

## **SUMMARY REPORT**

**MULTI-LINGUAL, MULTI-ETHNIC OUTREACH CAMPAIGN  
YEAR 3**

Prepared for:

**CITY AND COUNTY OF SAN FRANCISCO**

## **OVERVIEW**

Montoya Communications, Inc. is pleased to present this final report for the Multilingual Stormwater Pollution Prevention Education and Outreach Campaign for Year 3 of this targeted, community outreach and advertising campaign for the Bay Area Stormwater Management Agencies Association (BASMAA).

The goal of the three-year effort was to develop and test messages that would reach the growing Chinese and Latino communities in the Bay Area, and motivate them to implement pollution prevention activities.

### **Year One**

Year 1 activities consisted of testing, message development and radio and print advertisements targeting the Chinese and Spanish populations. MC, Inc. recruited and conducted focus groups to assess each community's knowledge of stormwater pollution, to determine willingness to change behavior, and to test preliminary advertising concepts and preferred media. We secured input on messages, graphics and media usage, tailored the messages to incorporate the feedback, and produced Cantonese and Spanish language radio and print advertisements.

### **Year Two**

With messages developed, MC, Inc. expended the funds during Year 2 in the placement of the developed advertisements in print and radio media with a high reach into the Chinese and Latino communities, and provided recommendations regarding advertising placement in Chinese and Latino ethnic events programs. The advertisement placement served to reinforce the stormwater pollution prevention messages, and to highlight this issue among local ethnic leaders, who are conduits to their communities. Additionally, special events were targeted for the distribution of collateral materials, with the Latino community receiving Spanish language brochures and "Grow-It Guides."

### **Year Three**

As with the second year, Year 3 entailed the placement of the developed radio and print messages to maximize the reach into the Chinese and Latino communities and to reinforce the message. We also conducted post-testing of the messages among Chinese and Latino community members to assess overall effectiveness and obtain input regarding future strategies.

This report highlights Year 3 strategies and results, and provides recommendations on future efforts based on results of the three-year campaign.

## **Radio Advertisement Placement**

The messages were placed by Montoya Communications, Inc. in Spanish and Chinese radio, respectively.

### ***Chinese Radio***

Chinese radio messages were focused at the Cantonese speaking populations through KEST, which boasts an average weekly listenership of 50,000 people. The radio buy included:

- Airing of the Chinese language advertisements 104 times

### ***Spanish radio***

Spanish radio messages were aired on three top radio stations: KIQI, KZSF and KSOL, reaching a total of 330,000 listeners per week. Spanish language radio buys included:

- Airing of the Spanish language advertisements a total of 56 times on KIQI
- Airing of the Spanish language advertisements a total of 58 times on KZSF
- Airing of the Spanish language advertisements a total of 80 times on KSOL

## PRINT ADVERTISING

Montoya Communications, Inc. researched and placed advertisements in publications reaching high numbers of Latinos and Chinese communities.

### **Latino Print Advertising**

More than 36,000 Latino communities in the Bay Area subscribe to *Teleguia* a monthly publication providing Spanish language programming and items of interest for services and messages of interest to the Latino communities. The advertisement was placed in January 1998 through May 1998, for a total of 5 editions; because these publications have a long shelf life of one month, the frequency was maximized.

*El Mensajero* is a Spanish language weekly newspaper with a circulation of 400,000 Latinos in the Bay area. MC, Inc. coordinated seven insertions in *El Mensajero* between January 1998 and March 1998.

### **Chinese Advertising**

*Tsing Tao Daily*, a Chinese Publication, reaches subscribers throughout the Bay area. Chinese print advertisements were placed a total of 12 times in *Tsing Tao* during the months of January and February 1998 to complement the radio flights.

### Summary of Print Placements

Date	Name	Type	Place	Reach
5 Insertions, Jan-May 1998	Teleguia Television Guide	Latino	9 cities in the Bay Area	36,000  180,000 total reach
7 insertions, Jan-March 1998	El Mensajero	Latino	Bay area	400,000  2,800,000 total reach
12 Insertions , Jan-Feb 1998	Tsing Tao Daily	Chinese	Bay Area	460,000  5,520,000 total reach

## FOCUS GROUP TESTING

Montoya Communications, Inc. and its subconsultant, Phoenix Communications, coordinated focus group testing among the Chinese and Latino communities to assess the effectiveness of placed messages.

We secured and conducted two Chinese groups and two Latino groups with the support of community based organizations, and surveyed participants regarding message awareness and behavior change. The following focus groups were conducted:

Type	Date & Time	Location	Number of Participants
Chinese	March 3, 1998 5-6:30 p.m.	Self Help for the Elderly 407 Sansome Street San Francisco	15
	March 5, 1998 5-6:30 p.m.		
Latino	March 10, 1998 10:-11:30	Mission Language & Vocational School 2929 19th Street San Francisco	21
	March 12, 1998 10:-11:30		

The following summarizes the results for the groups:

### ***Chinese Focus Group***

#### Environmental Issues of Concern

Participants in both groups identified air pollution, water pollution, food poisoning and depletion of the ozone layer as important factors that affect everyone in their everyday lives. In fact, they indicated that people they know get skin problems, allergies or food poisonings from contaminated seafood from the bay, and identified filthy drinking water as a problem that has serious health effects for children, seniors and pregnant women.

#### Awareness of Stormwater Pollution

All believed that the rainwater goes to the storm drains and then to treatment plants before going out to the sea. But regardless of the treatment they believed to occur, they expressed doubt that the treatment is effective in purifying the water and making it safe.

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### Sources of Pollution

They understood that rainwater becomes polluted via air pollution, in addition to pollution by trash, automotive fluids and paints and chemicals. They stated that most of the pollution is caused by people; specifically, the pesticides used on lawns, the chemicals from factories, and the trash on the streets that get washed into the bay. One participant said that Mother Nature is also to blame with the dead foliage that gets channeled into the bay and pollutes the waters.

### Impact of Pollution

Most participants were concerned about his pollution and its impacts on their families and communities. They believed their families and friends were less concerned than they about this pollution, since their families are not familiar with the subject.

### Fishing in Bay

All participants have either seen or known someone to fish in the bay. The most popular spots are Half Moon Bay, Fisherman's Wharf, and the wharf near Golden Gate Bridge. The majority responded that they would eat the fish, even though they believe the waters are polluted; they've indicated that they have seen people selling the fish they caught in the Bay on the streets of Chinatown. Two participants did say that families and friends no longer fish in the bay after seeing how dirty and contaminated the bay water was.

### Dumping into Storm drains

Although no one physically saw anyone dump oil, paint or pesticides into the storm drain, they know the problem exists. One participant who lives in the Mission District has seen cans of oil and paint lying in the street. Another participant stated that film processing companies in Chinatown pour their chemicals directly into the drain.

To address this issue, they identified a need for an awareness of where motor oil recycling centers are located.

### Advertisement recall

Participants have either seen or heard about stormwater pollution; some did see the advertisements in *Tsing Tao Daily* newspaper, and another heard about the issue on a Chinese radio talk show. Two others saw materials from a water department brochure and an print advertisement in a magazine. However, none can recall a particular message. The newspaper advertisements recalled did not appear regularly according to participants, and were very weak.

All participants agreed that since participating in the first focus group, they became more aware of water pollution and shared the information with friends and family.

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### Media recommendations

Media listened to / watched / read regularly by this group include:

- AM 1400 Chinese Radio
- AM 1450 Chinese radio
- Channel 26; the Cantonese news at 8:00 is the most popular program. A few also watch Channel 38, and English Channels such as 4, 5 and 9.
- *Tsing Tao* newspaper
- World Journal

The groups indicated they would like the stormwater pollution prevention message to be stronger and the public made to understand how it affects our health and our daily lives. The message should also include tips to prevent pollution. The most mentioned methods of communicating this include:

- TV advertisements
- Attractive, eye-catching ads in newspapers
- Advertisements on billboards, muni stations and bus shelters
- Comic books, or pictures for children and the family
- Stronger government regulation
- Presentations at schools

Participants stated that although stormwater pollution may not be as visible an issue as other social or environmental problems, information should be made available. The participants mentioned the effectiveness of campaigns such as “Prevent Forest Fires” and the “Anti-smoking” campaign, and suggested that the stormwater campaign follow those leads.

### Recommendations on other targeted efforts

Educational messages targeting younger children, those that will be the victims of pollution in the future, were recommended by the group.

## ***Latino Focus Groups***

### **Environmental issues of concern**

Participants identified illnesses, chemicals in the air, bad drinking water and garbage as the areas of most concern when asked about environmental problems. They know the rainwater goes into storm drains, and a few believe it went to the sewer system before going out to the Bay.

### **Awareness of Stormwater Pollution**

None believed that the water was treated before going to the Bay waters. They understood that these environmental concerns impact the health of their families, and can impact the food that is consumed. One participant stated that death can occur, and another said that the pollution increases the cost of treating the water.

### **Sources of Pollution**

Participants identified waste products, smog, oil and other chemicals from automobiles, car tires and garbage as the prime pollutants. They also believed that the major contributors were industry, factories, and people who leave garbage lying around.

### **Impact of Pollution**

Eight people expressed “very concerned” and eight stated “concerned” regarding their level of concern for the impact of pollution on their families and communities. One participant was not concerned, while three were somewhat concerned. Some participants didn’t believe the pollution impacted their lives very much, while others stated that polluted water is not good to swim in, and another believed it affected their drinking water.

### **Fishing in the Bay**

Fishing in the Bay was a common activity either by the participants or by someone they knew. Some said San Rafael Bay was a common spot. Many indicated that the fish that is caught is eaten, and one person has had a high level of lead poisoning caused from eating fish in the Bay.

### **Dumping into storm drains**

Three people had seen others dump things down the storm drains, and others stated that they knew radiator fluids, oils and sometimes paint were washed down. Pesticides were not listed as a pollutant. Participants stated that the products or chemicals end up in the Bay, the Pacific Ocean, in the drinking water, and in the sewer system and in the waste water system for plant irrigation.



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### Advertisement recall

When polled about the awareness of messages, several in each group heard the radio messages. Several participants stated they heard radio ads with father and son, and felt bad about the pollution problem as a result. Many stated their attitudes changed, and agreed that more messages like this were needed. Some recommended using real people who have been impacted by the pollution to bring more credibility; a series of actual stories should be used frequently for effect, suggested some.

Nearly half saw the print advertisements, while only 3 or so had actually read it. They described the ad as too busy, and not dramatic enough, and suggested television instead of print. One person suggested the slogan "Don't destroy yourself with your own waste" would get attention.

Some indicated that other social problems, such as drugs and crime, are more serious than pollution, and therefore may not listen to message. Others identified people in the community who have a "don't care" attitude, and others just buy bottled water to address the issue, instead of listening to or reading advertisements.

### Media recommendations

Radio media included:

94.9	106.1 KMEL	
95.7	1010 KIQI	KOFY

Television:

9, 14, 48, 36, 52

Print media most often identified by this group include (not in any order):

- El Diario
- La Revista
- People Magazine
- Reader's Digest
- Independent
- Bay Guardian
- San Francisco Weekly
- San Francisco Chronicle
- Eres Magazine
- El Tiempo Latino
- El Mensajero
- La Opinion de Los Angeles

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### Recommendations on other targeted efforts

People mentioned education programs in schools, such as coloring or poster contests, as effective methods of educating the Latino community. Others stated that TV and radio and business outreach as effective ways to disseminate the message. Messages on Coke cans or bottles, or milk jugs or containers would be effective, since these are everyday items people will see. Using statistics, to show how many people are affected was another recommendation. Fining polluters, most agreed, would cut the pollution problem, since no one wants to get caught and have to pay.

They suggested that the collection points for oil and other recyclable be advertised better, and better coordination among the various agencies responsible.

## RECOMMENDATIONS

Overall, both the Chinese and Latino groups understand the issue of pollution, its impacts on their communities and the need for pollution prevention messages. However, they may not always directly see how what they do has an impact on the environment; they are likely to point to trash and smog as major culprits in the pollution issue, rather than understanding the impacts that pesticides, automotive vehicles or other chemicals dumped down the storm drains or streets have on their environment.

Perhaps the most obvious recommendation is that of the visual image. Both groups pointed to the need to see what happens when things are dumped in the drains, and in fact, recommended television, billboards and other visual media to provide that message.

The fact that the Chinese identified billboards and television as preferred alternatives, and the Latinos recommended eye-catching, graphic advertisements demonstrate the importance of visuals to get the message across.

**Television / Visuals** -Many of the Chinese participants watch Chinese programming, which would be a critical medium to reach them; the Cantonese news at eight is the most popular program, which would be the ideal time for advertising.

The Latino population relies heavily upon television for news and other programming; *telenovelas* on KDTV-Channel 14, the local Univision network station, are extremely popular among many Latinos, and would be an ideal timeframe for advertising.

The PSA or advertisement should show the connection between the home and the Bay, similar to how the BASMAA brochures do; children playing in the water, people fishing or swimming in the Bay are all images that people can relate to. An image of chemicals being channeled from the homes and streets to the Bay would leave an important and behavior-changing impression.

A survey of existing stormwater pollution prevention advertisements should be conducted with the goal of reviewing and obtaining already produced spots that may be tailored for this campaign and market. Funds could be therefore dedicated to buying airtime VS paying for production of these spots. Los Angeles and Sacramento are two markets that may be willing to share existing TV public service announcements.

**Radio** - Members of both groups had heard the messages on the radio, and found them to be effective. Creative appeared to be effective in capturing target audience's attention and moving them to care enough about the issue. Respondents indicated being moved and being more willing to change their behavior based on these messages. An adaptation of the radio commercials may be made to incorporate "real life" stories from the community; for instance, the Latino participant who mentioned that someone had become ill after eating the fish is an excellent example of how the pollution impacts the communities.

The Chinese group also mentioned the importance of testimonials in getting the messages across. A few Chinese participant who heard the interview on KEST, in addition to the spots, thought the combination effective, and memorable.

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Rather than a straight advertising buy, the campaign should also focus on providing incentives to behavior change. Contest questions focusing on pollution prevention should be created, with listeners able to call in and win prizes.

Radio campaign efforts should be considered a top priority due to the radio's reach and effectiveness in moving the target audience to change their behavior.

**Print** - Both Latino and Chinese groups felt that the print advertisements, whether placed in ethnic publications, or through events advertising, were not nearly as effective as radio and television messages. Furthermore, the print advertisement, which was developed to educate the communities on the term "stormwater pollution," would be more effective to both groups if the message simply provided steps to pollution prevention.

An adapted print advertisement would be placed in billboards, benchboards and other locations where the communities live, shop and work.

Print appeared to be less effective in capturing the audience's attention and less effective in moving them to care about the issue. Print should therefore be considered a lower priority and should be used to reinforce key behavior and not used to provide extensive education regarding stormwater overall. Specific tips and clean, simple graphics appear to be more effective with both groups. Individuals are less willing to read copy and prefer to see catchy - less wordy advertisements.

**Community Outreach** - Both groups stressed the importance of teaching the children about pollution prevention, including coordinating poster contests, ordering and distributing coloring books, etc. Again, these are visual materials that both communities want to see, which stresses the necessity for quick, simple materials.

The winner of the poster contest may have their artwork placed on billboards or benchboards, thereby demonstrating the understanding that our youth have on this subject. It will also serve as an important reminder that what we do to the environment today will impact our families tomorrow.

**Ethnic Leader Outreach** - Outreach to leaders although not directly tested in focus group should be considered an important factor in the stormwater pollution strategy. Ethnic leaders serve as gatekeepers and should receive information disseminated to their communities. These leaders should also be recruited to become actively involved in assisting with the dissemination of the message. Face to face meetings and presentations can serve as a support mechanism that can move leaders from just becoming informed about the issue to providing a mechanism for the information/brochures to reach their constituents.