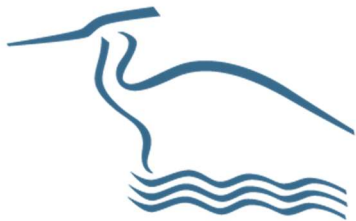




CEASE THE GREASE

Coordinated by:



GALVESTON BAY
FOUNDATION



A PROGRAM OF THE TCEQ

This project is funded in part by a Texas Coastal Management Program grant approved by the Texas Land Commissioner pursuant to National Oceanic and Atmospheric award No. NA14NOS4190139.

This project has been funded in part by the United States Environmental Protection Agency under assistance agreement Contract No. 582-14-43075 to Texas Commission on Environmental Quality.

ABOUT THE CAMPAIGN

Importance of the Campaign

Over 50% of sanitary sewer overflows in the Houston-Galveston area are caused by blockages due to fats, oils, and grease (FOG) products. Aging infrastructure, combined with improper disposal of FOG in single and multi-family homes, can lead to costly problems for both local governments and citizens in terms of sewer lines, home plumbing repairs, and environmental remediation. Not only are these blockages costly, but they also introduce bacteria into our local environment, leading to bacteria impairments in Galveston Bay. Bacteria impairments damage our local economy, threaten public health, and cause harmful repercussions in our environment. The Cease the Grease Campaign provides easy-to-follow steps for citizens to take in order to prevent blockages in sewer pipes as well as protect the environmental quality of Galveston Bay.

Our Audience

The Cease the Grease Campaign is a regional effort coordinated by Galveston Bay Foundation. Campaign messaging focuses on five major audiences: homeowners, apartment communities, restaurants, students/youth, and municipalities.

Our Workgroup

The campaign workgroup was established to guide and advise on Cease the Grease activities. meets once a quarter and received monthly news updates via email. They represent a variety of cities, non-profit organizations, media conglomerates, government agencies, and other relevant watershed groups. We continually recruit new members in order to keep campaign ideas fresh, as well as to expand our mission to new communities and demographics.

Available Materials

Campaign outreach messaging is distributed in a number of ways; via traditional media, social media, tabling events, newsletter publications, magazine ads, website graphics, etc. Galveston Bay Foundation has assembled a number of graphics, handouts, and fliers that partners may use to promote the Campaign through various outlets.

- Booth handouts – oil funnels and grease scrapers
- Flyers – in English, Spanish, and dual sided bilingual
- Graphics – recycling tips, myths, and a recycling map

ABOUT THE CAMPAIGN (continued)

Tracking Progress

As the campaign continues, Galveston Bay Foundation and its partners in the campaign, will be tracking the success of outreach messaging. Measuring the change in knowledge levels can be a challenge at this level. We conduct surveys to gauge the public's knowledge about proper FOG disposal. We also collaborate with the workgroup to determine a set of performance indicators, such as 1) the number of SSOs caused by FOG annually in the Galveston Bay region, 2) the number of line cleaning events performed annually, and 3) the number of grease trap inspections performed annually.

Using the Toolkit

All are welcome to use the resources provided in the toolkit. Download the available materials and use them on your social media pages or for distribution at your next outreach event.

There are many benefits to joining the workgroup as a partner. If are interested in becoming a partner with the campaign, please email kgrable@galvbay.org.

We do ask anyone who uses our materials to provide us with information on how they're used as well as how many people you reach. This allows us to better postulate the reach of the campaign for tracking its progress.

WAYS TO USE THIS TOOLKIT

The Partner Toolkit contains the materials detailed throughout this document for your use and distribution.

Spread the word!

Publish a newsletter article or blog

Use or adapt our templates to make a post or publish content about the campaign.

Send an informational email

Include a blurb about the campaign in email correspondence with your customers or constituents.

Post on social media

Share #CeaseTheGrease on your pages using our sample social media posts and graphics for inspiration.

Distribute flyers & promotional giveaways at your next event

Give people the tools to adopt proper behaviors of FOG disposal.

Join us in opening a cooking oil recycling station in your city.

Give your residents an opportunity to recycle their used cooking oil at a location that is close and convenient to them!

SOCIAL MEDIA

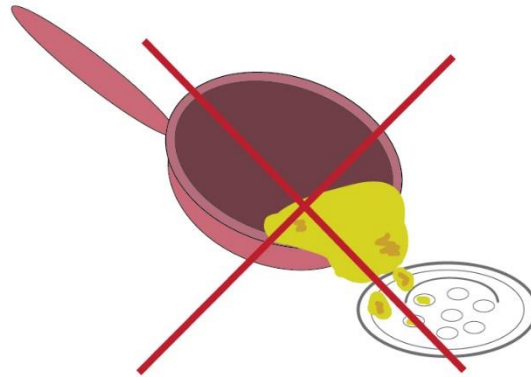
Encourage others to share and join the campaign online by selecting one of the images provided and pairing it with a pre-written message or create your own!

Outreach Tip:

Social media platforms such as Facebook and Twitter have a very high volume of content that moves quickly! Always post messages with compelling photos that will grab the attention of your followers!

Also pay attention to posting times. Research has shown the best time to post on Facebook is between 1-4PM late into the week and on weekends. The best time to tweet is between 12-3PM and around 5PM during the workweek.

MYTH: Pouring a little bit of grease down the drain won't hurt.



FACT: Little amounts of grease add up and cause a BIG problem in our pipes.



CEASE THE GREASE

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“Even a little bit of grease can cause BIG problems for our pipes and water quality. Always throw your fats, oils, and grease Visit www.ceasethegrease.net for more information. #ceasethegrease”

**CEASE THE GREASE**
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**Visit ceasethegrease.net
to find a cooking oil recycling station near you!**



“Recycle used cooking oil to take your eco-friendliness to a whole new level. Visit www.ceasethegrease.net/recycling to find an approved station near you! #ceasethegrease”

FLYER HANDOUTS

Use the handouts shown here to educate and engage your audience with campaign messaging.

Campaign handouts coupled with giveaway items, like the oil funnel and grease scraper shown on the next page, can be used at tabling events, presentations, or even as exchange for a survey.



Printable flyers are available in our Partner Toolkit on the website. They are provided in English, Spanish, as well as dual sided bilingual.

DIGITAL MEDIA

Promote the campaign by adding our campaign videos on your website, YouTube channel, or even social media posts!

Two lengths of video are available: 0:15s spots and 0:07s spots. Most video channels schedule only 0:15s videos, while 0:07s videos are better for YouTube pre-roll and social media.

Outreach Tip:

Don't be afraid to schedule the same video to run more than once. Viewers need to engage in a message multiple times before the content hits home. Just be mindful not to re-use content too quickly.



Don't Feed the Grease Monster 0:15s
(Video URL link on YouTube)

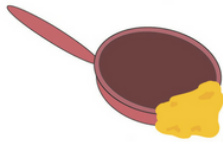


Don't Feed the Grease Monster 0:07s
(Video URL link on YouTube)

MULTI MEDIA

These graphics can be used as website banners, social media cover photos, in emails, or even as print material for smaller ad space.

PROTECT GALVESTON BAY DON'T FEED THE GREASE MONSTER!



1. Remove cooking oil and grease from dishes and pans.



2. Pour in a container and seal.



3. Store in the freezer.



4. Once full, throw grease in the trash and recycle the oil.

Protect Your Pipes

Protect the water quality in our bayous and bay by disposing of used cooking waste the right way, in the trash and never down the drain!



CEASE THE GREASE



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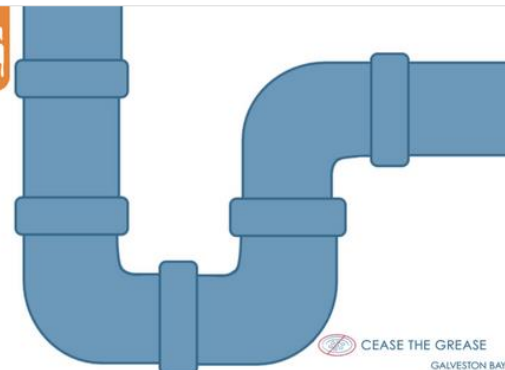
Learn more at ceasethegrease.net

PROTECT YOUR PIPES

Keep your pipes clear to prevent sewer overflows and water pollution.

Dispose of your cooking waste like fats, oils, and grease the right way, always in the trash and never down the drain!

Learn more at ceasethegrease.net



PROMOTIONAL GIVEAWAYS

The most effective way to influence behavior change in a population is to provide them with the tools to aid them in adopting the desired behavior.

In the case of Cease the Grease, if we want people to stop pouring FOG down the drain, we should provide people with tools that will make it easier for them to put it in the trash.

We provide these to our workgroup partners for distribution at their outreach events.

Outreach Tip:

Free giveaways are always a hit with small children and youth. In the case of these funnels and scrapers, most children don't do the cooking in the household and won't use or understand the use for these items.

Make sure you give these to the proper audience, and that messaging about why these items are important and how they're used always accompanies distribution.



This kitchen oil funnel helps people pour their FOG into their container of choice to either save for recycling or disposal in the trash.



This grease scraper helps people to clean FOG waste out of their cooking pans and into the trash, instead of wasting paper towels on the same task.

CAMPAIGN SURVEY

In order to measure the change in knowledge levels of the public, we conduct an online survey to gather information about people's behaviors relating to FOG disposal.

To aid in this attempt to collect behavioral information, partners can distribute the link to the survey in their outreach efforts.

To view the survey, go to:

surveymonkey.com/r/ceasethegrease

*** 1. Do you own or rent your home?**

- ☐ I own my home
- ☐ I rent my home

*** 2. Do you live in a single-family home or a multi-family dwelling, such as an apartment complex?**

- ☐ Single-family home
- ☐ Multi-family dwelling

*** 3. What is the 5-digit zip code of your place of residence?**

*** 4. To whom do you pay for water usage?**

*** 5. When disposing of cooking fats, oils, or grease (FOG) in your home, which of the following methods do you use for disposal?**

*** 6. Did you know that pouring grease or cooking oil down your kitchen sink drain can cause problems like sewer overflows, property damage, foul odors, and road closures due to clogged pipes?**

- ☐ Yes
- ☐ No
- ☐ Not sure

*** 7. Are you aware that you can recycle used kitchen oil?**

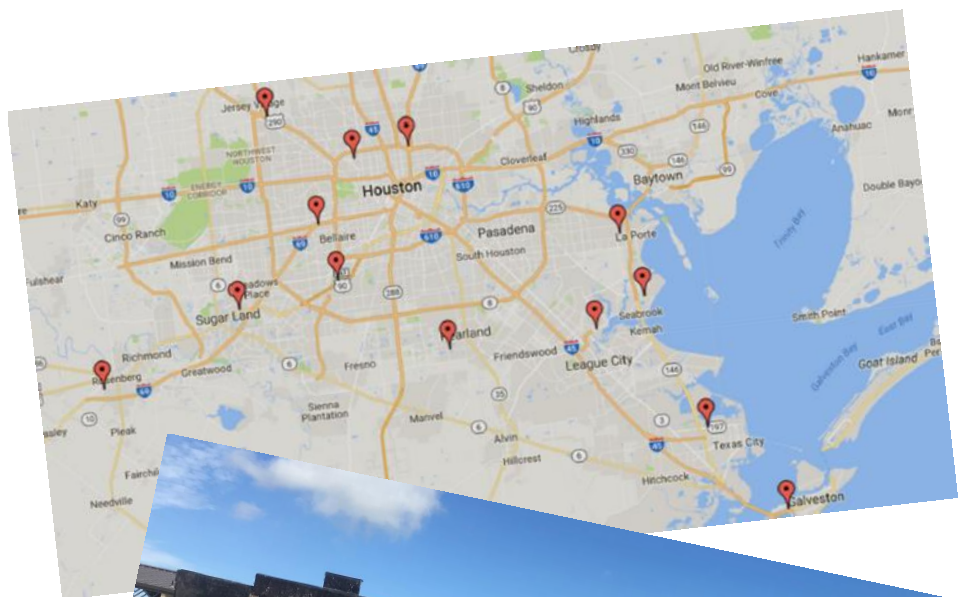
- ☐ Yes
- ☐ No
- ☐ Not interested in recycling

COOKING OIL RECYCLING

We've launched a pilot cooking oil recycling program in the Houston - Galveston region. While there are a handful of recycling centers in the area that accept used cooking oil, many are concentrated closer into central Houston, and leave the Clear Lake - Friendswood - League City area underserved. Our goal is to fill those gaps and make cooking oil recycling accessible to all in the region.

We have established cooking oil recycling stations with the City of Nassau Bay and the City of Seabrook so far, and look forward to setting up more.

Dependable Cooking Oil Services has agreed to haul the for free indefinitely, making this a program we can offer to cities at little to no cost to them.



FOR MORE INFORMATION...

Please get in touch with the Cease the Grease program manager, Kaitlin Grable at kgrable@galvbay.org.

We hope you'll consider partnering with us on this campaign!



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