Does Education Make a Difference?

A Scientific Case Study to Find Out

there is no POOP FAIRY!
GRAB IT
BAG IT
TOSS IT
www.PoopFairy.info
Project Overview

- Pick a watershed
- Study demographics to determine pollutants of concern
- Determine plan of action
- Implement
- Analyze results
Watershed Demographics and Pollutants of Concern - Where
Watershed Demographics and Pollutants of Concern - How

Canvassed neighborhood to see how people lived and determine possible problems.

- Storm drains
- Fenced dogs
- Raked yards
- *No fertilizers
- *sewer system, so no septic tanks
Watershed Demographics and Pollutants of Concern - How

Met with four HOAs/Community Organizations.

- Presented educational materials
- Conducted a round table discussion on how to promote participation
- Distributed initial surveys
Watershed Demographics and Pollutants of Concern - How

Administered surveys to identify attitudes and behaviors

- **Yard Waste**
  - 90.9% were homeowners/renters with a yard
  - 62% leave yard waste on curb for pickup
  - 56% unaware of proper disposal
  - 36% used fertilizer in any way

- **Dog Waste**
  - 55% dog owners
  - 27% don’t pick up after their dog in the neighborhood
  - 66% don’t pick up waste in their yard
Determine a Plan...

Geofencing!
Timeframe

- Demographic Analysis – 1 month
- Blitz Campaign – 2 weeks
Online Quiz

You might be asking yourself...

“Self, how can I keep Greenville rivers clean AND win $25?”

Easy Peasy!

Step 1 Answer 3 questions to test your knowledge of stormwater pollution and how it effects our rivers.

Step 2 Enter your name and email for a change to win.

No worries! We don’t sell your information and we promise to only use it for good. All we’re going to do is let you know if you won, how to claim your prize and send you some info on programs, workshops, or other opportunities to win prizes! You can always opt out.

LET’S DO THIS!
Question 1 – Stormdrains

Storm drains in the street go to a treatment facility where all the pollution is filtered out of the water before it reaches local waterways.

True  False
Question 1 – Wrong Answer

Wrong Answer provides education and allows user a chance to try again.
Question 1 – Right Answer

Correct answer also provides education then links to the next question.
Question 2 – Nutrients (Yard Debris)

Yard debris, like leaves and grass clippings, is considered a kind of pollution.

True  False
Question 2 – Wrong Answer

Wrong answer provides education and allows user a chance to try again.
Correct answer also provides education then links to the next question.
Once the storm drain and yard waste questions are answered, we go on to the bonus round featuring pet waste.
A wrong answer in this round showcases our very popular “There is No Poop Fairy” campaign mascot.
Bonus Round – Right Answer

The “other option” is to choose the correct answer, bringing the user to our final screen.
We Have a Winner!

Michael Kidd WON!!

$25 Gift Card to Target
Target Audience Reached

- Face-to-face education with 4 homeowners associations/community organizations
- 69,838 people in the watershed geo-fenced area
- Education quiz components and information were reviewed by 387 people.
- Normal click through rate is 0.15%. Ours was 0.55% (4X higher than normal!)
And now for the really exciting part...

Did We Make a Difference???