

FOG OUTREACH STRATEGIC APPROACHES

Western States Alliance
2023 FOG Forum
Hood River, OR
April 11, 2023

David James
FOG Trainer
PPRC/WSA
DJAMES@PPRC.ORG



Six Step Plan

STEP 1: PRELIMINARY RESEARCH AND GOAL SETTING

Identify the problem, target audience, behavior you are trying to change, goals, objectives and intended outcomes.



Six Step Plan



STEP 2: ENGAGEMENT OF KEY STAKEHOLDERS

Identify and communicate with potential partners about the campaign.

Involve the partners in the planning process to get input, buy-in, and support.

FOG Stakeholders

- There are a lot of stakeholders.
- Engage when developing and implementing a FOG program or campaign.
- They help identify issues to be addressed.



FOG Stakeholders

- *FSE's* (small businesses, chains, schools, churches, prisons, hospitals, industrial campuses, institutional kitchens)
- Building, plumbing officials, plan reviewers
- Health inspectors
- Pumpers
- Contractors, builders, architects
- Landlords, property managers
- Subscriber cities and sewer jurisdictions
- Multi-family owners and managers
- Residential customers



Six Step Plan

STEP 3: AUDIENCE RESEARCH

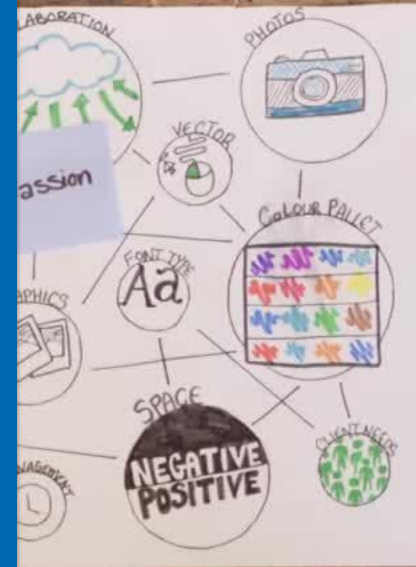
Get to know and learn about the target audience to understand how they view the problem, what barriers they face, and their trusted sources of information.



Six Step Plan

STEP 4: STRATEGIC AND TACTICAL PLANNING

Plan strategies and tactics and then create and test the campaign messages. Think about how to evaluate and measure success (effectiveness).



Six Step Plan

STEP 5: IMPLEMENTATION Implement the campaign plan.



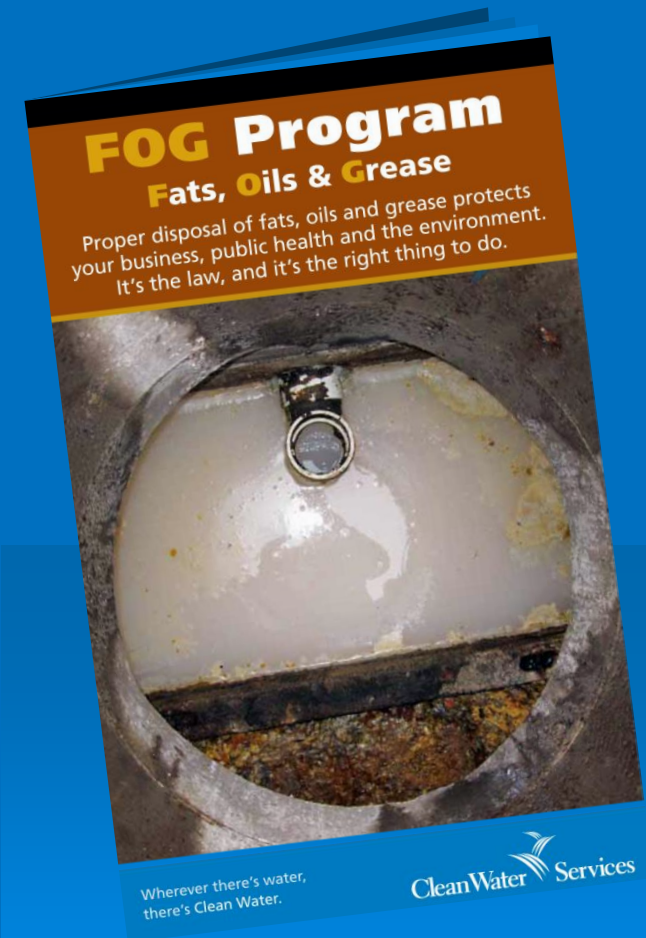
FOG Public Outreach, and Printed Material

Outreach for residential FOG reduction





- “Freeze-the-Grease” kits
- Web information for homeowners
- Quarterly newsletter for customers

Outreach for commercial FOG generators


- Web information
- FOG booklet
- Kitchen poster



FOG Public Outreach Examples

THE RIGHT WAY		THE WRONG WAY
<p>CORRECTO 올바른 방법</p> <p>Wipe dishes, pots, pans and cooking equipment before rinsing or washing.</p> <p>Limpie con papel los platos, ollas, sartenes y equipo de cocina antes de enjuagarlos o lavarlos.</p> <p>접시, 냄비, 팬, 조리 도구를 물로 헹구거나 씻기 전에 먼저 찌꺼기를 닦아냅니다.</p>  <p>✔</p>	 <p>✘</p>	<p>INCORRECTO 잘못된 방법</p> <p>Do not pour cooking residue into the drain.</p> <p>No arroje por el desagüe los residuos de alimentos cocinados.</p> <p>조리하고 남은 찌꺼기를 배수구에 붓지 마십시오.</p>
<p>Put food waste into food recycling container or trash.</p> <p>Coloque los restos de comida en contenedores para reciclar alimentos o en la basura.</p> <p>음식물 찌꺼기는 음식물 재활용 용기나 쓰레기통에 넣습니다.</p>  <p>✔</p>	 <p>✘</p>	<p>Do not put food waste down the drain.</p> <p>No arroje los desperdicios de alimentos por el desagüe.</p> <p>음식물 찌꺼기를 배수구로 흘려보내지 마십시오.</p>
<p>Collect waste oil and store for recycling. Clean up spills immediately.</p> <p>Junte el aceite usado y guárdelo para reciclar. Limpie los derrames inmediatamente.</p> <p>사용한 기름은 모아줬다가 수거해 가도록 합니다. 기름이 흘렀을 때는 즉시 닦습니다.</p>  <p>✔</p>	 <p>✘</p>	<p>Do not pour cooking oil into the drain.</p> <p>No vierta aceite de cocina directamente en el desagüe.</p> <p>요리용 기름을 배수구에 붓지 마십시오.</p>


FOG Public Outreach Examples



Kitchen Best Management Practices (BMPs)

To Do	Why?	Benefits
Train employees	Employees help eliminate grease blockages and sewer spills	Avoid sewer blockage, fines and environmental issues
Display "No Grease" information in the workplace	Reminds employees to reduce FOG in the kitchen	Minimize grease discharge; reduce cleaning and disposal costs
Scrape or dry-wipe excess food and grease from cookware; dispose in trash	Keeps grease out of traps and interceptors	Less frequent cleaning, reduce maintenance costs
Install removable screens on all kitchen drains	Prevents food from clogging the sewer system	Reduce grease and food in traps and interceptors
Keep hot water to drains less than 140° F	Hot water dissolves grease and pushes it to the sewer pipe	Reduce costs to heat water; prevent FOG "pass through" in grease interceptors
Don't overfill FOG containers	Prevents slippery FOG spills	Employee safety
Pour cooking grease, liquid oil into covered grease container	Reduces amount of grease discharged to sewer	Reduce grease waste and garbage fees
Use Spill Kits	Absorb spilled grease and oil	Reduce material in grease traps and interceptors
Routinely clean kitchen exhaust system filters/hoods	Grease and oil in kitchen exhaust system can accumulate on the roof and may enter the stormdrain system when it rains	Protect local waterways. Avoid penalties or fines for polluting water

www.cleanwaterservices.org • (503) 681-3600




Las mejores prácticas de administración para la cocina

Para hacer	¿Por qué?	Beneficios
Entrene a los empleados	Los empleados ayudan a eliminar los bloqueos causados por la grasa y los derrames en las alcantarillas	Los restaurantes se evitarán multas al no bloquear el alcantarillado y evitan problemas ambientales
Coloque la información de "No se permite grasa" en el lugar de trabajo	Les recuerda a los empleados a reducir la cantidad de manteca, aceite y grasa en la cocina	Reduce la descarga de grasa e los restaurantes; reduce el costo de limpieza y de desecho
Raspe o limpie en seco el exceso de comida y la grasa solidificada de los sartenes; tirela en la basura	Mantiene la grasa fuera de los colectores e interceptores	Menos grasa en los colectores significa tener que limpiar menos frecuente, lo cual reduce los costos de mantenimiento
Instale mallas removibles en todos los desagües de la cocina	Previene que las partículas de comida entren y bloqueen el sistema de alcantarillado	Reduce la cantidad de grasa y de material de comida en los colectores e interceptores
Use agua caliente en los desagües a menos de 140° F	El agua a una temperatura más caliente de 140° F disuelve la grasa, causando que se solidifique después en la tubería del alcantarillado	Reduce los costos de calentar agua; previene que la manteca, aceite y grasa "pase a través" de los interceptores para grasa
No rebalse los envases de FOG (manteca, aceite y grasa)	Previene derrames resbalosos de manteca, aceite y grasa	Seguridad de los empleados
Vierta la grasa para cocinar y el aceite líquido en un recipiente para grasa y cubralo	Reduce la cantidad de grasa que es descargada al alcantarillado	Los restaurantes reducen el desperdicio de grasa y el costo potencial de transportar basura
Use los estuchess para los derrames	Los materiales absorbentes la grasa y el aceite derramado	Reduce la cantidad de material en los colectores e interceptores de grasa
De manera rutinaria, limpie los filtros y campanas del sistema de ventilación de la cocina. (Vacíe el agua que usó para limpiar las campanas y los filtros en un desagüe conectado a un interceptor de grasa; o haga que le limpien las campanas a través de un servicio profesional.)	Si la grasa y el aceite se escapan a través del sistema de ventilación de la cocina, pueden acumularse en el techo y eventualmente entrar al sistema de alcantarillado de aguas pluviales	Se protege la calidad del agua en las vías fluviales locales. Evita multas o infracciones debido a las regulaciones sobre aguas pluviales

www.cleanwaterservices.org • (503) 681-3600



FOG Public Outreach Examples

Cooking Oil and Grease Clog Pipes
No one wants their sewage back.




Where does it go?

STEP 1 Cool oil/grease **STEP 2** Remove oil/grease from pots and pans

Small amount of grease	Large amount of grease	Large amount of grease
		
Wipe with paper towels or newspaper	Pour cooled oil into container, close lid	Scrape into container, close lid
	 Place NEXT to RECYCLE cart	

Also available in the following languages:

- Spanish (Español) 
- Chinese (Simplified) 
- Chinese (Traditional) 
- Vietnamese 
- Korean 

DON'T FLUSH TROUBLE!

THESE ITEMS BELONG IN THE TRASH CAN!



Cleaning wipes



Disposable diapers,
nursing pads & baby wipes



Hair



Grease



Condoms



Facial wipes



Tampons and pads



**USE THE TRASH CAN,
NOT THE TOILET!**

The label might say "flushable," but disposable wipes and other products are clogging our sewer lines and damaging pumps and other equipment. Not only are these problems expensive to fix, they can also cause raw sewage overflows into homes, businesses and local waterways. So, think trash, not toilets!

To learn more, including how to get rid of things you no longer want or need, visit us on the Web at <http://www.kingcounty.gov/wtd> or call the Wastewater Treatment Division at 206-477-5371 or 711 TTY.

 **King County**
Department of Natural Resources and Parks
Wastewater Treatment Division

正體字

русский

Somali

Español

Tiếng Việt

FOG Public Outreach Examples

正體字 русский Somali Español Tiếng Việt



**TOILET
PAPER ONLY**

EVERYTHING ELSE
(even if labeled flushable)



**SOLO PAPEL
HIGIÉNICO**

TUDO LO DEMÁS
(incluso si está etiquetado como
"desechable")



FOG Video Examples



Technical Resources

As part of our mission to provide technical resources from partners throughout the country, we offer this selection of FOG related materials for your training needs.

[National Resource Reference Guide](#)

[Preferred Pumper Program](#)

[Interceptor Sizing Guide](#)

[Kennedy Jenks Brown Grease Supply Study](#)

[WSA's FOG Source Control Guide](#)

[The City of Portland's FOG Extra Charge Guidelines](#)

[WSA FOG Training Playlist on YouTube](#)

[Plumbing & Draining Institute Publications](#)

[FOG Resources in the PPRC Resource Library](#)

Presentation Slides from 2022-2023 USDA FOG Abatement Training:

[Session 1: Business Case](#)

[Session 2: Business Case Continued](#)

[Session 3: Program Implementation](#)

[Session 4: Program Implementation Continued](#)

A screenshot of a YouTube video player. The video title is "A How-To Guide on FOG Triage". The video is from the channel "PacNWPPRC" and has 41 views. The video is currently at 0:58. The video content shows a person in a uniform holding a sign that says "FOG Triage". The video is part of a playlist titled "FOG (Fats, Oils, & Grease)".

- 1 **FOG Triage | Intro**
PacNWPPRC • 15 views • 1 year ago
0:58
- 2 **A How-To Guide on FOG Triage | Full Video**
PacNWPPRC • 105 views • 1 year ago
10:34
- 3 **How To 3P Guide - short version**
PacNWPPRC • 30 views • 9 months ago
4:42
- 4 **How To 3P Guide**
PacNWPPRC • 49 views • 9 months ago
20:35
- 5 **FOG Inside HGI Pumping Standards**
PacNWPPRC • 117 views • 9 months ago
2:14
- 6 **FOG Inside HGI Cleaning Standards**
PacNWPPRC • 73 views • 9 months ago
2:27
- 7 **FOG GGI Cleaning Standards**
PacNWPPRC • 94 views • 9 months ago
1:56
- 8 **FOG GGI Pumping Standards**
PacNWPPRC • 81 views • 9 months ago
1:27
- 9 **How to Conduct a Self-Service FOG Inspection**
PacNWPPRC • 356 views • 2 years ago
5:45

Six Step Plan

STEP 6: MONITORING AND REPORTING AND OPPORTUNITIES FOR IMPROVEMENT

Monitor progress, make changes as needed and keep all stakeholders in the loop as the campaign rolls out.

Determine if intended outcomes are being achieved?

Communicate results.

Document and report what is learned along the way.





Water Environment
Association of Texas

Clog Alert

WEAT's Unflushables Campaign



Statement of Problem

Preventable blockages to our wastewater systems are an increasingly prominent problem experienced by entities.

Education and outreach around these blockages can result in better running plants/infrastructure and improved water quality and community health.

Many entities have been addressing this alone and without a cohesive strategy.



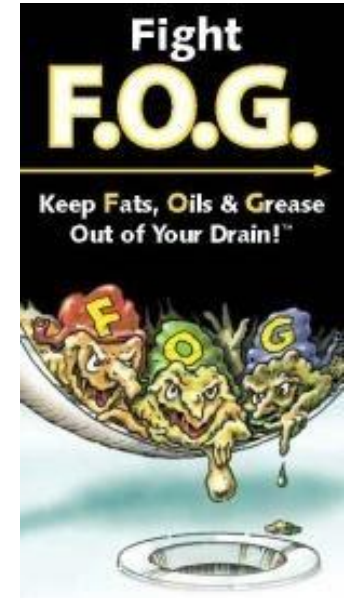
Vision

Texans can be better served if we work together to address these problems as a sector and pool our collective experience and best practices.



Many are working independently

Water Environment Association of Texas



SCRAPE
grease solids directly into a lined trash can.



POUR
cooled liquid grease into a sealable container.



WIPE
remaining grease and debris with a paper towel.



Process



Response Highlights

19%

of respondents do NOT currently conduct any outreach or education on FOG/wipes

93%

foresee a need for effective outreach and education programming.

90%

expressed interest in a guidance document on communication and outreach.



Workshop Series

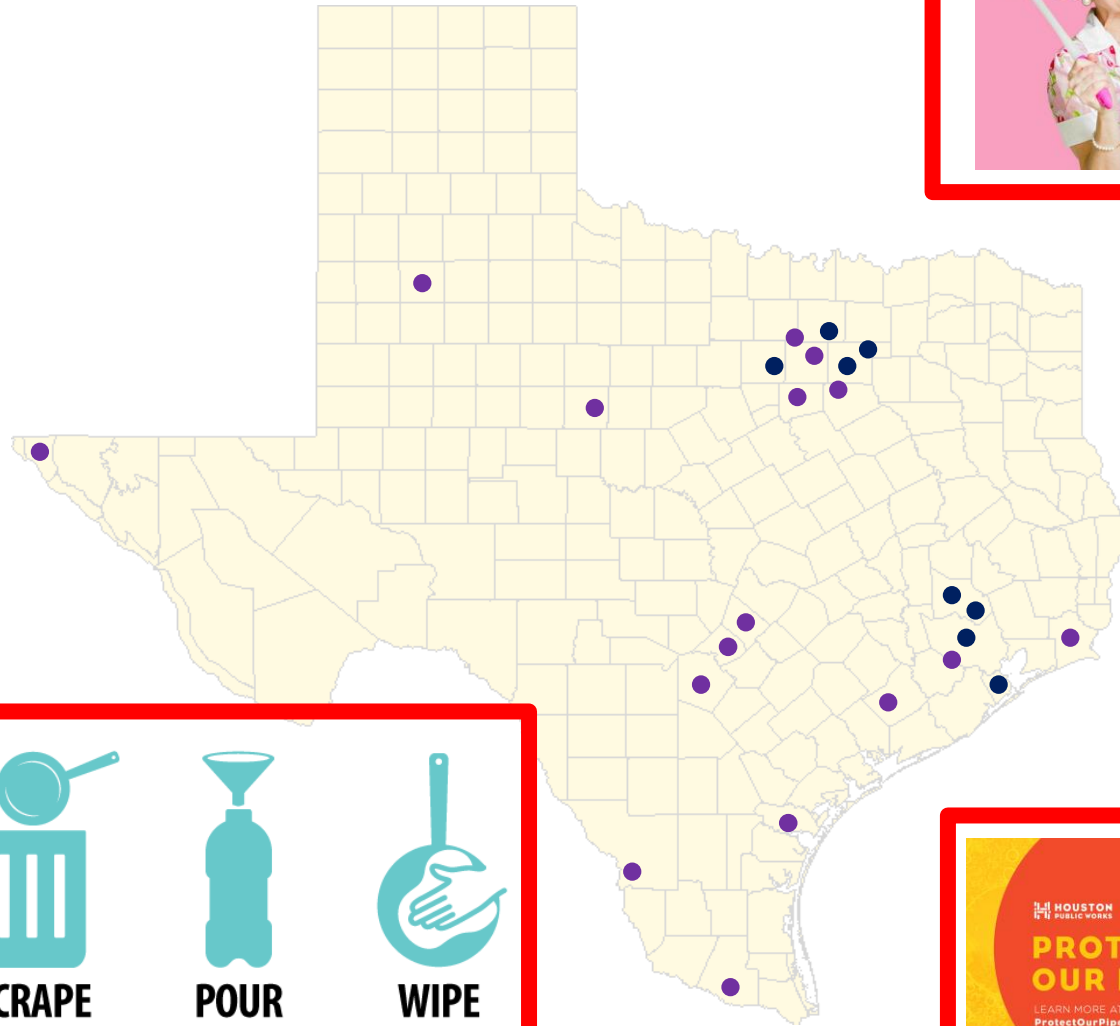
Water Environment Association of Texas
FOG and Non-flushable Statewide Campaign
Workshop #3
July 8, 2021
Virtual

 Alondra	 Nyla Langford...	 Julie Nahrgang	 Thelma Cager	 Brooke West
 Connie Curtis	 Sarah Robinson	 Ryan Vise	Sarah Robinson...	Clint Philpott
martha fipps	David Garza	Bill Gase	Elizabeth Ellison	Shannon Watson
Amber M Knott	 Fort Worth W...	Kendall Hayes	Meera Keshav Connecting to... ..	cgilbert



Participants

Water Environment Association of Texas





SCRAPE
grease solids directly into a lined trash can.



POUR
cooled liquid grease into a sealable container.



WIPE
remaining grease and debris with a paper towel.



HI... I'M PATTY POTTY!
WILL YOU TAKE THE PLEDGE?

NO WIPES IN THE PIPES!

PATTY POTTY PATROL


DEFEND

★★★★ YOUR ★★★★★

DRAINS

Fight F.O.G.

Keep Fats, Oils & Grease Out of Your Drain!



Keep fats, oils and grease (FOG) out of drains.



Plano City of Dallas | live green plano

Let's Tackle the Grease in This Residential Kitchen!

Help Stop Fats, Oils and Grease From Entering Your Sanitary Sewer System and the Environment

DO!

- Don't pour oil and grease down the drain.
- Don't put food scraps down the drain.
- Don't put food scraps, grease, or other debris in the garbage disposal.
- Wipe dishes and pans with cool water before going into the dishwasher.
- Cover kitchen sink with a stopper and empty dishes and garbage can as needed.

DON'T!

- Don't pour oil and grease down the drain.
- Don't put food scraps down the drain.
- Don't put food scraps, grease, or other debris in the garbage disposal.
- Wipe dishes and pans with cool water before going into the dishwasher.
- Cover kitchen sink with a stopper and empty dishes and garbage can as needed.

More Ways to Tackle Grease

www.SJRA.net/woodlands

HOUSTON PUBLIC WORKS

PROTECT OUR PIPES

LEARN MORE AT ProtectOurPipes.org



Don't pour your Thanksgiving grease down the drain. Recycle it for free instead!



Cease the GREASE



**CLOG
ALERT**

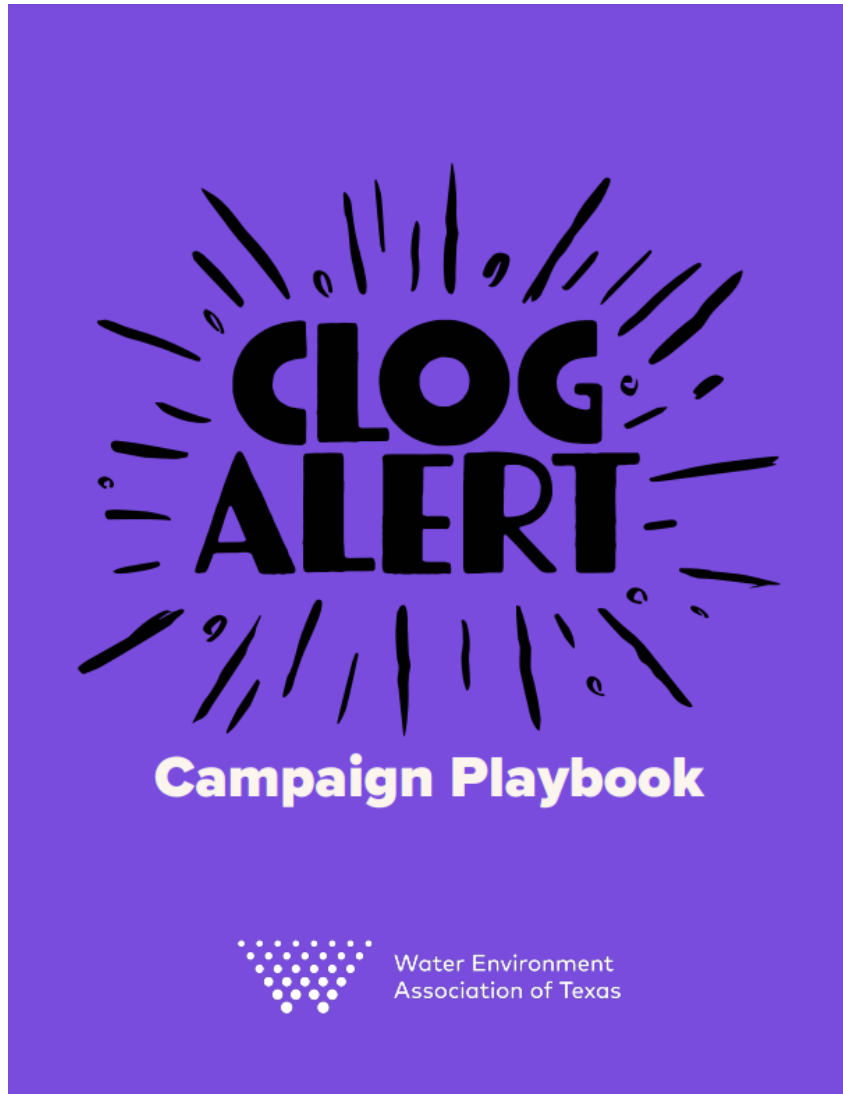
[WEAT.ORG/UNFLUSHABLES](https://weat.org/unflushables)





Campaign Assets

- Posters
- Social Media images and suggested text
- Seasonal Articles
- Talking Points
- Style Guide
- Videos
- Stakeholder Outreach
- Campaign Playbook
- Spanish Translations



Guide for partners and strategy for campaign deployment

- Includes the “ABCS” of Water Communication - assessment, branding, content, and strategy guides
- Includes target audience descriptions, key messages, and calls to action

<https://www.weat.org/unflushables>





Water Environment Association of Texas



FREE USE + SPONSORSHIPS

	Utility \$500 - \$1,000	Program Partner \$2,000
Name & Logo in guidebook	✓	✓
Social media appreciation	✓	✓
Recognition at launch event	✓	✓
ADVANCED ACCESS	✓	-


Water Environment Association of Texas

Contact Alondra
(Alondra@weat.org)

Kimley»Horn



Rogue Water



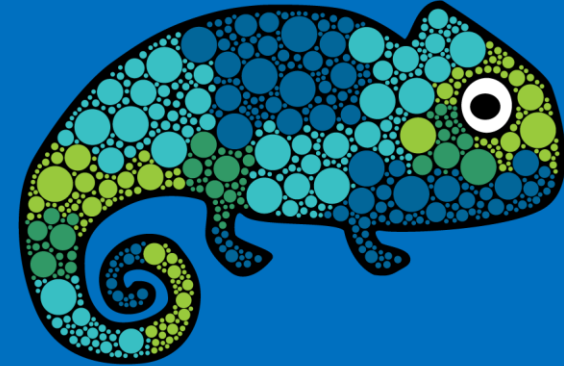
ROGUE WATER
public communication consultants

[OUR WORK](#) [OUR STORY](#) [BLOG](#) [CONTACT](#)

HELPING YOUR COMMS THRIVE

Supercharge your communication strategy and content to build the trust and buy-in necessary to drive your mission onward.

[LEARN MORE](#) [LET'S TALK](#)



ROGUE WATER
public communication consultants

<https://roguewatergroup.com/>

PACIFIC NORTHWEST CLEAN WATER ASSOCIATION (PNCWA)

The Brief:

Develop and implement consistent, quality content for PNCWA, a volunteer-led WEF member association in the Pacific Northwest with 1500 members. A priority for PNCWA was receiving input from the 23 committee chairs—to ultimately build engagement with members. Touchpoints for members included email, social media, website, and the annual conference.

IN A NUTSHELL

- 1 Developed communication strategy and content calendars
- 2 Deepened engagement with board and committee chairs
- 3 Laser-focused social media strategy
- 4 Website audit, updates, and content development
- 5 Monthly e-digests
- 6 Enhance live social presence at annual conference

RESULTS

Increased conference abstract submittal
47% increase in followers on LinkedIn
100% increase in engagement rate on LinkedIn



Catalyst Northwest

September 20-22, 2023
Portland, OR

Registration Opens July 15th.

Early Bird: \$150

Full Registration: \$200

Hotel: The Hoxton Portland: \$179/night +tax

Working Agenda:

Wednesday - Opening Session

Thursday - Design Thinking Sprint | Social Listening
Workshop

Friday - Creativity Unlocked: Level Up Your Content Creation
| Closing Keynote

New Website Coming Soon



<https://www.eventbrite.com/e/catalystnorthwest-2023-tickets-577789573167>

Questions



David James

FOG Trainer

PPRC/WSA

djames@pprc.org

512-497-7826