Got Ants? Outreach Campaign Successes, Challenges, and Next Steps

Overview

- Vision for the Campaign
- How We Built It
- What We Made
- How We Got the Word Out
- Preliminary Results
- The Campaign's Future

Vision

- Why Ants:
  - Pesticide and application impact water quality
  - Home users and those who hire professionals

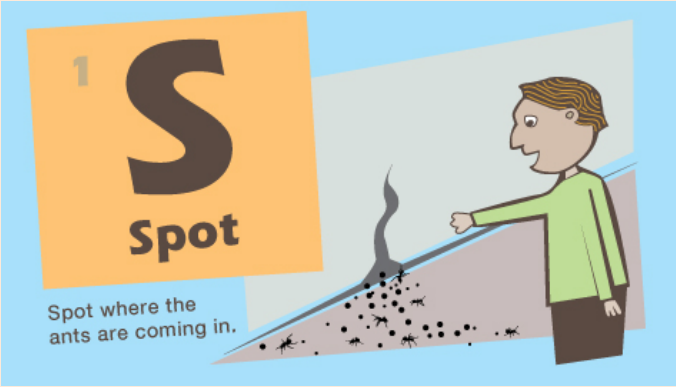
- What is Community-Based Social Marketing?
  - ~~Education~~ -> Behavior change
  - Science behind why people act

How We Built It

- Pest Management Alliance Grant
- Management Team:
  - DPR, UCIPM, BASMAA, BACWA, SF Environment, Sacramento County, BIRC, City of San Jose, SCVURPPP, Santa Monica Bay Restoration Commission, Morro Bay National Estuary Program, SF Water Board, UC Riverside, Alameda County Clean Water Program, National Pest Management Association
- Consultant on CBSM and outreach
  - S. Groner Associates, Inc. (SGA)

What We Made

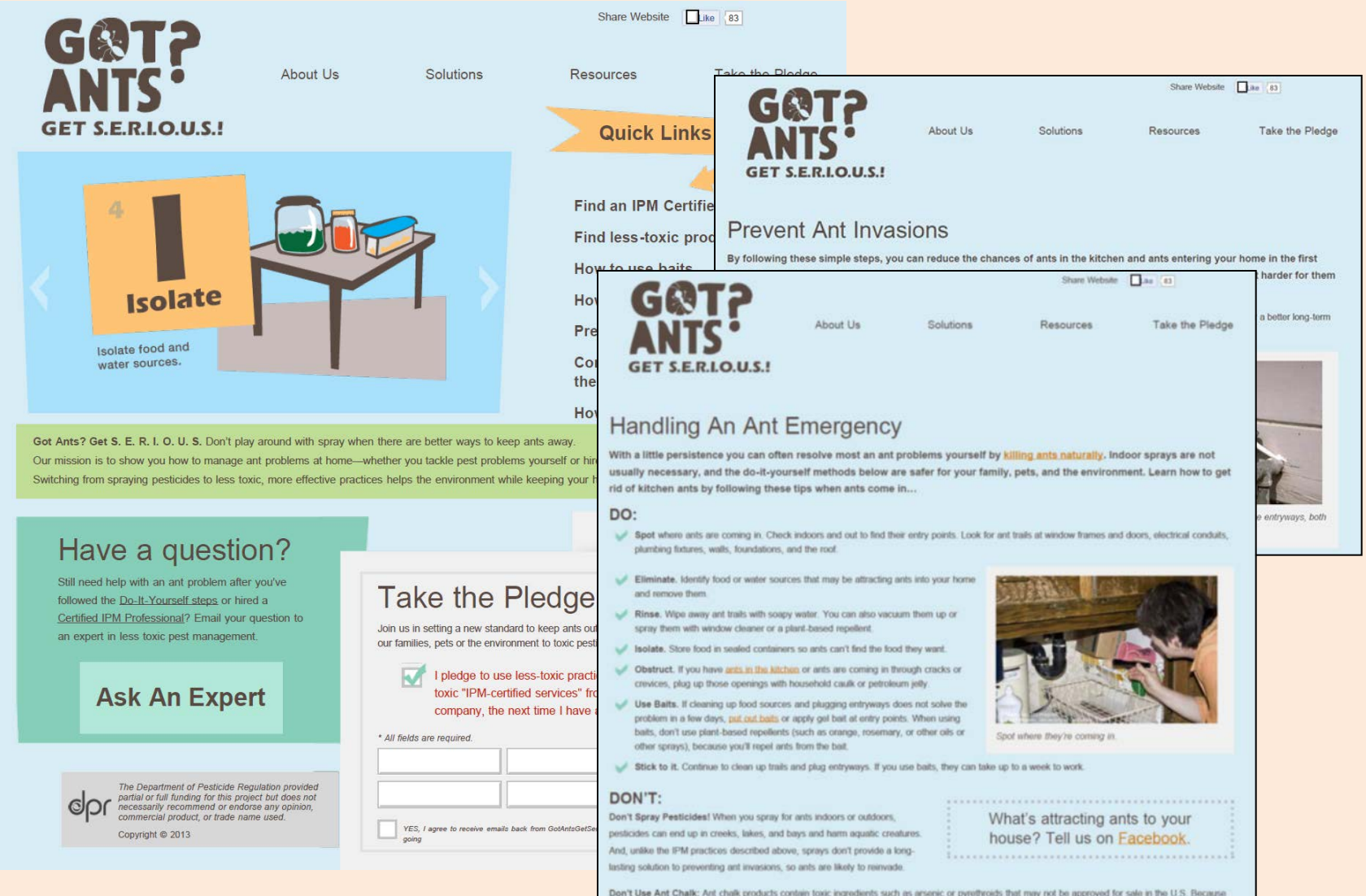
- Developed jingle: Got Ants? Get S.E.R.I.O.U.S
  - **S:** Spot where the ants are coming in
  - **E:** Eliminate crumbs, messes & spills
  - **R:** Rinse with soap & water
  - **I:** Isolate food & water sources
  - **O:** Obstruct entryways & seal cracks
  - **U:** Use baits if ants don't go away
  - **S:** Stick to it to keep ants away!
- Graphics for each "step"



Campaign Elements

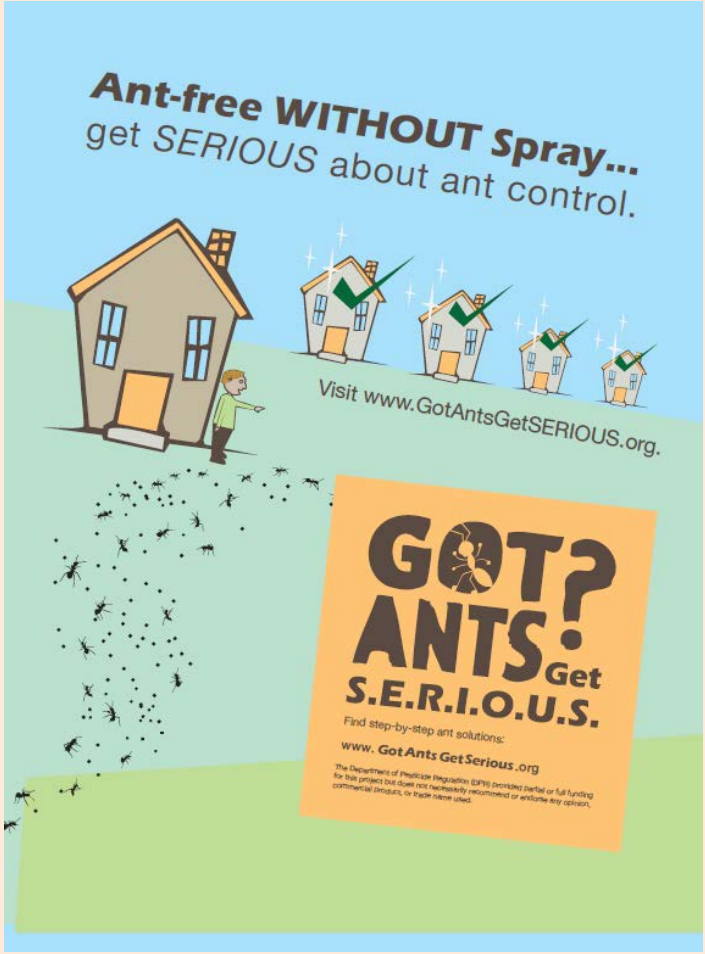
- Website
- Facebook page
- Hard copy flyers
- Magnets

Website: www.gotantsgetserious.org



Facebook page: www.facebook.com/safer.ant.control

Flyer: 2-Sided Handout

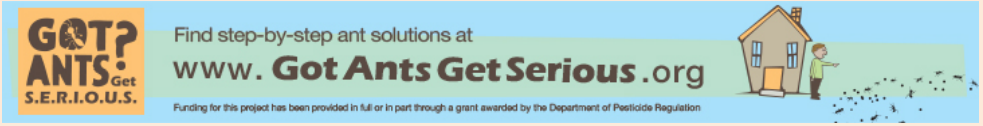


Magnets

Step 3:
RINSE
ants away with
soap and water.
For more on how to stop ants in your home, check out
www.gotantsgetserious.org

How We Got the Word Out

- Advertising (print and online)
- Social media
- Partner support
- Earned media
- Events and in stores



Advertising

- Online ads (pay-per click)
  - Google
  - Facebook

- Print ads
  - Sunset Magazine
  - Transit ads: BART, Bus (AC Transit, Muni)

Social Media

- Facebook
- Twitter
- Pinterest

Facebook page: www.facebook.com/safer.ant.control

Facebook partners

Twitter

gotantsgetserious

Have an account? **Sign in**

Results for **gotantsgetserious**

Top / All

Western IPM Center @IPMWest 23h
Got ants? Here's a link with great info on how to get rid of them without toxic sprays.
gotantsgetserious.org
Expand

Pestec IPM @pestec 8 Nov
Got #Ants? Get S.E.R.I.O.U.S. ow.ly/qCBG4 #takethepledge #pestcontrol #IntegratedPestManagement #IPM cc: @CA_Pesticides
Expand

MCMGMD @mcmgmd 7 Nov
There are simple and effective ways to deal with ants. fb.me/PJsiOKBk
Expand

Urban IPM @URBANIPMtweets 7 Nov
Take the pledge to use IPM when you are treating for ants. fb.me/3gW1QrJwZ
Expand

SFEI / ASC @sfei_asc 22 Oct
At the #SFEstuary conference, learn from "Got Ants" how streams are polluted when city dwellers use ant spray: ow.ly/q3Vkz
Expand

Belmont Public Works @BelmontCA_PWORK 10 Oct
Did you know the City uses integrated pest management (IPM) certified professionals for managing pests using... fb.me/2p6NgE7Ck
Expand

Retweets

Search
Have an account? Sign in
Tweets
Following
Followers
Favorites
Lists
Follow SMCWPPP
Full name
Email
Password
Sign up
Photos and videos
Worldwide Trends · Change
#AvrupanınLideriTRABZONSPOR
SMCWPPP
@flowstobay
San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) partners with residents and businesses to prevent pollution of our local water bodies.
San Mateo County · flowstobay.org
942 TWEETS
273 FOLLOWING
317 FOLLOWERS
Follow
Tweets
SMCWPPP @flowstobay 3h
Get in the reusable bag habit! Get a free bag TODAY, Rite Aid, 2150 Roosevelt Ave, #RedwoodCity @ 12:30pm until all bags are gone #BYOBagSMC
Expand
SFEI / ASC @sfei_asc
At the #SFEstuary conference, learn from "Got Ants" how streams are polluted when city dwellers use ant spray: ow.ly/q3Vkz
Retweeted by SMCWPPP
Expand
Reply Retweet Favorite More
SMCWPPP @flowstobay 23 Oct
#SanBruno residents, special expired/unused medications drop off THIS Friday, 10/25 @ San Bruno Senior Center 8am-2pm ow.ly/q4JhU

Pinterest

Repins from

Nancy Randall Gossman

Bite

Snarky Little Stitcher

3 Followers | 26 Following

Pinterest

nd Friends

s For Getting Rid Of Gnats

Our Water - Our World

Our Water Our World - Assist consumers in managing home and garden pests in a way that helps protect our water, our world

Athena Honore
get rid of ants!

Today's tip: the season is changing - are the ants coming inside yet? SPOT them = the first step to getting rid of them. More ways to get rid of them at www.gotantsgetser...

Athena Honore
get rid of ants!

Diatomaceous Earth provides permanent barrier against mar pests, both indoors and out, naturally. Forget harsh synthe chemicals! Get rid of: Ants, fir ants, caterpillars, cut worms, a worms, fleas, ticks, cockroach snails, spiders, termites, scorp silver fish, lice, mites, flies

Partner Support

- 55 partners supported campaign through
  - Email blasts
  - Facebook posts and “shares”
  - Tweets
  - Distribute through e-newsletters
  - Links on websites
  - Events, in stores

Email blasts

- **From:** Berkeley Parents Network <bpn_admin@lists.berkeley.edu>
  To: Berkeley Parents Network <bpn_admin@lists.berkeley.edu>
  Sent: Thursday, November 7, 2013 5:27 PM
  Subject: Announcements Nov 6, 2013
- November 06, 2013

  Berkeley Parents Network Announcements & Events

  Circulation: 32,604

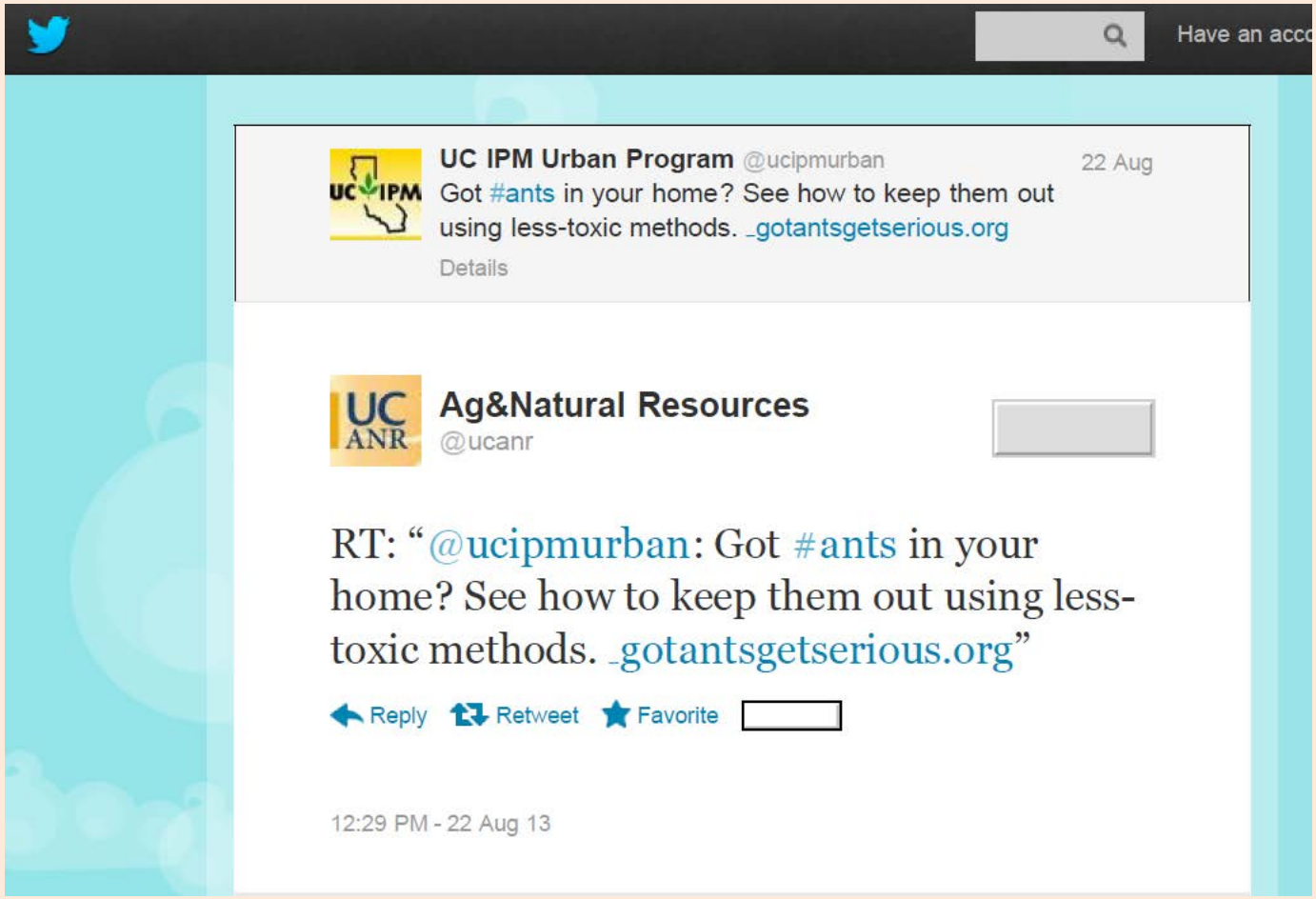
  Contents

  Other Announcements for Parents
  Ants coming in? Less toxic, family safe solutions
  Host a High School Student from China
  Joaquin Milller School Online Auction
- ...
- Ants coming in? Less toxic, family safe solutions

  Cold weather and rains bring ants inside. We all get them. See the Got Ants Get
  Serious site for how to get rid of ants, safely for family, pets, and the environment: www.gotantsgetserious.org. The Got Ants? facebook page has timely tips
  on more effective, less toxic ways to stop ants from coming into your home.
  https://www.facebook.com/safer.ant.control.
  Submitted by: Athena Honore

Partner Facebook Posts

Partner Tweets



Partner E-Newsletters

Fitzgerald ASBS POLLUTION PREVENTION

Fitzgerald Special Edition

PROTECTING THE MARINE RESERVE TOGETHER

SUMMER 2013

LEARN MORE ONLINE:

- See maps of the Reserve, the ASBS, and the pilot projects
- View photos of the Reserve and the incredible sea life there, plus before-during-and-after shots of swale construction
- Read about the Reserve's history
- Find links to more great resources online, local groups, and upcoming events

For all this and more, visit www.smchealth.org/asbs

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Kids' Corner 4
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What's in the Water?

During the 2012-2013 rainy season, rainwater runoff from properties and streets in Montara and Moss Beach was sampled to determine the quality of stormwater draining to the Fitzgerald Marine Reserve (Reserve) and to assess the effectiveness of Best Management Practices (BMPs) designed to remove pollutants from the stormwater runoff.

This effort is part of a larger project called the *James V. Fitzgerald Area of Special Biological Significance Pollution Reduction Program* (Fitzgerald Project) that is led by the County of San Mateo, in collaboration with the San Mateo County Resource Conservation District (RCD) and the San Francisco Estuary Institute (SFEI).

A total of 82 samples were collected from six pilot BMP locations in Montara and Moss Beach where roadside ditches have been converted to vegetated swales, where storm drain filtration devices have been installed. Based on water quality testing results prior to treatment, pollutants of concern include metals (copper, lead, nickel, zinc), polycyclic aromatic hydrocarbons (PAHs), permethrin pesticides, sediment, and fecal indicator bacteria (FIB).

Where do these pollutants come from?

Many of these pollutants are related to vehicles and combustion. For example, copper from brake pads and zinc from tire wear can end up in stormwater. PAHs from fuel burning (i.e., engine combustion, wood), diesel particulates, fluid leaks from cars, and the breakdown of the roadway surfaces can also end up in the storm drain system.

Elevated levels of FIB, such as E. coli, a bacteria found in feces from humans, pets, and wildlife, can leak from septic lines or wash off from yards.

Other pollutants such as sediment can result from erosion due to bare soil that is exposed to rainfall during the winter (i.e., from improper grading & construction practices, trails, rural roads). Contaminants can also come from building materials (i.e., roofs and gutters) and household products used in the yard.

Read more in this issue to find out how you can help and what the County is doing to reduce stormwater pollution.

Antsy? Get Better Pest Control

Water quality monitoring results revealed elevated levels of permethrin in stormwater at several of the sampled BMP locations. Permethrin is a type of pyrethroid pesticide that is found in many of the leading bug sprays sold at nursery or hardware stores for control of common pests such as ants, cockroaches, grubs, termites, and wasps. These products can be highly toxic to aquatic organisms, cats, and beneficial insects that naturally keep pest populations under control.

Common pest control products

Fortunately, there are effective alternatives to these chemicals and products. For ant control, learn more at: www.GotAntsGetSerious.org

For other pests, visit: www.flowstobay.org/pestcontrol

Funding for this project has been provided in full or in part through an agreement with the State Water Resources Control Board. The contents of this document do not necessarily reflect the views and policies of the State Water Resources Control Board, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

Coastal Cleanup Day is coming!

Mark your calendars for Saturday, September 21. That's the day that folks all over Vallejo will [illegible] out by the hundreds to clean our shores, lakes and creek banks.

There will be 15 different sites all over Vallejo. Volunteers will be able to pre-select their site by visiting www.ValcoreRecycling.org or calling (707) 55-EARTH.

Wear sturdy shoes, comfortable clothing, hat, sunscreen and gloves. We'll provide bags, tools, dumsters and water. (Bring your own refillable water bottle if you have one.)

Volunteers will spend the morning picking up trash that has been littered, then meet at the Vallejo Marina for a free thank-you lunch.

Vallejo's Coastal Cleanup is hosted by Vallejo Sanitation & Flood Control , Valcore Recycling, Recology Vallejo, and the City of Vallejo.

See you there!

Got Ants? Get Serious!

When you spray for ants, pesticides can end up in creeks, lakes, and the Bay, where they are toxic to birds, fish and wildlife. Around your house, pesticides can harm your children and pets.

Learn what kills ants in effective, less toxic ways. Visit the GotAntsGetSerious.org website, and they'll show you how to get rid of them. Here's a quick preview:

Spot where the ants are coming in. Eliminate crumbs, messes, and spills. Rinse ants away with soap and water. Isolate food and water sources. Obstruct entryways by sealing cracks. Use baits if ants don't go away after a few days. Stick to it to keep ants away.

GOT? ANTS? GET SERIOUS!
Spot
Eliminate
Rinse
Isolate
Obstruct
Use Baits
Stick to it

Tip of the Season

Many of you are familiar with the groups of students who come tour the treatment plant.

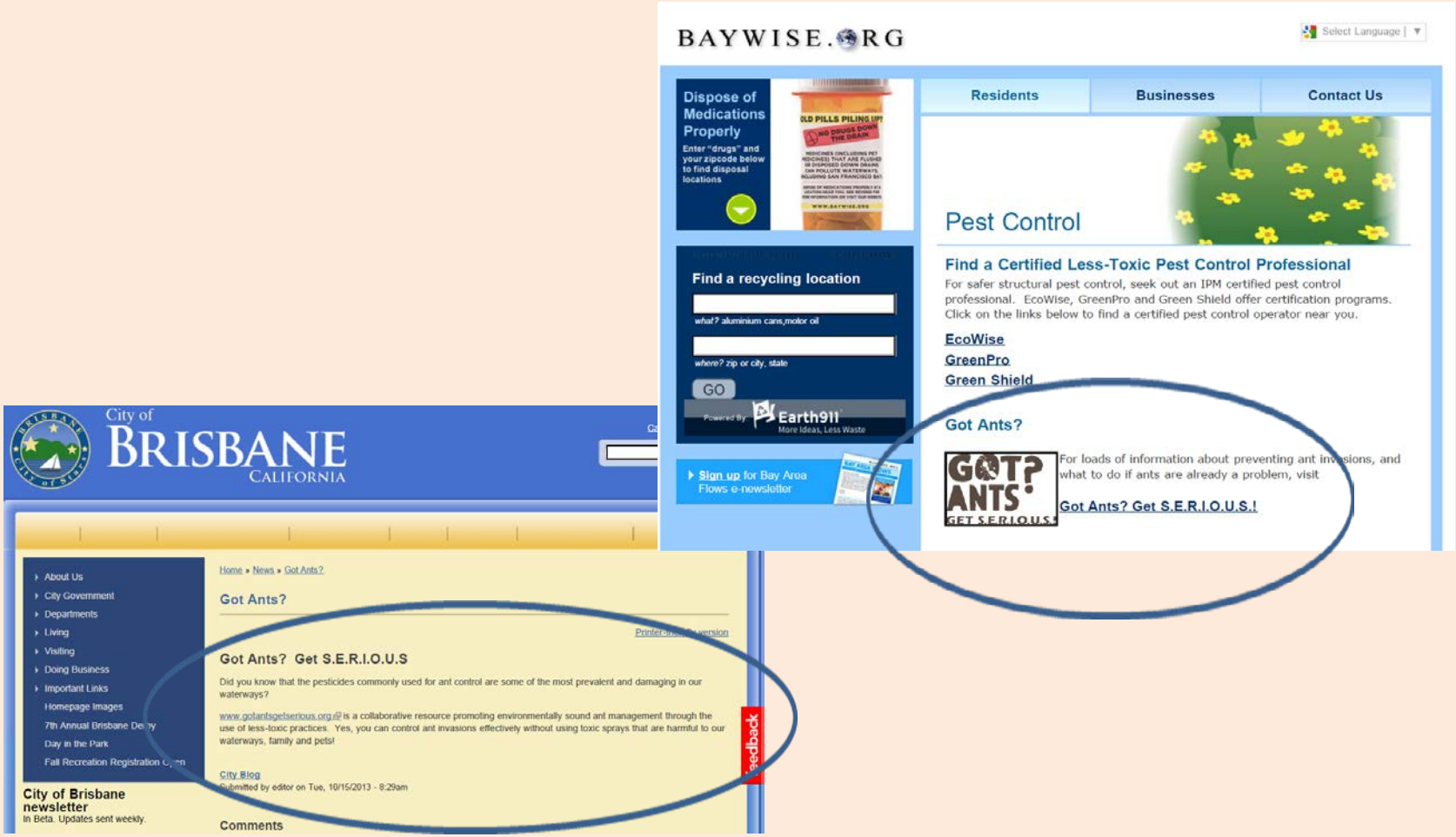
But did you know that we also give free tours to other groups as well?

If your club or group is interested in a one-hour tour of Vallejo's wastewater treatment plant, give us a call at (707) 644-8949 ext. 292 or email jkaiser@vsfcd.com and we'll find a time and day that works for everyone.

Currents is printed on recycled paper using soy-based inks. It is produced bimonthly by the Vallejo Sanitation & Flood Control District. For more in formation, visit www.VSFCD.com or call (707) 644-8949 ext. 292.

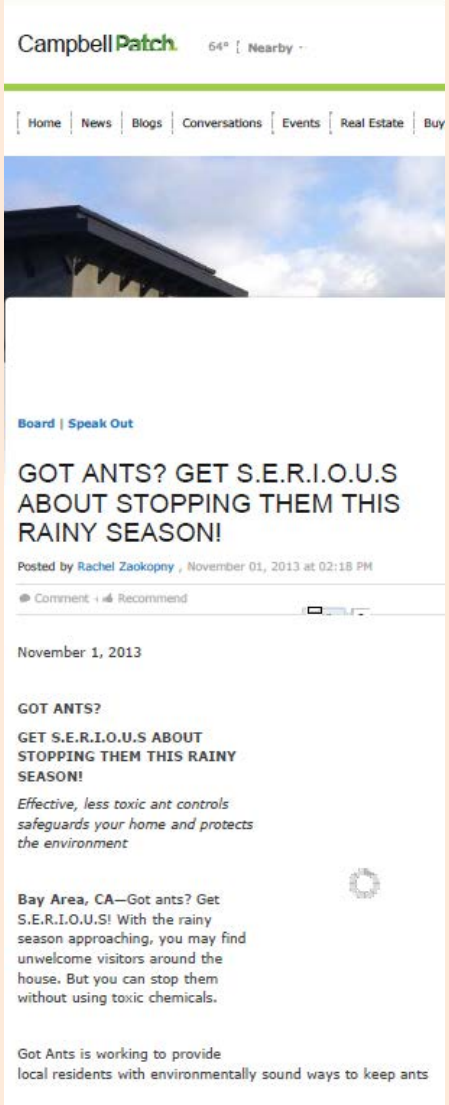
VALLEJO SANITATION AND FLOOD CONTROL DISTRICT

Partner Website Links



Earned Media

- Partners provided press release and media pitch, resulting in local blog coverage
- Radio interview forthcoming



Campbell Patch 64° | Nearby

Home | News | Blogs | Conversations | Events | Real Estate | Buy

Board | Speak Out

GOT ANTS? GET S.E.R.I.O.U.S ABOUT STOPPING THEM THIS RAINY SEASON!

Posted by Rachel Zaokopny , November 01, 2013 at 02:18 PM

Comment | Recommend

November 1, 2013

GOT ANTS?

GET S.E.R.I.O.U.S ABOUT STOPPING THEM THIS RAINY SEASON!

Effective, less toxic ant controls safeguards your home and protects the environment

Bay Area, CA—Got ants? Get S.E.R.I.O.U.S! With the rainy season approaching, you may find unwelcome visitors around the house. But you can stop them without using toxic chemicals.

Got Ants is working to provide local residents with environmentally sound ways to keep ants

Events

Got Bugs? Get Answers!
Choose less toxic products for a healthy home and garden
visit www.ourwaterourworld.org
our water our world
Look for this symbol before you buy

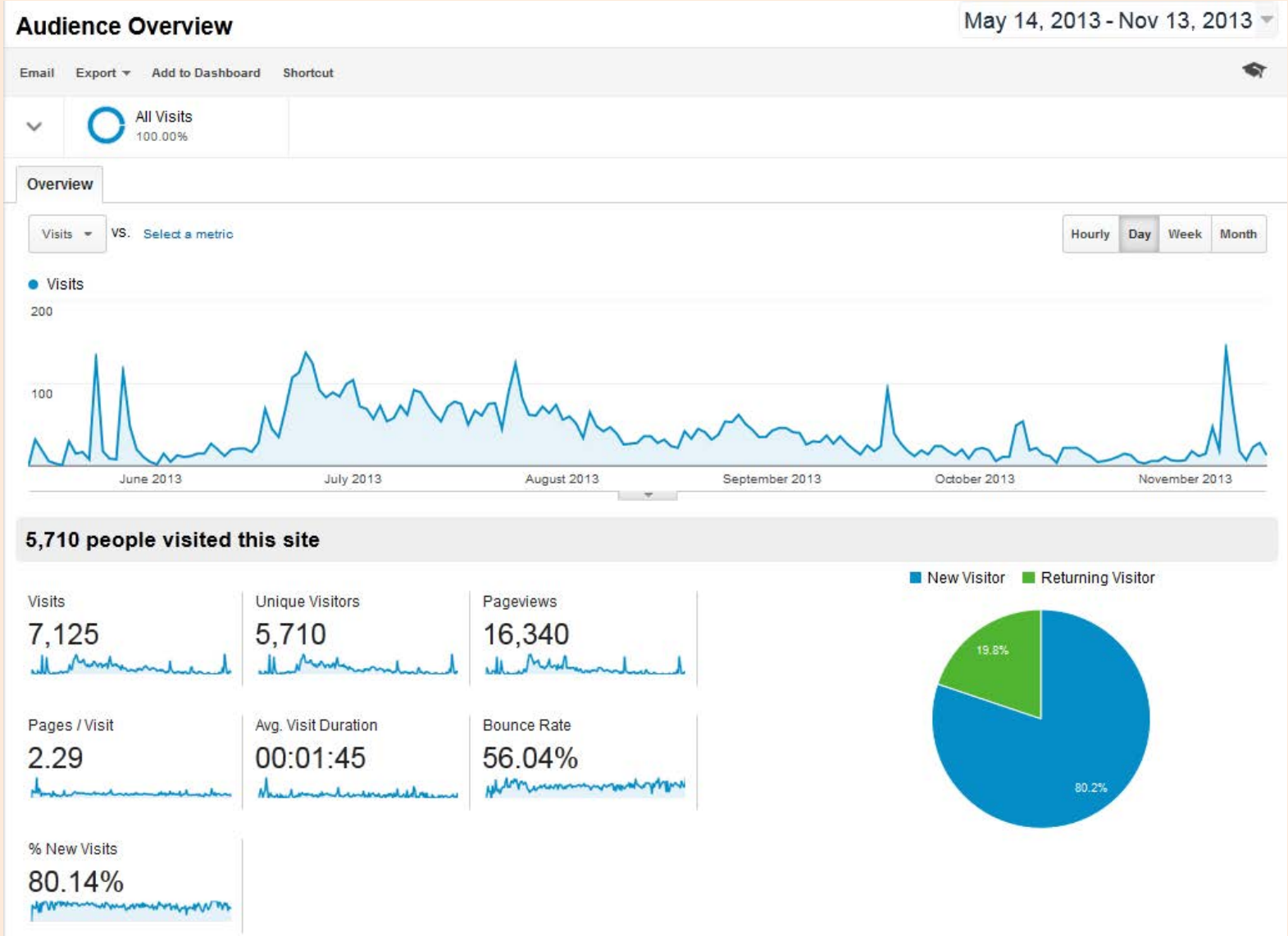
GOT? ANTS? Get S.E.R.I.O.U.S.
Find step-by-step ant solutions at
www. Got Ants Get Serious .org

In Stores: IPM Advocates

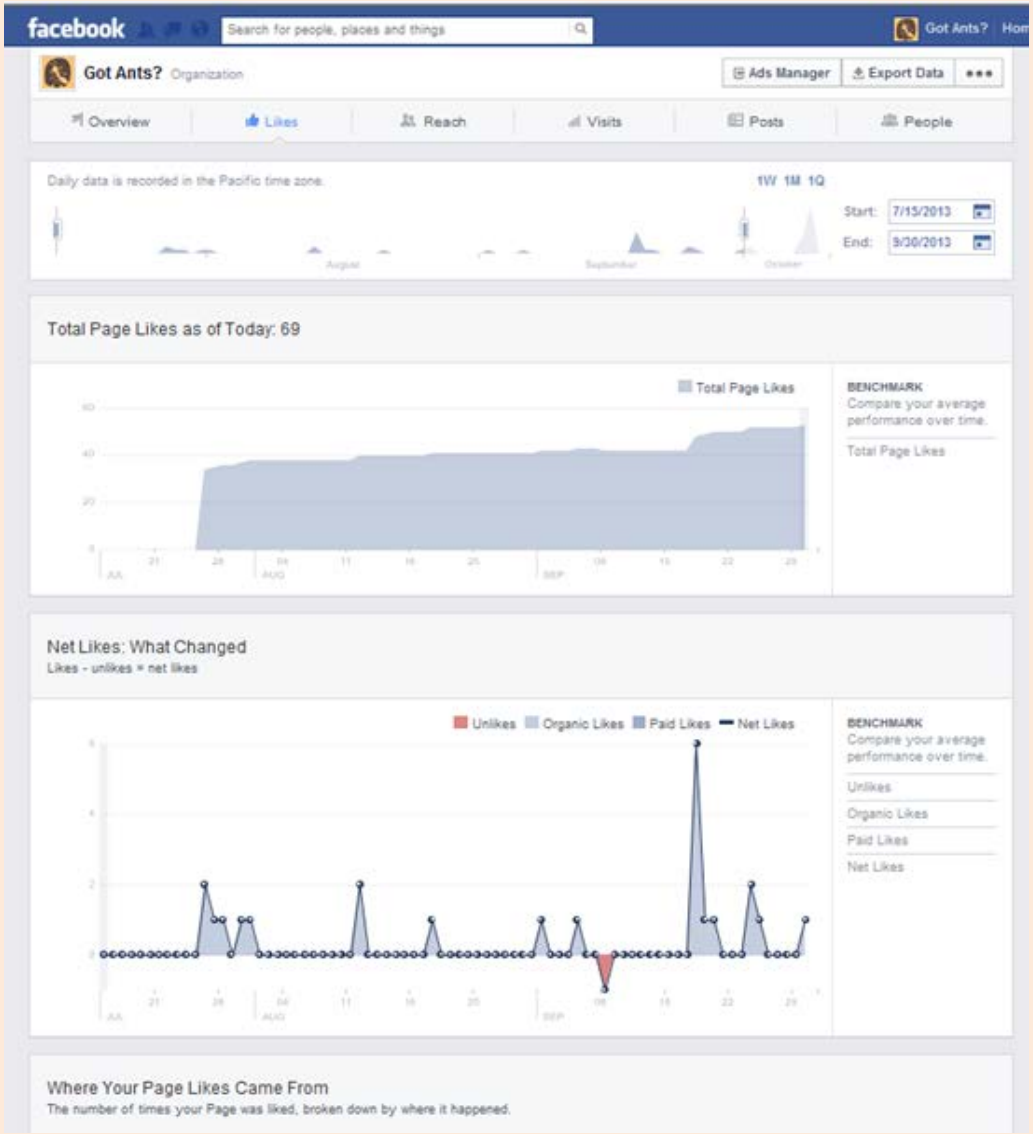
Preliminary Results

- Evaluation strategy shift away from measuring pesticide use
- Tracking reach of campaign – web traffic, advertising “impressions,” Facebook “likes,” pledges

Website Traffic Analytics

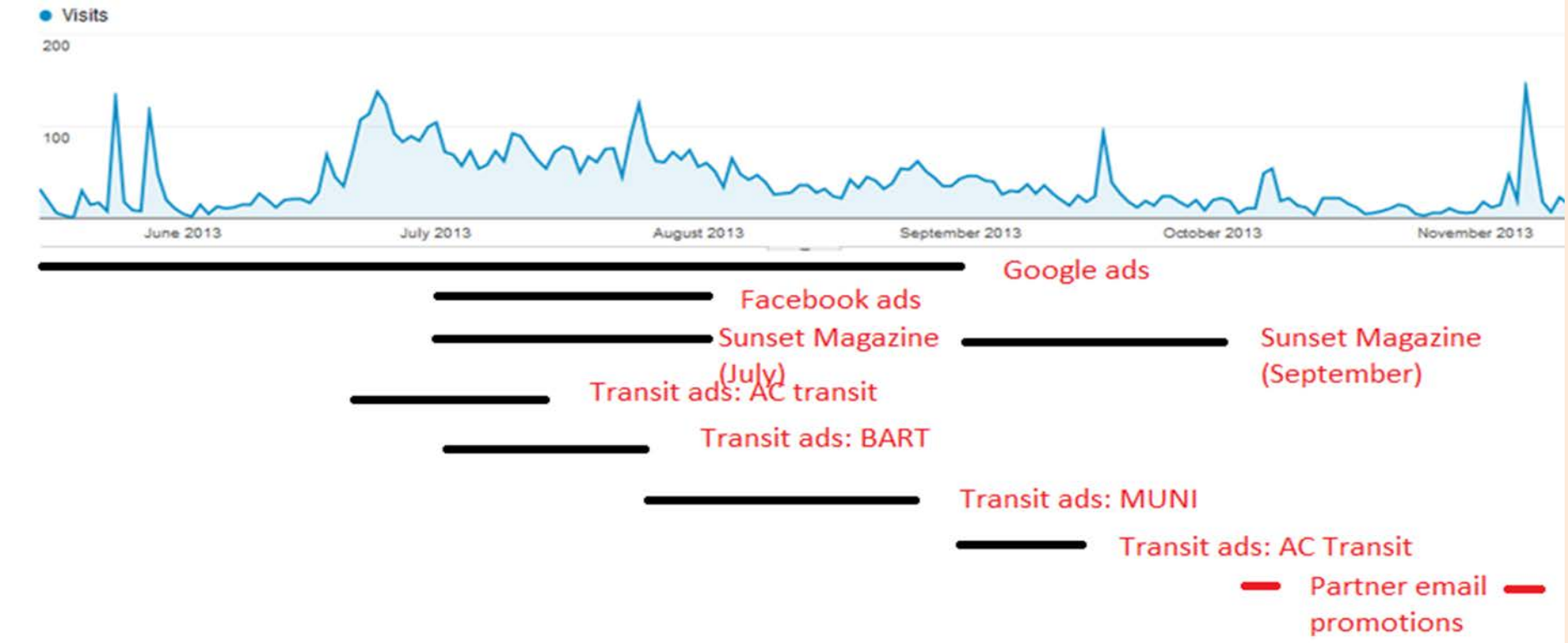


Facebook Analytics



Campaign Reach (Preliminary)

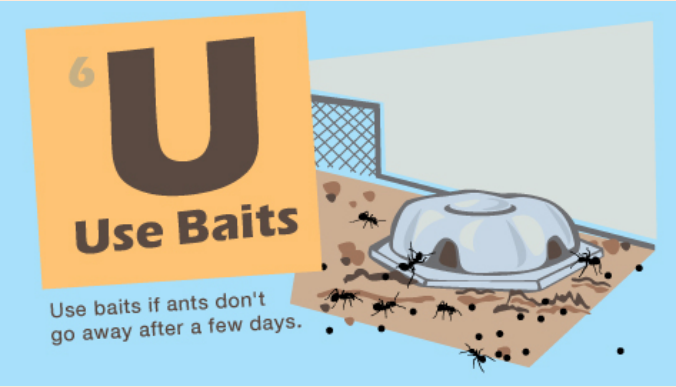
- Online advertising: 1.6 million impressions, 987 web visits
- Magazine ads: 1.25 million, 225 follow-up requests
- Transit ads: 11.9 million impressions



Web visits with major outreach avenues mapped

Preliminary Results

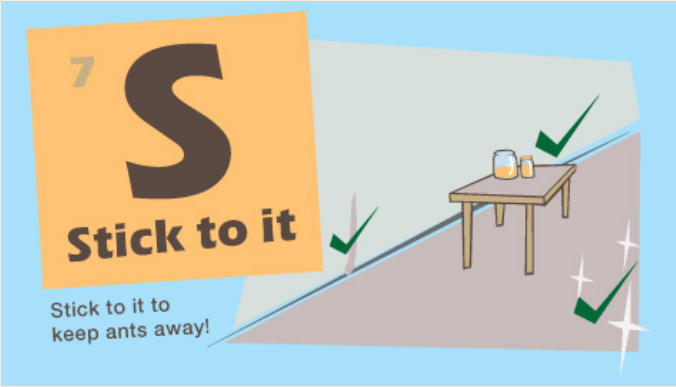
- Impressions: 14.75 million, past 100,000 goal
- Web traffic: 5700, past goal of 4000
- 76 Facebook likes, 125 Pledges (of 500 goal)
- Further analytics to come
- Final report will analyze cost-effectiveness



The Campaign's Future

- Got Ants Phase 2: Potential directions
  - Additional advertising, using current graphics base to spin off new pieces
  - Work with 501c3 organizations to secure donated ad space on transit, television
  - Additional community group promotion
  - Further work with pest control operators

- Transition plan after PMAG funding
  - BASMAA to host website going forward
  - New orders of cards and magnets

Conclusion

- Thank you to the committee for funding the campaign and its launch!
- Campaign has generated enthusiasm among partners and users, and we foresee a long useful life for the products with much left to do.