PET WASTE PROGRAM

PROGRAM – Pet Waste	
I. Pollutant of concern (what and why)	Nutrients and bacteria
II. Target audience (who)	Pet Owners and Homeowners who apply fertilizer
III. Message and delivery	**Goal:** Improve water quality through nutrient pollution reduction **Objectives:** 1. Increase awareness of issues associated with pet waste 2. Increase knowledge that pet waste is a nutrient pollution source. 3. Increase understanding of the importance of proper pet waste management practices
	Presentation: Tri-fold poster **Surveys:** Current practices Pre-post workshop Park survey/data collection instrument **Data:** NA **Articles/Brochures:** Pet Waste Pollutes (article) Short_Newsletter Article for Neighborhood Assoc. or Community groups PW_Brochure (single page) **Social Media:** Pet Waste Pollutes PickupPW_Protects Petwaste_nutrients_pathogens **Videos:** NA **Flyers: NA** **Publications:** **Additional Resources:** ENRI website: https://water.ca.uky.edu/content/scoop-poop-pet-waste-issues Overview – developing a pet waste campaign
	Other Related and Relevant Resources **Social Media/Articles:** see Stormwater General for other related information **Faculty Resources:** Brad Lee **References:**

	HENV-402: Water Quality and Nutrient Management at Home HENV-203: Stormwater EPA website fact sheet: https://cfpub.epa.gov/npstbx/files/Pet%20care%20fact%20sheet.pdf AVMA, pet owner statistics: https://www.avma.org/resources-tools/reports-statistics/us-pet-ownership-statistics ENRI website: https://water.ca.uky.edu/content/scoop-poop-pet-waste-issues
IV. Measure the program	*Note: These would be developed in collaboration with the MS4*
A. Evaluation Method 1. public reporting 2. Inspection results 3. Infrastructure clean out frequency 4. Visual assessment 5. street sweeper/collection amounts 6. water sampling 7. Public survey 8. Stakeholder and collaborators 9. Public participation	MCM1: Public Outreach (*examples of potential measures*) Number of educational materials developed and distributed (emails, print, website, social media/reach or followers) Number of incentive items distributed Number of PSAs, articles or press releases Number of homeowners attending educational workshops Number of partnerships established with community organizations Number of partnerships established with local businesses MCM2: Public Participation (examples of potential measures) Number of survey participants in current practices (establish baseline for pet owner behavior) Number of pre- and post-workshop surveys (assess change in level of knowledge and attitudes) Number of pledges. Number of likes/shares or other responses to media Water sampling: (responsibility of MS4) they may look at nutrient loading to a stream segment prior to educational campaign and again at the end of the 5-year permit cycle
B. Evaluation Frequency	Determined with MS4 (ex. annually, biannually, every 5 years)
C. Conduct Program and Evaluation	Program implementation
V. Reassess	Determine program effectiveness and what needs to change.
VI. Maintain Documentation	Will need to be done in collaboration with MS4. Examples of documentation include: Contact log Sign-in Sheets Survey results Copies/images of media distributed

	Requests on nutrient application questions.
Related Programs: see No P on My Lawn folder	

SOCIAL MEDIA and ARTICLES			
Season	Artl	Title/Description	Social Media Content
Sp, Su, F	**X**	**Pet Waste Pollutes** TM: Pet waste contributes nutrients and bacteria to our waterways which impairs water quality.	Pet waste left on the ground can be carried by stormwater runoff to our waterways, contributing to bacteria and nutrient pollution. Help us improve water quality in Kentucky streams by bagging the doo at home and on walks. Additional Articles: CAFÉ News: UK Specialists Stress Algae Bloom Prevention Starts in the Backyard https://news.ca.uky.edu/article/uk-specialists-stress-algae-bloom-prevention-starts-backyard
Sp, Su, F		**Bag the Doo** (PickupPW_Protects) TM: Picking up pet waste protects all of us.	When you pick up after your pet you protect against the spread of harmful pathogens and reduce nutrient pollution to our streams. Remember to Bag the Doo! on walks and at home.
Sp, Su, F		**Bag the Doo2** (Petwaste_nutrients_pathogens) TM: Similar to above	Did you know that every time you Bag the Doo! you help improve the health of our neighborhoods and waterways?