

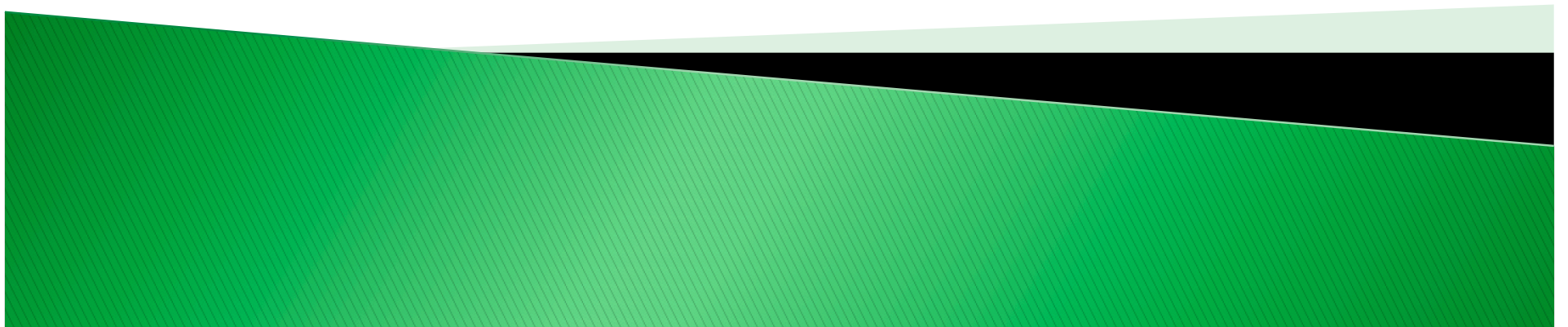


2016-2017 FOG Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,
Cahoon & Cross, Inc., and the FOG Subcommittee

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FOG Goals

- ▶ To prevent costly infrastructure repairs because of fats, oils and grease going down drains in commercial establishments and residences
- ▶ To prevent costly infrastructure damage due to materials flushed down toilets
- ▶ To encourage residents to reduce garbage disposal use which may lead to clogged pipes

Fog Strategies

- ▶ Fats, Oils and Grease (FOG)
 - Develop annual media campaigns to educate residents about how to prevent FOG going down the drain
 - Messaging should emphasize
 - Why it is important
 - How to prevent FOG down the drain
 - How it affects the individual
 - Costs to cities and therefore residents
 - Promote around holidays and special events when home cooking escalates
 - Look for ways to incorporate FOG messages with other askHRgreen.org committee messages

Fog Strategies

- ▶ Fats, Oils and Grease (FOG)—contd.
 - Include FOG messages in the askHRgreen.org
 - Media
 - Search engine marketing campaign
 - Public relations
 - E-newsletter especially seasonal tips, restaurant profiles, baker profiles
 - Social media
 - Events
 - Mini-grants
 - Promotional/educational materials
 - Cross link the FOG Certification website (hrfog.com) and askHRgreen.org
 - Develop educational videos
 - FOG down the drain prevention

Fog Strategies

- ▶ What not to flush (WNTF) education
 - Develop media campaigns to educate residents about
 - What not to flush
 - Why this is important
 - How it may affect the individual
 - Look for ways to incorporate WNTF messages with other ashHRgreen.org committee messages
 - Include WNTF messages in the askHRgreen.org
 - Media
 - Public relations
 - Search engine marketing campaign
 - E-newsletter
 - Social media
 - Events
 - Mini-grants
 - Promotional/educational materials

Fog Strategies

- ▶ Garbage disposal use prevention/reduction
 - Messaging should include
 - Why it is important
 - How to minimize garbage disposal use/proper usage
 - How it affects the individual
 - Look for ways to incorporate messages with other FOG and askHRgreen.org committee messages
 - Include messages in the askHRgreen.org
 - Media
 - Public relations
 - Search engine marketing campaign
 - E-newsletter
 - Social media
 - Events
 - Mini-grants
 - Promotional/educational materials
 - Develop an educational video or other demonstrations of the impact of garbage disposal use