2015-2016 FOG Marketing Campaign Plan

Prepared by

the Hampton Roads Planning District Commission,

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Attachment 5

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

Attachment 5

askHRgreen.org

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 do 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 ashHRgreen.org committee messages

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askHRgreen.org

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

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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

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askHRgreen.org

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 ashHRgreen.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

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