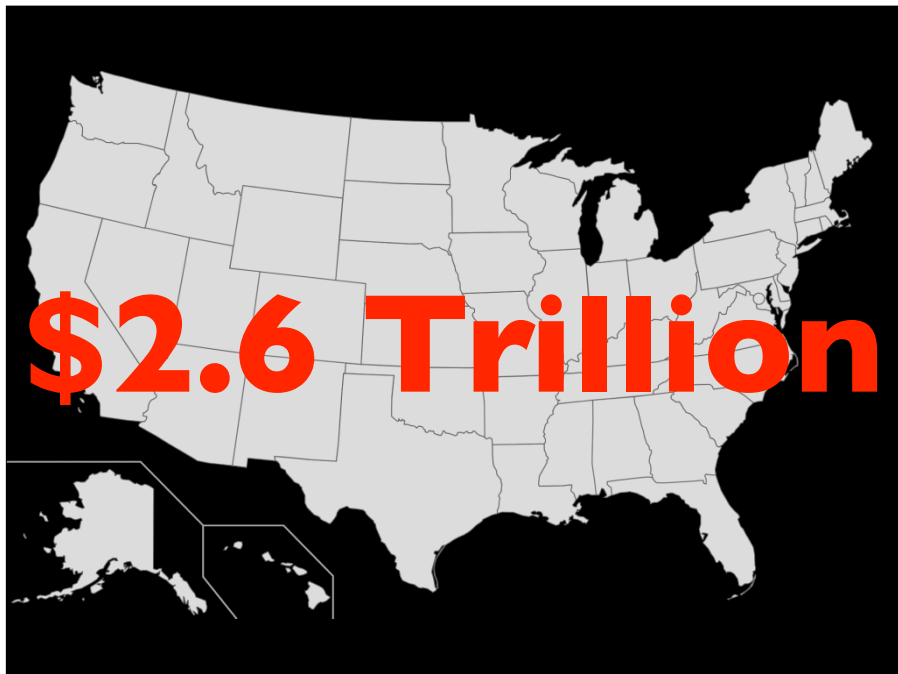
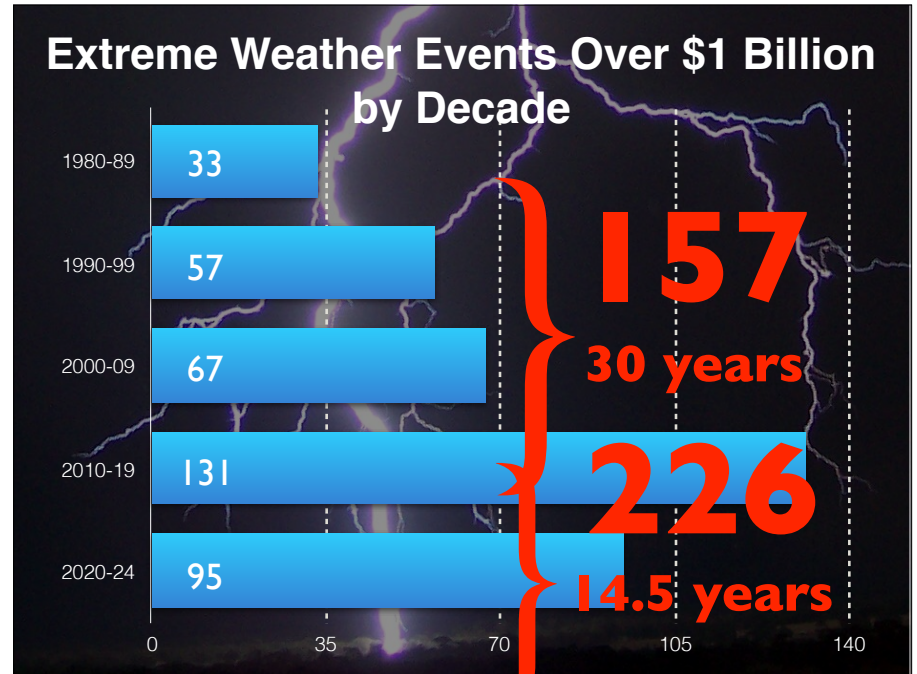
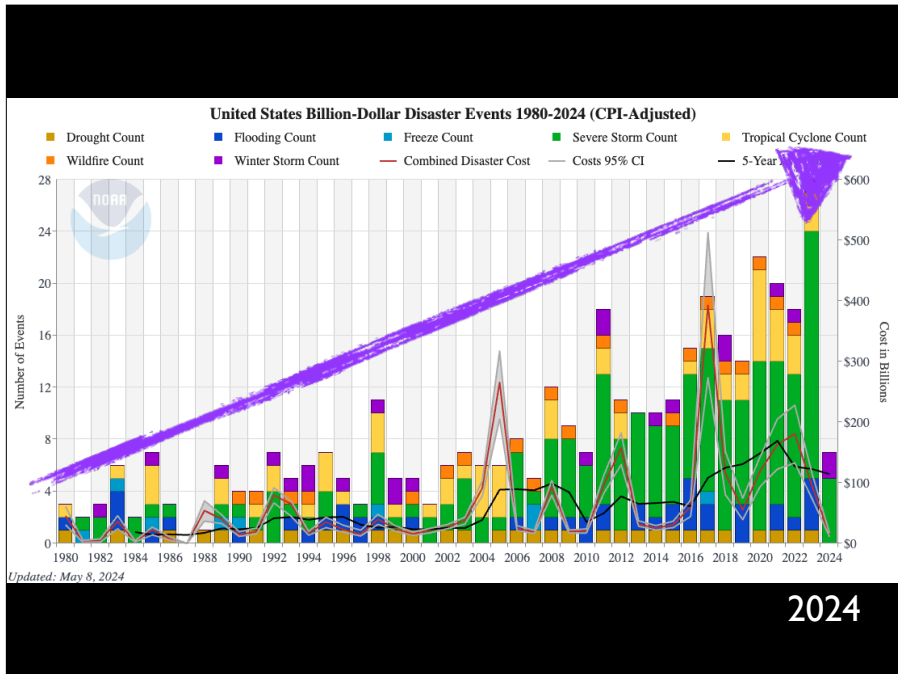
131 extreme events over \$1 billion

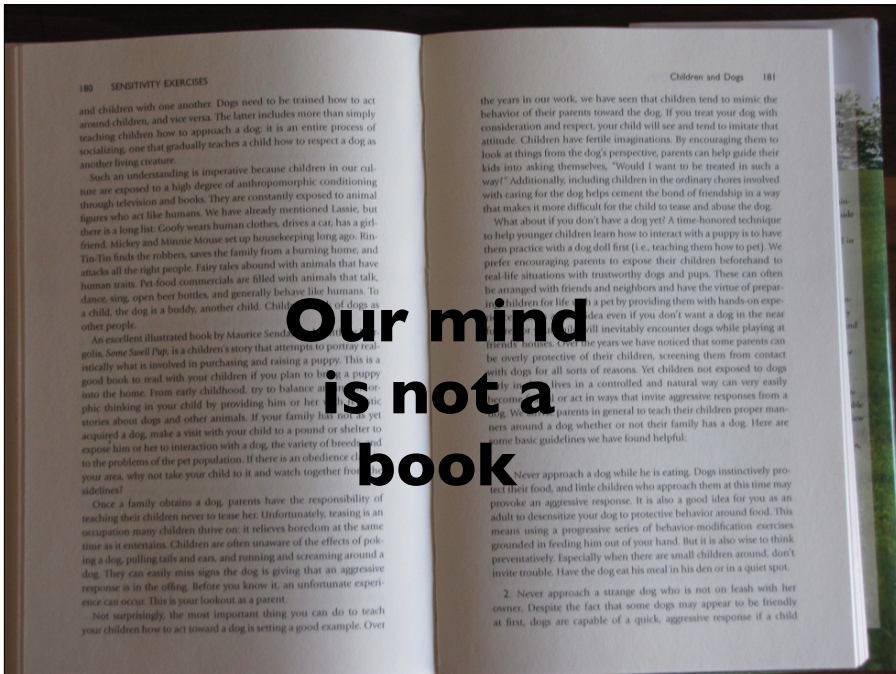


From 2020 to 2024
4.5 Years

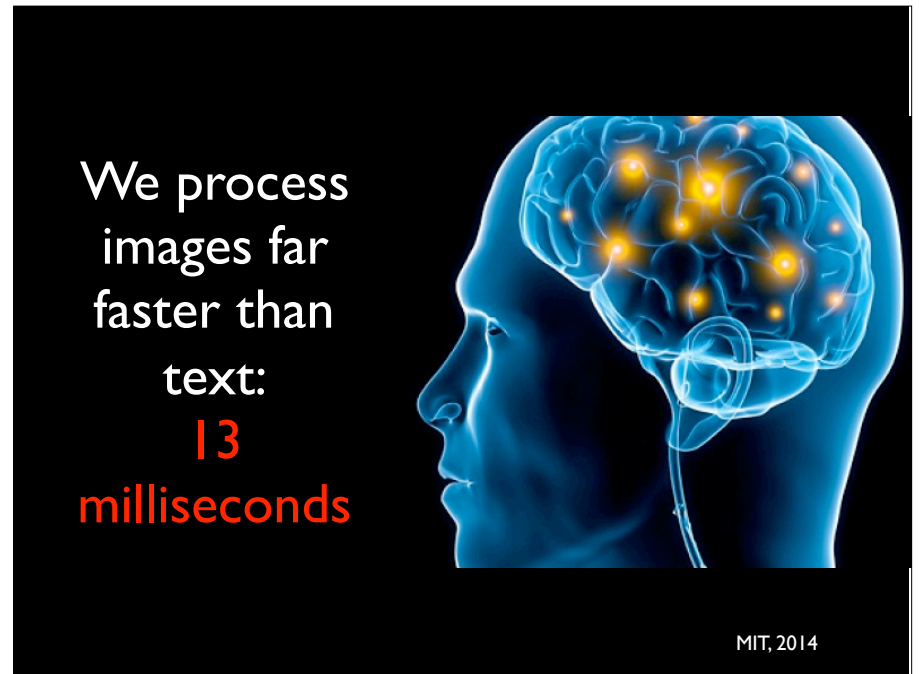
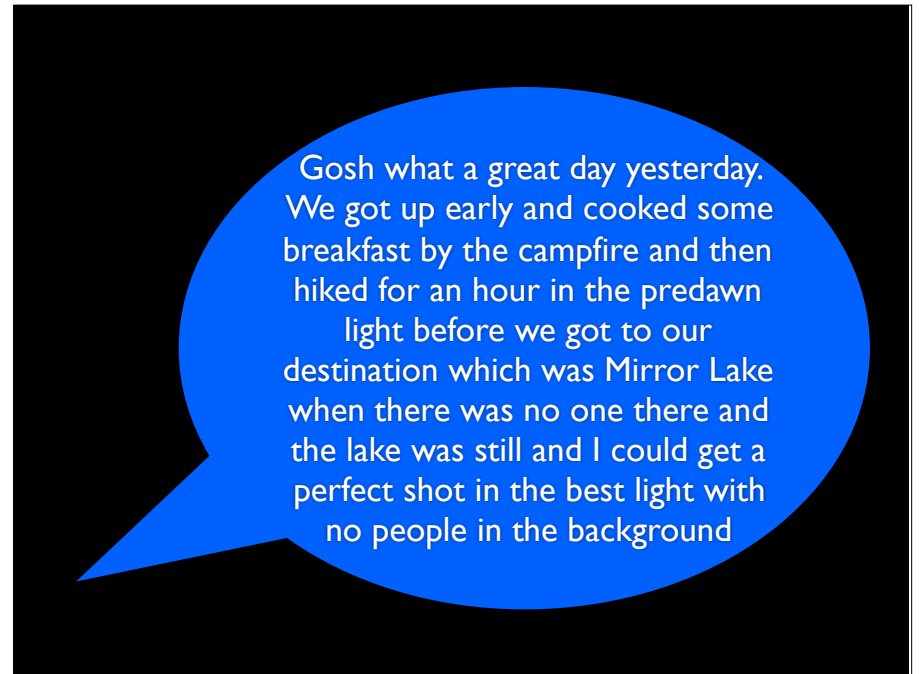


95 extreme events over \$1 billion





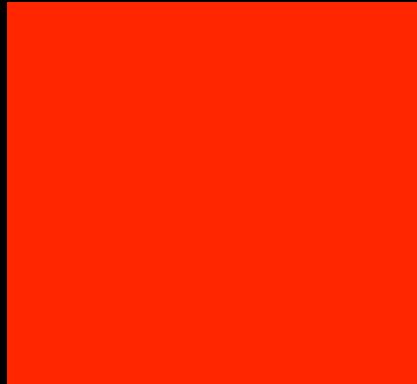
Our mind is not a book



Textual Description

A plane figure
with four equal
straight sides
and four right
angles

Visual Description



Recall
information
presented as
images
**6X more
easily**
than text



Square

Triangle

Septic System

Use powerful visuals to move
your audience/persona with
your message

The Bad

San Francisco



JUST PUSH IT

Sweep don't spray. It's a DROUGHT.

[sfwater.org/DROUGHT](https://www.sfwater.org/DROUGHT)

San Francisco Water Power Sewer
Member of the San Francisco Public Utilities Commission

#DROUGHTSF

San Francisco

Shaking the handle won't fix the leak even if you

Jiggle it.

Repairing home plumbing leaks – can save hundreds of gallons a day.

We're in a drought! Hetch Hetchy water – too good to waste.
[sfwater.org/conservation](https://www.sfwater.org/conservation)

San Francisco Water Power Sewer
Member of the San Francisco Public Utilities Commission



CA Highway



SERIOUS DROUGHT
HELP SAVE WATER

EXIT
131

HIGHWAY IMPROVEMENT
YEAR OF COMPLETION
FEDERAL HIGHWAY
STATE HIGHWAY

The Good

Homeowner, middle class, concerned about bills and cares about conservation



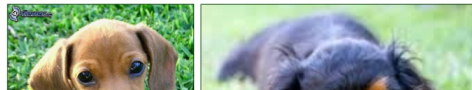
If you think you waste more water indoors, take a look outside.



NORTH TEXAS MUNICIPAL WATER DISTRICT

Every day is a chance to save. WaterIQ.org

Fecal coliform Bacteria Machines



Pet owner, walks dogs in the park, cares about clean parks, waters, and community

*Clean parks, clean waters,
clean town, clean shoes!*



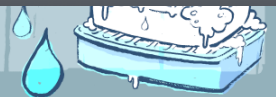
keep it **BLUE**

Village of Paw Paw - uncorkpawpaw.com - vbco.org/pawpawvillage.asp - L.Nielsen@pawpaw.net

Students, enjoy partying, live in the dorms, care about the environment




SAVING WATER IS IMPORTANT
IN BOULDER'S ARID CLIMATE



**DON'T LET YOUR WATER
GET WASTED**

SHORTEN YOUR SHOWER BY 5 MINUTES AND SAVE UP TO 20 GALLONS!

Water/wastewater upgrades for Regina, Ontario



THERE'S NO SUBSTITUTE FOR WATER.

YOUR WATER SYSTEM IS OUR PRIORITY.
Our aging water system requires major improvements to keep it running smoothly. The City of Regina will need to invest \$2 billion in our water, wastewater and drainage system so we can maintain our city's quality of life.

You can't live without water. We're making sure it's always there. To learn more, visit Regina.ca

Regina.ca City of Regina | **REGINA**
Beyond Horizons



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Regina.ca City of Regina | **REGINA**
Beyond Horizons

YOUR WATER SYSTEM IS OUR PRIORITY

Message: **Our** aging water system requires major improvements to keep it running smoothly. We will **invest** \$2 billion in our water, wastewater and drainage system so we can maintain our city's **quality of life.**

You can't live without water.

We're making sure it's always there.

This is my water system

We share the challenge together

We are investing in our quality of life

We are ensuring our safe future



Keep it Simple



How Do You Structure Your Message?

3 STEPS

STATE THE **PROBLEM**

PROMOTE **ACTION**

CREATE A **TAG LINE**

THERE'S NO SUBSTITUTE FOR WATER.

Tagline

YOUR WATER SYSTEM IS OUR PRIORITY.

Our aging water system requires major improvements to keep it running smoothly. The City of Regina will need to invest \$2 billion in our water, wastewater and drainage system so we can maintain our city's quality of life.

You can't live without water. We're making sure it's always there. To learn more, visit Regina.ca

Regina.ca | City of Regina | **REGINA**
Infinite Horizons

What is the **Problem** really about?

The City has an aging system.

or

There is no substitute for water.

What **Action** are you asking them to take?

The City will have to pay \$2 billion for the upgrades.

or

Invest in our future so we can maintain our quality of life.

New Jersey

Tag Line → IF YOU LITTER IN THE STREET, YOU MIGHT AS WELL LITTER IN THE RIVER.

Problem → Rain washes pollutants into storm drains and directly into our lakes, rivers and the ocean. So what can you do?

Action → www.cleanwaterNJ.org

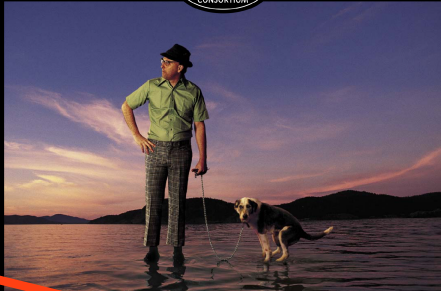
Washington

Tag Line →

WHEN YOUR PET GOES ON THE LAWN,
REMEMBER IT DOESN'T JUST
GO ON THE LAWN.

Action Problem →

WATER QUALITY CONSORTIUM



When pets leave those little surprises, rain washes all that pet waste and bacteria into storm drains. And then pollutes our waterways. So what to do? Simple. Dispose of it properly (preferably in the toilet). Then that little surprise gets treated like it should.

A cooperative venture between the Puget Sound Action Team, Department of Ecology, King County and the Cities of Bellevue, Seattle and Tacoma.

Minnesota



USING FERTILIZER?
If it's in our streets,
it's in our streams.

CleanWaterMN.org

MINNESOTA WATER
LET'S KEEP IT CLEAN

Images courtesy of the Washington State Department of Ecology, King County, Washington, and the cities of Seattle, Tacoma and Bellevue.



PET GOTTA GO?
If it's in our streets,
it's in our streams.

CleanWaterMN.org

MINNESOTA WATER
LET'S KEEP IT CLEAN

Images courtesy of the Washington State Department of Ecology, King County, Washington, and the cities of Seattle, Tacoma and Bellevue.




Persona? = Male, professional, homeowner, in his 50s...





People act based on their own values & morals:

They need to care

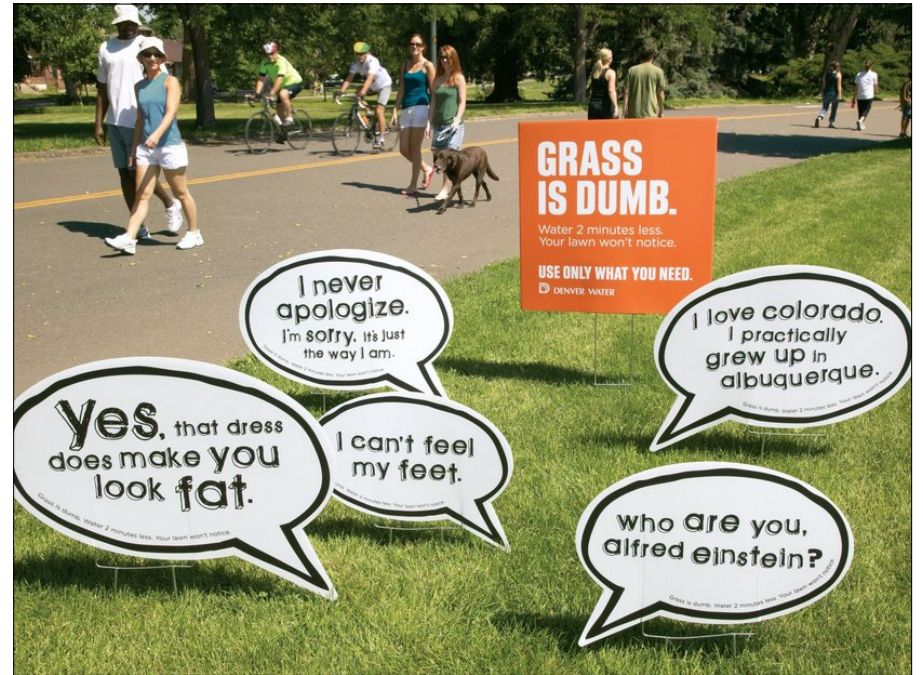
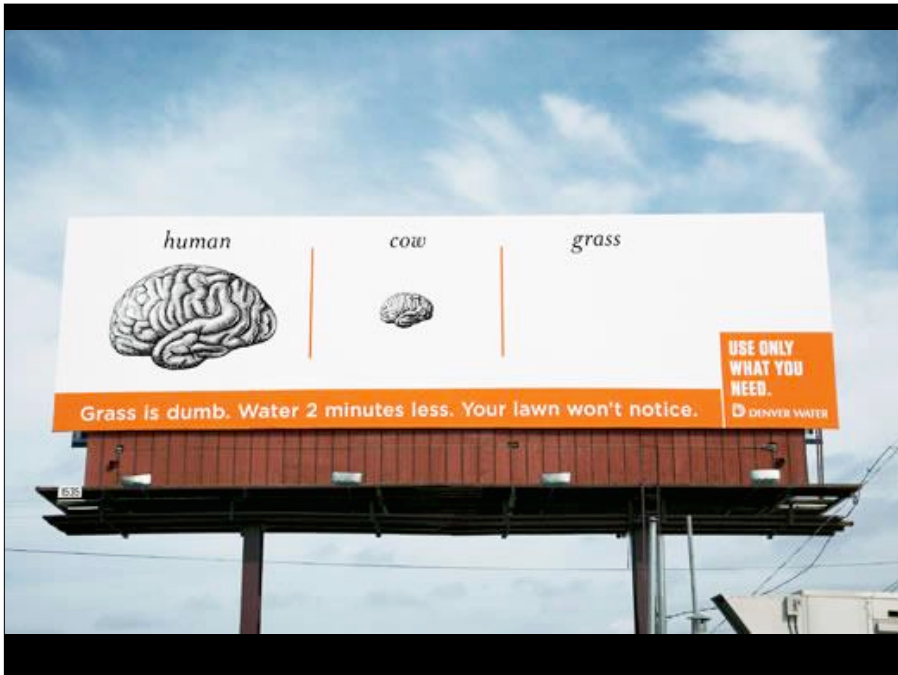
It needs to be personal which is why we identify the audience & develop a persona

AND FINALLY

REPEAT
REPEAT
REPEAT
REPEAT
REPEAT
REPEAT
REPEAT
REPEAT
REPEAT
REPEAT

Denver
**Use Only What You
Need**
Multimedia Campaign
2006-2016







Don't Mess
With Texas
Waste
Campaign



Brunette Hair



Blonde Hair



evalongoria  [Follow](#)

evalongoria I'm proud of my home state. Don't mess with it. #DontMessWithTexas #DMWT

[Load more comments](#)

linlougrace Oooo.i have that dress!
kondoanri かわいいすぎ♡I ♡ you
paulaneckelmann @claudiamiccolis texas
karenpavlis Love your dress - where can I get it?
fruitfullifedivine That's right Sister! 🍌🍌🍌
carlarosen8 🍌🍌🍌🍌 @ivanaoggo
queen_offrance Chula♥
lindahomeaddict76290 Magnifique 🍌
texasgal1012_ That's damn right !! I'm a proud Texan too

37,055 likes

JUNE 16, 2016



kellyclarkson  [Follow](#)

kellyclarkson Born & raised Texan. Y'all don't mess with my house! #DontMessWithTexas #DMWT @dontmesstexas

[Load more comments](#)

julisulzerboone @csydelko
deadarm187 Wow 🍌🍌🍌🍌🍌🍌
talladega1369 I dated a lesbian girl that was in love with u and sang ur songs 🍌🍌🍌
shirleyjkoz Kelly is so very Texan. That's a Good thing!
juaneduardo Te amooooo tanto gracias por tanto!!!!
ericalaurenangel Love 🍌🍌🍌🍌🍌🍌🍌🍌
svartajeans @csydelko
madsucks Queen of texas

54,166 likes

JUNE 27, 2016

K-12 Art Contest



What if I can't afford a consultant and a graphic artist?!?



Using AI to Build Your Campaign



Two Free Image Designers

Copilot Designer
(microsoft)

Image FX AI
(google)

Links to both are in the handout



Copilot Designer (microsoft)

A gloved hand is picking up a dirty baby wipe from a wooded stream in the morning



A male elder from the Tribe tries to pick up garbage dumped in the desert next to a saguaro cactus with mountains and a river in the background

Co-Pilot Designer



Image FX



Generate Language

Google Gemini

<https://gemini.google.com/app>

Chat GPT Open AI

<https://chat.openai.com/>

I want to create marketing language to persuade Tribal elders to better manage their old septic systems to prevent human waste from overflowing into their homes and yards

Taglines/Problem:

Healthy Land, Healthy Homes: Take Care of Your Septic System

For Generations to Come: Protect Our Water with Smart Septic Care

Strong Families, Strong Systems: Septic Maintenance Made Easy

Action:

Together, we can ensure clean water for our families, plants, and animals. Let's be smart about septic system management!

Use Canva or other graphic app to make a flyer, etc.



Chat GPT:

I want messaging campaign language that teaches people not to throw baby wipes down the toilet

Taglines/Problem:

Flush Responsibly!

Keep it Clean!

Protect Our Pipes!

Action:

Protect the Planet: Every flush sends baby wipes on a journey that ends in our oceans, harming marine life and polluting precious water sources.



Have Fun!

A leaking elder septic tank is teaching younger and baby septic tanks how to be better stewards of the environment

