

Final Report

Clear Choices Clean Water Pollinator Protection Pledge for Purdue Pesticides Programs and the Office of Indiana State Chemist

October 11, 2017

PROJECT SUMMARY

Clear Choices Clean Water (Clear Choices) is a social marketing initiative that increases public awareness about the choices we make and the impacts those choices have on our lakes, streams, and groundwater. The ultimate vision for the initiative is to change people's behavior while implementing a program that easily allows for the evaluation of educational successes and environmental impacts at the same time. The Pollinator Protection campaign within the *Clear Choices Clean Water* Program is a cooperative effort between the White River Alliance, the Purdue Pesticides Programs, and the Office of Indiana State Chemist, developed as a means to extend the outreach objectives outlined in the State Pollinator Protection Plan.

The Pollinator Protection pages within the *Clear Choices* website include information about the role of pollinators in the environment, what organisms are included as pollinators, the threats to pollinator populations, the importance of creating habitat with native flora, how to read pesticide labels, and more. The campaign urges the public to adopt any of the following actions in order to protect pollinators:

1. Take special care with pesticides (includes 11 individual actions)
2. Create quality pollinator habitat (includes 5 individual actions)
3. Be a better beekeeper ((includes 7 individual actions)

The overall campaign's messaging was influenced by the findings of a large social indicator survey issued to the public in the summer of 2016, as well as by the knowledge and objectives of the cooperating partners. Best practices in the realm of social marketing were employed to engage the public and help insure long-term behavior change in regard to pollinator protection. Some of these practices included:

- providing immediate and personalized feedback regarding the individual impact that each participant made through their action pledge,
- allowing people to see their contributions on a public map and share their participation (good deeds) with friends via social media, and
- incorporating carefully selected pictures and technical resources that coincided with common values and potential barriers expressed by those surveyed.

MEETINGS

The *Clear Choices* team and project partners met a total of five times in person or by phone conference in order to prepare the campaign content, including the website pledge material, and all associated outreach materials. This ensured that the *Clear Choices* Pollinator Protection message was thorough and consistent with Purdue Pesticides Programs and the Office of Indiana State Chemist ongoing work related to pollinators. The *Clear Choices* team also presented to the Pesticide Review Board on two occasions.

Presentations to the Pesticide Review Board

August 18, 2016

June 1, 2017

Program Review Meetings

April 13, 2016

June 7, 2016

July 12, 2016

December 1, 2016

April 13, 2017

OUTREACH AND PROMOTION

The *Clear Choices* team identified relevant audiences and worked to deliver the Pollinator Protection action pledge message at a wide variety of venues. The team also worked with and through multiple partners to distribute materials and messaging.

Partners Engaged

- Indiana State Museum
- The Children's Museum of Indianapolis
- Indianapolis Zoo
- Indiana State Fair
- The Nature Conservancy
- Hoosier Environmental Council
- Marian College Nina Mason Pulliam Eco Lab
- Keep Indianapolis Beautiful
- Indiana Children and Nature Network
- Hamilton County Parks and Recreation
- Hamilton County Soil and Water Conservation District
- Metazoa Brewery
- Reconnecting to Our Waterways
- Indiana Association of Soil and Water Conservation Districts

The following is a list of presentations and events delivered by *Clear Choices* staff:

- April 18, 2017: Delivered message and hosted a viewing of the documentary, *Hometown Habitat*, at Flix Brewhouse in Carmel, Indiana.
- April 19, 2017: Held a launch event at Metazoa Brewery, who brewed a special Buzzworthy Honey Weiss beer for the occasion.
- April 21, 2017: Booth at the Indiana State Museum Science Fair to deliver pollinator message.
- May 12, 2017: Booth at the Children's Museum Eco Fair to deliver clean water/pollinator protection message.
- June 9, 2017: Booth at the ICAN Nature Play Days launch on Monument Circle in Indianapolis.
- June 20, 2017: Led activity at Indiana State Museum Eco Camp

General Announcements & Articles

- White River Alliance *Currents* e-news
 - March 27, 2017
 - April 11, 2017
 - April 26, 2017
 - June 14
- May and June editions of HortusScope, a monthly e-bulletin
- Multiple social media posts via White River Alliance, *Clear Choices Clean Water*, and multiple above listed partners

MATERIALS

- Seed packet
 - The Pollinator Protection seed packet is a *Clear Choices*-branded envelope of pollinator-friendly native plant seeds intended to be used as a free giveaway that directs recipients to the *Clear Choices* website and promotes the use of native flora to build habitat.
 - Purchased and began the distribution of 10,000 packets; More than 7,000 packets distributed to date.
 - Packets were and continue to be shared with partners for wider distribution. This includes all of the partners mentioned above, including a special packet designed for the Indianapolis Zoo (paid for by the zoo but containing *Clear Choices* Pollinator Protection graphics and messaging). The zoo purchased an additional 10,000 packets for distribution into 2018.
- Postcards
 - The Pollinator Protection postcard is a *Clear Choices*-branded giveaway which contains some basic information about the campaign and directs further interest to the website.
 - An adult-oriented postcard was developed and printed, as well as a kid-oriented card that includes a topical word search.

- 800 postcards were printed with close to 700 distributed to date, many of which were targeted to Keep Indianapolis Beautiful's Pollinator Count Initiative participants and block captains for distribution in their related programming.
- Design files of the postcards were made available to Purdue Pesticides Programs and the Office of Indiana State Chemist for future reproduction and distribution as desired
- Posters
 - The Pollinator Protection poster is a *Clear Choices*-branded item similar to the postcard. It contains basic information about the campaign and directs further interest to the website. While the postcard is easily passed out at events, this piece is better utilized in stationary applications where interested audiences may come in contact with it.
 - Printed 35; Future plans are underway for wider printing and distribution.
 - Design files were made available to Purdue Pesticides Programs and the Office of Indiana State Chemist for future reproduction and distribution as desired
- Banner
 - The Pollinator Protection banner is a *Clear Choices*-branded, free-standing informational banner. It contains basic pollinator protection messaging and is intended to be used at events.
- Bookmark
 - Developed a Pollinator Protection bookmark with basic messaging
 - Printed 1000 bookmarks for distribution to partners' venues
 - Continuing to coordinate with partners to determine printing needs
- Coloring page
 - Developed a pollinator-themed coloring page which contains basic information about the campaign and directs further interest to the website.
 - Shared file with museum partners for use in their kid-focused activities
- Infographics
 - Developed a series of infographics to accompany web materials and future outreach efforts, including those conducted by partner organizations.
 - *Currently in production with designer. Final versions expected by late October 2017.*
- PowerPoint presentation
 - This presentation was designed to introduce lay audiences to the issues surrounding pollinator populations and report basic background information derived from the social indicator survey.

Note: all outreach materials include the Purdue Pesticides Programs logo, and all design files are made available to any/all cooperating partners.

ASSESSMENT AND REPORTING

The *Clear Choices* team developed, delivered, and analyzed a social indicator survey to determine public attitudes and knowledge regarding pollinators, the threats they face, their role in the environment, as well as gauge respondents' willingness to use native plants and identify barriers to such activity.

The survey included a free honey incentive provided by Clover Blossom Honey (500 mailed to survey participants). There were 1104 respondents to the survey. Information gathered during the survey about the public's knowledge in regard to pollinators and their willingness to act, provides a baseline from which to measure the campaign's outreach success over future years.

Outreach Successes and Statistics

As of October 10, 2017, the campaign has a total of 28 action pledges. The *Clear Choices Clean Water* Pollinator Protection webpage had 252 total page views, including 205 unique page views. The campaign also drove new traffic to the Native Plant pages, which supports the Pollinator Protection campaign mission. Website activity came from a variety of sources. Facebook posts, e-news invites from partner cities and towns, and event attendance drove most of the traffic.

Habitat Output Measures

Pollinator-focused native planting pledges resulted in the following increases in habitat acres and the associated water pollution-prevention outcomes:

- 42 acres of native planting area and rain gardens pledged to be or already planted which will reduce:
- 4654 lbs sediment/yr,
- 8 lbs phosphorus/yr,
- 51 lbs nitrogen/yr, and
- 3841 lbs algae/yr from entering our waterways.

Outreach Challenges and Considerations

It is important to remember that active pledges are, by themselves, a gold standard measure of engagement. Many people may be moved by a pledge campaign but unwilling to take such a public stand, especially one that commits their address to a map on a public website. A more complete picture of outreach success emerges when the engagement data is viewed in full. Data, such as 252 of page views over a six-month time period, suggests much broader engagement with audiences who in one way or another encountered the Pollinator Protection campaign. Likewise, the number of people reached by messages delivered at events or through e-news updates, or those that picked up and planted seed packets, or those that posted their actions and shared pollinator posts via their social media account; all of these outreach mechanisms are laying a strong foundation for raising a broader social awareness. This multi-pronged approach is key to message reinforcement and growing the campaign's reach.

FUTURE PLANS

The White River Alliance is pleased to offer a Phase 2 proposal for continued outreach and education efforts on behalf of Purdue Pesticide Programs and the Office of Indiana State Chemist – see attached proposal. The items included within the proposal build upon successes and relationships that have been built to date. Proposed ideas also take into account 'bang for buck' strategies – strategies that will produce the most resources for the widest distribution, such as videos and affordable take-home materials. There remains a lot of room to substantially and meaningfully impact pollinator protection through public outreach and education using the *Clear Choices Clean Water* platform. And the *Clear Choices* team is excited to do so!

It's Our Water
