

Outreach to Horse Owners in San Diego County



San Diego NPDES Municipal Permit Requires:

1. Measurably increase knowledge of the target audience;
2. To measurably change the behavior of target communities and thereby reduce pollutant releases to the MS4s and the environment.

Presentation Outline

- Brief program introduction
- Community Based Social Marketing (CBSM)
- Commitments
- Lessons learned
- Testimonials

Materials and Information

- “How to Manage Manure” 2007 Emmy
- Manure Up! Tip Card
- Variety of Surveys
- Created an e-mail distribution list
- Nova Coloring Page/Resource sheet

Share with other programs:

- UCCE Pest Tip Cards – IPM
- Vector Control – Fight the Bite

Del Mar National Horse Show



Vaquero Days, Descanso



Current Outreach

Target Audience: Horse Owners

Mission RCD /NRCS (2 Watersheds)

Solana Center for Environmental
Innovation

(Remaining 6 other watersheds)

Current Outreach (continued)

Composting Workshops

- Trusted and respected speakers
- Onsite – preferred
- Organized good information
- Visual aids

BMP Workshops at Horse Properties

- Same as above

Materials Developed – helpful for take home.



CBSM Steps

1. Select Behaviors of interest
2. Identify barriers and benefits
3. Develop strategy
4. Piloting
5. Broad-scale Implementation

NOTE: This does not always follow 1-6 directly.

- Recommend reading “Fostering Sustainable Behavior” Doug McKenzie-Mohr

CBSM Activities We Conducted

- Selected behavior: composting manure
- Survey: Why don't people compost? What are the benefits to those who do?
- Develop a strategy to reach people and diffuse what they learn to others later outside of the workshop. (Scientific experiment w/control?)
- Flyers with testimonials from horse owners from each area.

Commitment

- **Purpose**
 - Emphasize social norm
 - Flyer serves as a reminder
 - Expand reach (social diffusion)
- **Elements**
 - Name Tag
 - Magnet
 - Horse blanket
- **Outlets**
 - Display Blanket at Events



Testimonials

- Flyers – photos and quotes from local horse owners, helps promote composting as a social norm.
- Encourage speakers and property hosts to share their experiences.
- We are always open for other ways to use them!

What's Next?

- Add RCD Greater San Diego County
- Website:
www.reduceyourhoofprint.org
- Keep looking for funding and ways to improve our program!