

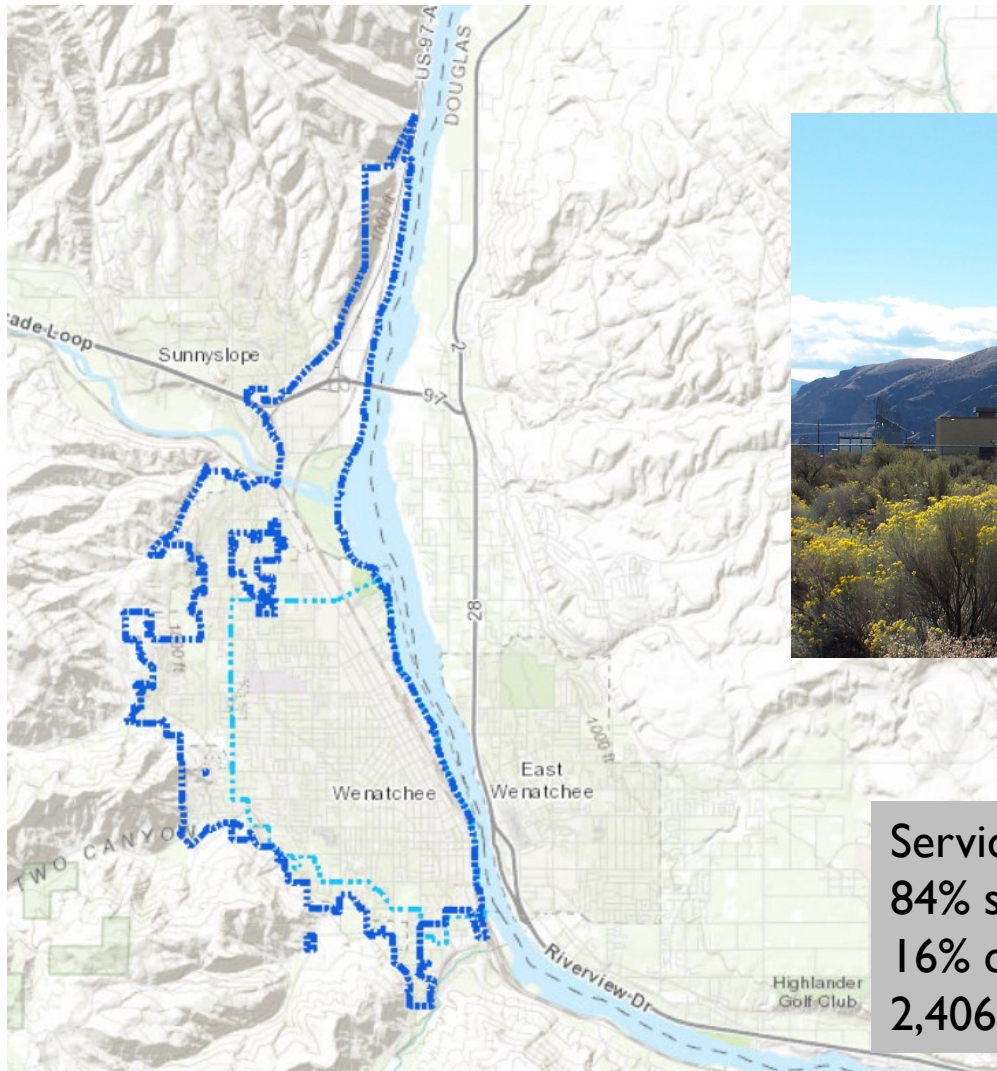
# Using Community-Based Social Marketing to Promote Cross Connection Control Compliance



City of Wenatchee

Jessica Shaw, Deputy Public Works Director-Utilities

# City of Wenatchee Water



Service Connections – 7,995  
84% single and multi-family  
16% commercial  
2,406 Backflow Preventers

# Cross Connection Control Program Elements

1. Legal authority
2. Evaluating new & existing connections (surveying)
3. Cross connection elimination or protection
4. Cross Connection Control Specialist
5. Testing of backflow preventers
6. BAT quality control assurance
7. Backflow incident response
8. Public education
9. Recordkeeping & reporting
10. Reclaimed water requirements



# What do we expect of customers?

- Behavior Change
  - Complete a survey
  - Install a backflow assembly
  - Test the backflow assembly every year



# Conventional Approach

- Attitude-Behavior – By providing education on cross connection control and fostering attitudes that are supportive of cross connection, customers will comply.



# Effectiveness of Conventional E&O

- Water-use Efficiency Handbook Example
- Energy Efficiency Workshop
  - Ad in the paper about a special workshop
  - 3 hours of training
  - Pre & Post training attitude survey positive
  - Only 1 person lowered water heater temperature and 25% installed the free low-flow showerhead from the training.

# Changing Behavior to Protect Public Health

## Community-Based Social Marketing

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Fostering Sustainable Behavior, Doug McKenzie-Mohr, [www.cbsm.com](http://www.cbsm.com)



# Identify a Behavior

- Complete a survey
- Install a backflow assembly
- Test the backflow assembly every year

[City of Wenatchee Cross-Connection Control Program](#)

[City of Wenatchee](#)

[Residential Cross Connection Survey](#)

Water Service Address:	
Phone Number:	
Contact Name:	

Plumbing Cross Connection Type	Is connection present?		Is connection protected?	
	Yes	No	Yes	No
Auxiliary water source such as a well or reclamation water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Underground lawn sprinkler system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sprinkler system using both City and reclamation water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawn irrigation system using chemicals, fertilizer, or has a booster pump	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming pool or hot tub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water connected cooling system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water connected greenhouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water softener	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire suppression system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portable dialysis equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laboratory or photo equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water connected radiant floor heat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High temperature pressure washer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other processes connected to the City of Wenatchee water supply:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments or additional information:


*I certify under penalty of law, the above information is, to the best of my knowledge and belief, true, accurate, and complete.*

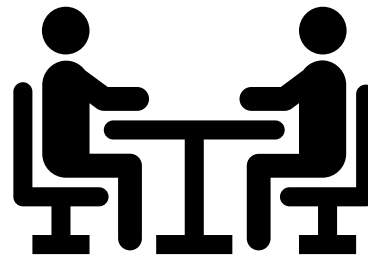
Water Customer Representative: \_\_\_\_\_ Date: \_\_\_\_\_





# Determine Barriers & Benefits

- Literature Review
- Observations
- Focus Groups
- Survey – Customers & CCSs



# Barriers to Backflow Testing

Barriers -What will keep customers from testing?

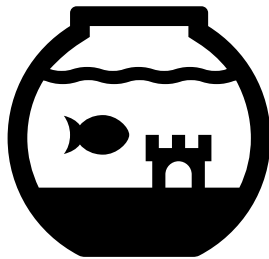
- Access to backflow preventer
- Cost
- ?



# Benefits of Backflow Testing

Benefits – What will motivate customers to test?

- Safe drinking water
- Regulatory compliance
- ?





# Develop Strategies

- Effective Communication
- Social Norms - Middle School Social Pressure
- Social Diffusion - Influencers
- Public Commitment
- Incentives
- Positive feedback

# Choosing the Best Strategy

- Addresses the barriers and benefits
- Customized to target audience
- Available resources— human and financial
- Convenient



# Backflow Testing Compliance Strategy

- Letters – Appear hand-signed
- Phone calls & more phone calls
- Transfer to the supervisor
- Offer to meet on-site
- Enforcement – personal messages & commitment

*When do you think you could have your backflow preventer tested?*

*I will make a note on your account.*

*Thank you for helping to keep our drinking water safe!*

As soon as you send your gift to WWP, your kindness will reach our injured heroes in hospitals overseas, even before they return to the United States for more surgeries, care, and rehabilitation.

And your support will help make it all possible! Since 2003, we've been tireless advocates for our nation's finest, improving the lives of over a million warriors and their families.

Our free services in mental health, career counseling, and long-term rehabilitative care change lives. Warriors never pay a penny for our programs — *because they paid their dues on the battlefield.*

I urge you to go to our website, [woundedwarriorproject.org](http://woundedwarriorproject.org), for information on WWP. You will find lots of ways you can participate in the WWP mission by remembering and spreading the word about the needs of those who sacrificed so much for our freedoms.

Consider recognizing our veterans by flying the American flag, especially on patriotic holidays. You can attend a virtual parade, or even organize one, in honor of our nation's heroes.

You might even write a letter to a newspaper editor in support of America's wounded heroes or simply talk about service-injured warriors with friends. Spreading your own message of concern is essential.

*"The greatest casualty is being forgotten."* So please thank veterans in the circle of people you know, as well as men and women in uniform that you see as you go about your day-to-day life. Remembering these heroes is vital to their well-being.

Through your gift of \$10, \$25, or maybe even \$50, you will help change the future of an injured veteran. So please be as generous as you possibly can. And thank you for joining Anthony Villarreal and me in this great cause today.

With gratitude,



Michael S. Limnington  
Lieutenant General, U.S. Army, Retired  
Chief Executive Officer, Wounded Warrior Project

P.S. *Warriors never pay a penny for our programs — because they paid their dues on the battlefield. With your support, our free services in mental health, career counseling, and long-term rehabilitative care change lives.*

P.P.S. At WWP, we're committed to helping injured veterans achieve their highest ambitions. With the \$15, \$25, or \$50 gift you give today, we can help more veterans when they're ready to start their next mission! *Your gift today carries your concern to our wounded, who need to know you appreciate their incredible sacrifices. Thank you.*



Anthony's courage and resilience inspire others. I hope they will inspire you, too.



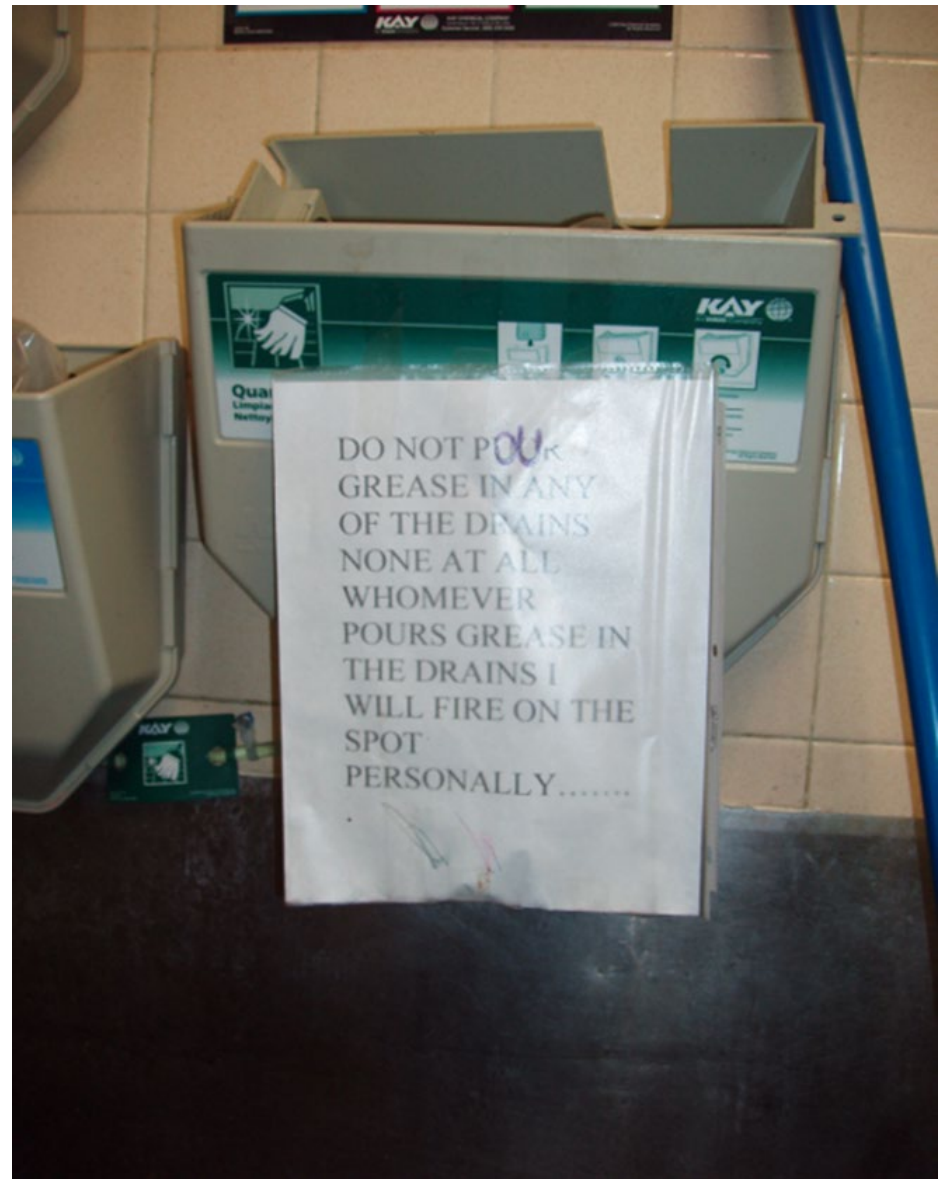
# Neighborhood Meeting – Meadowridge Community

- Mailed invitations to residents
- Held the meeting at the Meadowridge Club House (with snacks)
- Introduced by Utilities Manager
- Provided educational materials
- Followed up with on-site surveys
- Provided lists of local contractors



# Prompts or Reminders

- Text message
- Letter
- Email
- Calendar
- Fridge magnet
- Sticker
- Sign



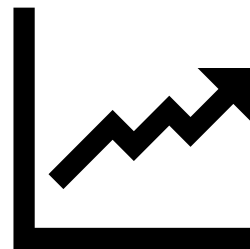
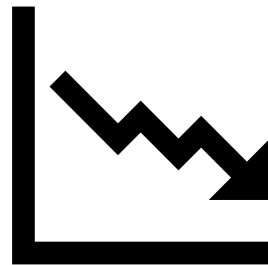






# Pilot Testing & Implementation

- Test the strategy on a small group
- Evaluate whether the strategy worked
- Make adjustments
- Pilot Test again or move to full implementation.



# A Few CBSM Resources

Fostering Sustainable Behavior, Doug McKenzie-Mohr, [www.cbsm.com](http://www.cbsm.com)

Social Marketing: Behavior Change for Social Good, Nancy Lee

[ToolsofChange.com](http://ToolsofChange.com)

