

Different Audiences,
Different Methods:
off-beat outreach approaches

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We've been doing the used oil thing since '95

- Recruit collection centers
- Advertise: newspapers, radio, events etc
- Target the usual suspects:
 - Spanish-speakers
 - Multifamily
 - Boaters
 - ??



RECYCLE
USED OIL



Questions....

- Do we know that we're targeting the right populations?
- Who are we missing?
- Could we be having more fun with this?
- Could we be doing more good with oil \$\$?



San Francisco State University

Outreach Recommendations

- There are no magic media channels to improper disposers. By and large, use methods that reach DIYers and newcomers.
- Target newcomers to the U.S. and California and new drivers, especially young men.
- In newcomer and ethnic communities, personal approaches to members by respected community people and organizations might be more effective than media outreach.
- Consider approaches to “shade-tree mechanics”.

So, here's some of the target audiences we've tried to reach

- Auto shop classes
- Break-dancers
- Native Americans
- ESL classes
- Shade-tree mechanics
- Off-highway vehicle enthusiasts

Auto shop classes





SPILL KIT

WORK BIN

SPILL KIT

For information on where to dispose of used oil and other automotive wastes in Sonoma County:

RECYCLE OIL

PISTONS



Kashia Band of Pomo Indians









How the heck do you find “shade-mechanics”?

The
“Do-it-yourself Oil Changer Personality
Quiz”



Goals

- Engage DIYers in the topic
- Identify people who may be informal mentors to others
- Find real shade-tree mechanics?

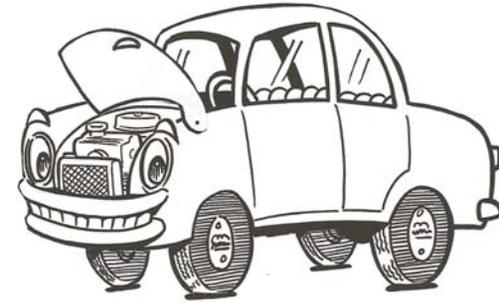
Which Personality Are You when changing your own motor oil?







ESL Classes



- Lesson plans for beginning and intermediate students
- Exercises, visual aids, games, maps.
- Variety of ESL opportunities:
flexibility is a plus!



Off-Highway Vehicle Enthusiasts





FOUNDATION



MAKE
the **GRADE!**



Program Goals

FOUNDATION

- Make recycling of used oil and filters a standard practice for CA4WDC members
- Strive to ensure that all four-wheelers conduct preventive maintenance prior to getting out on the trail.
- Individual and club members will make an Oil Spill Kit a necessary item on their checklist prior to leaving home.

Program Elements

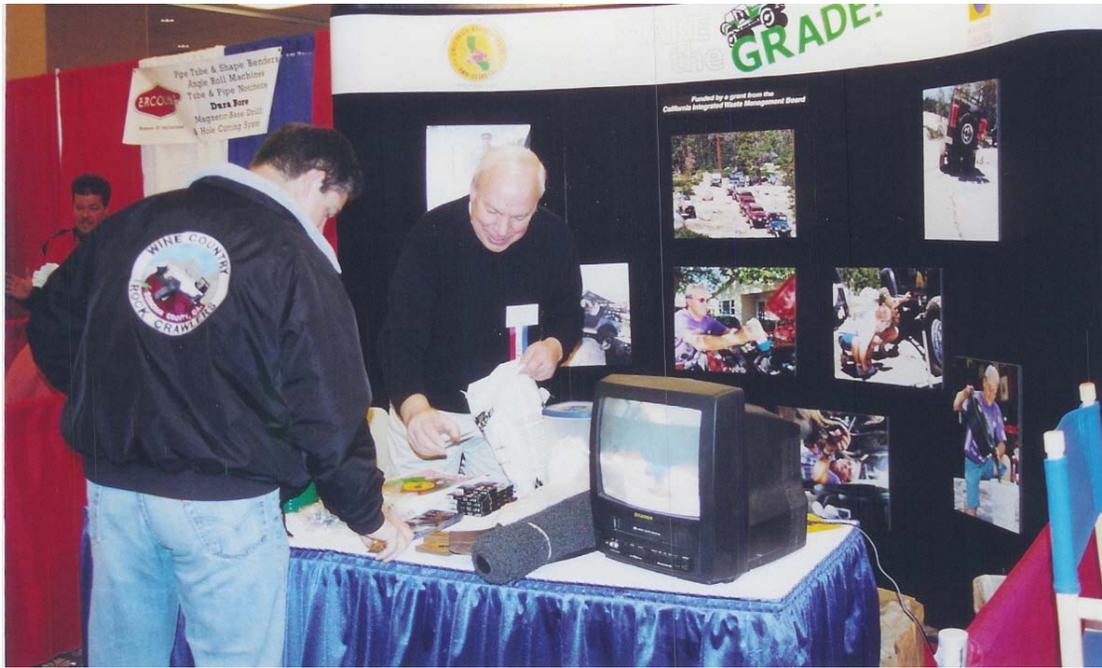
- Direct person-to-person outreach
 - at off-highway trailheads
 - At events
- Publicity
 - Trade publications
 - General media
- Materials
 - Booth
 - Video
 - Brochures
 - Coloring books
 - Premiums





Trailhead Outreach

- Conducted by member clubs (over 50 statewide)
- Survey and “goodie bag”
- Results to date show:
 - Most off-roaders are DIYs
 - Many did not recycle filters or know how to clean up spills.



Event Outreach

- Booth, premiums, video
- Event attendance over 50,000 so far
- Good cross-over with general public, dirt bikers, and others as well as off-roaders



FOUNDATION

Visit Our Booth!
today only



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GRADE!