

Outreach Fundamentals

In Class Exercises

Action	% who recall doing this in the last 24 months
None of these	65%
Attended a public meeting about an environmental topic	73%
Purchased a product or service because it was better for the environment	9%
Taken steps to conserve water in my yard or home	44%
Avoided using chemicals or fertilizers in my lawn or garden	40%
Planted trees or shrubs with waterways in mind	19%
Supported a local environmental organization with time or money	19%
Recycled glass, plastic, or paper waste instead of sending it to a landfill	15%
Voted for a candidate because of their environmental record or campaign promises	49%
Gone out of my way to dispose of household or automotive chemicals safely	7%

Shoptalk Sample






Our Schuylkill River

Our Schuylkill River project is an effort to describe stream water quality throughout the 1900-square mile Schuylkill River basin in southeastern Pennsylvania. We assess stream condition by sampling the macroinvertebrates (mostly insects, crustaceans, mollusks and worms) that live on the stream bottom.



The presence of particular types as well as their relative abundances are combined with knowledge of the ability of the various types to withstand pollution to come up with a water quality “score” for each site. Water quality scores identify poor quality streams in need of mitigation, high quality streams worthy of special protection, and fair quality streams that may deserve intervention to prevent them from becoming poor quality streams.

Taxpayers & Voters, a.k.a “The General Public”

	<p>David Occupation: Food Service Education: H.S. Dropout Native English: Y Homeowner: N Votes: N Follows News: N</p> <p>David bounces from job to job, washing dishes, chopping veggies -- any food service job that is out-of-sight from customers, who object to his tattoos and reek of stale cigarettes. When he’s not working, he parties. He recently ran out of minutes on his pre-paid cell phone. It was nice that the bill collectors couldn’t reach him for a while.</p>
	<p>Janice Occupation: Nurse Education: Masters Degree Native English: Y Homeowner: Y Votes: Y Follows News: Y</p> <p>Janice loves to help people! That’s why she works as a emergency room nurse. With a high stress job, three kids to raise, and daddy long gone, she doesn’t have much energy at the end of the day for community involvement. Janice’s idea of enjoying nature is a beach chair, a trashy novel, and an adult beverage.</p>
	<p>Hector Occupation: Construction Education: H.S. Dropout Native English: N Homeowner: N Votes: N Follows News: N</p> <p>Thanks to family connection, Hector has a green card. But he doesn’t have much English or any particular skills, so he paints and swings a hammer for a living. Hector has two children, and their mother has finally agreed to marry him -- on the condition that gets himself baptized and start attending her Pentecostal church each week.</p>
	<p>Barbara Occupation: Office Clerk Education: Junior College Native English: Y Homeowner: Y Votes: Y Follows News: N</p> <p>Barbara sorts the mail and answers the phone for a shopping center management company. She’s a sweet lady who looks forward to the holidays when she sets aside an evening to read appeals from charities and give some of them a few bucks. Barbara and her husband have an old RV and they go camping a few times per year.</p>
	<p>Steve Occupation: Retail Sales Education: High School Native English: Y Homeowner: Y Votes: Y Follows News: N</p> <p>Need a washer? Dryer? Kitchen range? Steve is your guy. He’s the longest serving appliance salesman in town. Thank god shoppers are reluctant to buy these items online. Steve knows that customers ask more questions about electricity and water usage than they used to, he likes to point out the Energy Star and Water Sense labels.</p>

Step Three & Four: The “Words That Work”

When explaining an environmental issue...

- Nature protection
- Pollution control
- Enough clean water
- Wildlife conservation

When addressing the “so what” question...

- Future Generations
- Healthy
- Family & Children
- Safe
- Trends

When encouraging somebody to do something...

- Make a Difference
- Doing my/your/their part
- It affects you
- What you can do
- Working together
- Save Money

When asking somebody to take your side...

- Accountability
- Corporations (evokes negative feelings)/Businesses (evokes positive feelings)
- Choice
- Fair
- Balance
- Planning Ahead
- Responsible
- Freedom
- Investment
- Law