

Scoop the Poop Public Outreach Campaign



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The Problem

- An estimate of 33,600 dogs live in Gainesville. (Based on 2006 census data and American Veterinary Medical Association's estimates.)
- This generates over 10,000 pounds of dog waste a day
- Dog waste is a known source of fecal coliform bacteria affecting our creeks



Social Marketing

- Desired behavior: Scoop, bag, and trash dog waste at home and out in the community.
- Social Marketing – The use of traditional marketing techniques to achieve specific behavior goals to benefit society.

Barriers	Benefits
I don't have a bag	It is the right thing to do
It's gross	I won't step in it
It just goes away and is fertilizer	It smells bad if I leave it on the ground

Messengers

- Veterinarians
- Adoption agencies
- Apartment Complexes
- Alachua County Environmental Protection Department
- Alachua County Health Department

Commercials

Wait don't get up, here comes an important message from the Gainesville Clean Water Partnership....

Bag Dispensers



Flashlights



Magnets



Posters



Pamphlet



PET WASTE AND WATER QUALITY

When your pet "does its business," where does it end up? If it is left on the grass or street, it may be polluting our water.

Water samples in the urban areas of Alachua County often have high levels of bacteria that exceed State Water Quality Standards.





Are you risking your health?

Pets, children who play outside, and adults who garden are most at risk for infection from bacteria and parasites in pet waste. Flies may also spread diseases from animal waste. Diseases or parasites that can be transmitted include:

- Campylobacteriosis – frequently causes diarrhea in humans.
- Hookworms - infective larvae can penetrate the skin of dogs, cats or people. In humans, it causes an itchy skin condition.
- Toxocariasis – may cause vision loss, a rash, fever or cough.
- Toxoplasmosis – symptoms include headache, muscle aches and lymph node enlargement. Can cause birth defects if a woman becomes infected during pregnancy.

www.AlachuaCountyWater.org

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DOGS CAN'T FLUSH

Scoop the Poop, Bag it & Trash it!

Clean Creeks. Clean Yards. Clean Paws.



Website



Yard Signs



Pet Waste Stations



Telephone Survey Results

- 33% pre-campaign respondents never pick up pet wastes compared to 27% of post-campaign.
- 77% of pre-campaign and 85% of post-campaign participants have heard it is important to pick up pet wastes.
- 9% increase in participants reporting they dispose of dog waste in the trash in post-campaign.

Telephone Survey Results (cont)

- 39% of the post-campaign respondents recalled the campaign
 - 21% learned about it on TV
 - 10% were exposed at their veterinarian's office
- 10% of the post-campaign respondents that recalled the campaign reported changing their behavior as a result.

Funding Provided by the Gainesville Clean Water Partnership

