Sixth Degrees of Separation Part 2:
Jefferson County Clean Water Awareness Program from a Partner’s Perspective

Find out what happens when you mix together 6 degrees, 5 groups, 4 legs, 3 letters, 2 axels, and 1 goal with 1 voice.

With behavioral change in mind, a system of partners was created with agencies whose mission intersects with ours in some manner. This has opened opportunities which previously were not so obvious; entities whose paths would not normally have crossed are now collaborating on new ideas and sharing expertise. This collaborative model has greatly expanded the stormwater program’s message delivery system, opened access to new market segments, and provided message credibility with these new audiences. The model also has resulted in collaborators communicating stormwater messages with one consistent voice rather than multiple voices with mixed messages.

In 2012, a baseline survey was recently implemented to establish current stormwater knowledge and related behaviors of Jefferson County residents. This information will help collaborators learn more about their audiences, and will help the stormwater program to refine campaign messages, identify and remove obstacles to behavior change, and better target resources. Last, two additional campaign programs were launch "Its Your Dooty, and "Um Bacon: You Have Created a Guestlist." The new programs dealing with pet waste, and oil and cooking grease recycling. Both will be showcased at the conference.

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