

PROVIDING OUTREACH

Educational outreach to all businesses that handle and dispose of FOG (FSEs, grease haulers, grease recyclers) should be the primary focus of a FOG Abatement Program. Often, the operators of these businesses do not understand the negative effects of their maintenance and disposal practices. Selecting the appropriate messages and determining the best methods for disseminating the messages is a vital step in establishing an effective FOG Abatement Program.

Establish Outreach Focus

FOG Abatement Program personnel must establish the focus of the outreach efforts and relate those efforts to the specific goals of the FOG Abatement Program. The outreach should be directed towards FSE owners, FSE employees, grease haulers, and grease recyclers. Stakeholders of existing FOG programs agree that educating FSE employees and grease handlers on the goals and the requirements of a FOG Abatement Program are essential to a successful program.

Conduct Stakeholder Meetings

Meetings with restaurant owners, state restaurant associations, grease haulers, grease recyclers, and any municipal agencies that may have overlapping responsibilities with the FOG Abatement Program should be conducted. These meetings can be used to assess the stakeholders' level of comprehension on FOG issues and to determine an overall program approach. Specific items to discuss include the appropriate type of outreach methods to employ, effective compliance motivations, and appropriate FOG handling and disposal methods.

Prepare Outreach Materials

Outreach materials can be classified as informational or operational. Informational materials may contain the following:

- The impact of grease waste on the sewer system (overflows, increased O&M costs, increased sewer use rates)
- The fundamentals of the FOG Abatement Program (e.g., why the program is necessary)
- Information on types of grease removal equipment (e.g., grease interceptors)
- Proper grease disposal methods
- The effects of FOG-related sewer line blockages on businesses and the environment (e.g., public health and water quality concerns)
- The value of recycling yellow grease
- Contact information for questions or concerns
- Frequently asked questions

Operational materials may include the following:

- BMPs
- List of certified grease haulers and recyclers

- A list of approved disposal facilities
- Installation and maintenance requirements for grease removal equipment (e.g., grease interceptors)
- Sizing and design specifications for grease removal equipment

Depending on the audience receiving the information, it may be useful to combine the two approaches.

Examples of Outreach Materials

Many different types of outreach materials have been produced for FOG Abatement Programs. Examples include posters detailing specific BMP handling methods, videos showing BMPs and equipment maintenance procedures, introductory brochures to be distributed at initial inspection, guides for pollution prevention at FSEs, and green business certifications to name a few.

Distribution Methods

Distribution of the outreach materials can occur during inspections, during presentations at industry association meetings, during educational seminars for FSEs, through bill inserts, or on municipal web pages or social media.