

# **CHANGING BEHAVIOR**

**in the  
DO-IT-YOURSELFER  
CAR CULTURE**



**Joyce Amaro**  
**Used Oil Public Education Program**  
**City of Los Angeles**

**December 6, 2002**



## **Presentation Outline**

- **Identifying Target Audience(s)**
- **Developing Partnerships and Programs**
- **Learning from Challenges & Successes**



## Identifying Target Audience(s)

- 1. Los Angeles County 1997 Resident Segmentation Study (follow-up study completed in 2001)**
- 2. California Integrated Waste Management Board's 2001 Used Oil Survey**



# Target Audience

## 1. Young Males

- *English-speaking*
- *Hispanic and African American*
- *20-30 years of age*
- *DIYers because they take interest in their cars*
- *Concerned about image*
- *Resistant to listening to authority figures*



# Target Audience

## **2. Older Hispanic Immigrants**

- *Spanish-speaking*
- *40-50 years of age*
- *Have families*
- *DIYers due to economic situation*
- *Concerned about children*
- *Unaware/uninformed of the proper disposal of used oil*



# Approach

- *Create message and style for each audience*
- *Message would touch on their motivators*
- *Provide a “hook” to draw audience interest*



# YOUR STREET

**DON'T LET 'EM TRASH IT.**

RECYCLE YOUR USED OIL and FILTERS.

For the nearest location call 1(888) CLEAN LA or visit [www.LAStreetTrash.com](http://www.LAStreetTrash.com)

Funded by a grant from the California Integrated Waste Management Board





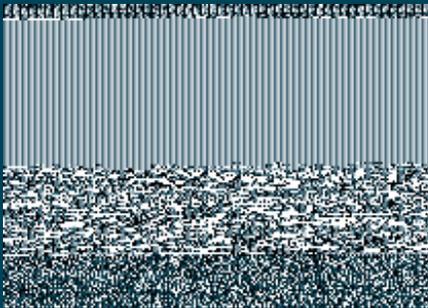
# YOUR STREET



## **Your Street-- Don't Let Em' Trash It!**

- *Message played to a sense of neighborhood pride and ownership*
- *Developed as a peer-to-peer message regarding respect of their neighborhood*
- *English as a primary language*



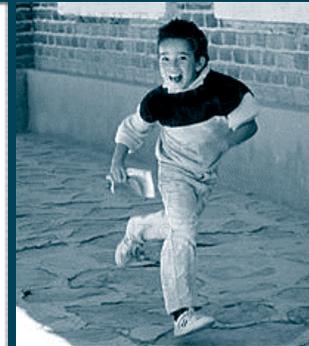


**EN ESTAS CALLES JUEGAN  
NUESTROS HIJOS,  
CUIDELAS.**

**NO MANCHE SU CALLE CON ACEITE.**  
Para obtener el lugar más cercano para reciclar  
su aceite y libros llame al 1(800)ACLIM LA.



Financiado por fondos del Call Home Integral Waste Management Bond.



## **In These Streets, Our Children Play. Take Care of Them! Don't Stain Your Street with Oil**

- *Message focused more on families and children*
- *Focused on maintaining pollution-free street/ neighborhoods, making it a safer place for children*
- *Spanish as the primary language*



# Partnerships & Programs



# Partnerships & Programs



## **Car Clubs**

- *Partnered with 13 local car clubs throughout the Los Angeles area*
- *Reached 76,000 car enthusiasts at car club meetings and car shows*
- *Provided campaign credibility with audiences; helped build an image*



# Partnerships & Programs

## High School Outreach

- **Auto Shop Classes:** *Utilized peer age presenters with “fixed-up” (i.e. racing, classic) cars to deliver message to high school students enrolled in auto shop classes*



## Former Race Driver Stresses Importance of Recycling Oil

by Stephanie McGary, Staff Writer

A couple of days ago the auto shop class was given a presentation which demonstrated how to fix up cars without polluting our environment.

Two presenters, John Choe and Peter James, spent the day explaining to students the need to recycle used motor oil

## Racing Mechanic Speaks to Students About the Need to Recycle Used Oil; Seniors Are Highly Interested.



By Joseph Gallegos, Staff Writer

The auto shop classes, during the month of May, were given a presentation regarding fixing up cars without polluting our neighborhoods and the environment.

Presenter John Choe, a long-time participant in import racing and a crewman on Chris Rado's "World of Racing" team, and Mr. Peter James, a longtime car hobbyist, spoke and gave the students the need to recycle oil and tires to keep pollutants off our soil and out of our storm drains.

"Changing the oil is vital, just as vital as recycling that old oil," Mr. Choe said. "The thing is that both are easy. Most major auto parts will take your old oil for almost nothing and buy your new oil." Mr. James said that the industry is a career, you need to learn everything that you can in your auto shop class plus learn and practice recycling of you used motor oil and old tires.

As part of the presentation, Mr. Choe also showed the students excessive changes he has made to his own vehicle, a semi-truck sports compact, which includes new wheels, suspension, and engine and body kit. Mr. James in addition



Mr. John Choe, guest speaker.  
Photo by René Navarro



Some of our students hear Mr. Choe's presentation.  
Photo by René Navarro

# Partnerships & Programs

## High School Outreach

- Auto Shop Classes: Utilized peer age presenters with "fixed-up" (i.e. racing, classic) cars to deliver message to high school students enrolled in auto shop classes
- Journalism Courses: Supplemented the auto shop class presentations with mock news releases covering the workshops

### RECYCLE, REUSE, AND REDUCE

by  
Rosa Arreliano, René Navarro, and Cindy Robledo

In May, guest speaker, John Choe, visited Garfield's auto shop classes to talk to students about recycling oil. Mr. Choe is a long-time participant in import racing and a crewman on Chris Rado's "World of Racing" team.

Mr. Choe said, "Changing the oil in your ride is vital: just as vital is recycling that old oil. The good thing is that both are easy to do. In fact, most major auto parts stores will take your oil back. So simply take it with you when you buy your new oil."

Recycling oil is very important. If oil is not recycled, it can pollute the earth and our water. Oil can be very toxic to the environment. It kills grass, animals, and in time, it can kill you.

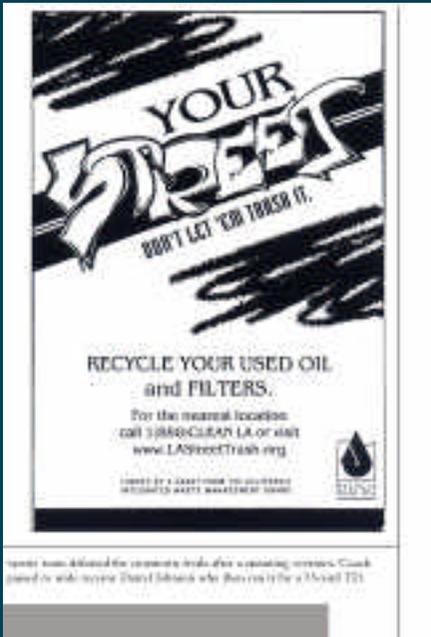
But by recycling, we all benefit. Just recycling from a single oil change can result in protecting a million gallons of drinking water.



# Partnerships & Programs

## High School Outreach

- *Auto Shop Classes: Utilized peer age presenters with “fixed-up” (i.e. racing, classic) cars to deliver message to high school students enrolled in auto shop classes*
- *Journalism Courses: Supplemented the auto shop class presentations with mock news releases covering the workshops*
- **High School Newspaper Advertising:** *Advertisements were purchased in local high school newspapers to supplement the auto shop classes.*



# Partnerships & Programs

## Point-of-Purchase Campaign

- *Bilingual (English/Spanish) floor graphics, counter cards, and posters*
- *Placed in auto parts stores citywide*



# Partnerships & Programs

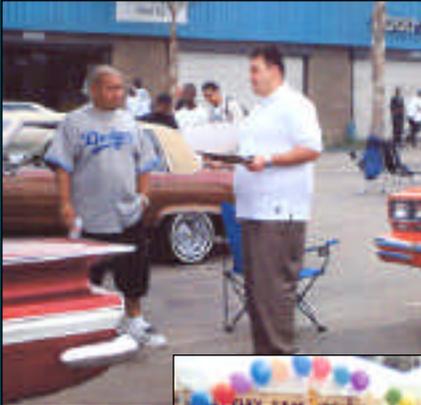


## **Swap Meets**

- *Set up booths to distribute educational materials*



# Partnerships & Programs



## Swap Meets

- *Set up booths to distribute educational materials*
- *Information distribution through “roaming” survey takers*



# Partnerships & Programs



## Mass Media Advertising

- *Radio Traffic Sponsorships*
- *Billboards*
- *Ads in Auto Related Publications*
- *Overarching Element that Reaches Both Audiences*



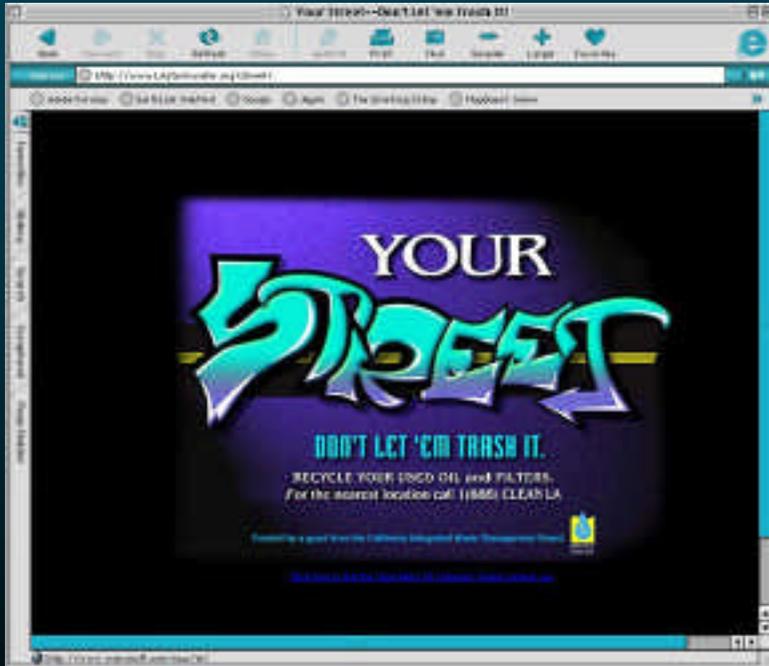
# Challenges & Successes



# Challenge

[www.LAstreettrash.org](http://www.LAstreettrash.org)

- Low number of 'hits'
- Re-evaluate whether the Internet is the appropriate information venue for DIYers



## Former Race Driver Stresses Importance of Recycling Oil

by Stephanie McGary, Staff Writer  
A couple of days ago the auto shop class was given a presentation which demonstrated how to fix up cars without polluting our environment.

Two presenters, John Choe and Peter James, spent the day explaining to students the need to recycle used motor oil

## Racing Mechanic Speaks to Students about the Need to Recycle Used Oil: Seniors Are Highly Interested.



Students, much like other students, don't just want a fast car, they want a fast car that is also eco-friendly. Senior participants seemed to be most interested in this concept, and most of them have already been to the shop. Some students believe a car is only as good as the parts that go into it. The presenter was to demonstrate how to recycle used motor oil and other fluids.

By Jonell Gallagher, Staff Writer  
The auto shop classes, during the month of May, were given a presentation regarding fixing up cars without polluting our neighborhoods and the environment. Presenter John Choe, a longtime participant in import racing and a crewman on Chris Radlo's World of Racing team and Mr. Peter James, a longtime car hobbyist, gave an interesting presentation, cover and open the day by explaining to students the need to recycle used motor oil and other fluids to keep pollutants off our roads and out of our storm drains.

"Changing the oil is vital, just as vital as the old oil," Mr. Choe said. "The one thing in that both are equal: they're major auto parts. We'll take your old oil and simply take it with you to buy your new oil." He said you're looking at

industry as a career, you need to learn everything that you can in your auto shop class plus learn and practice recycling of your used motor oil and old fluid."

As part of the presentation, Mr. Choe also showed the students the excessive changes he has made to his own vehicle, a semi-truck sports compact, which includes new wheels, suspension, and engine and body kit. Mr. James in addition

things we can do to our own cars." Before leaving, Mr. Choe and Mr. James presented the students with "Your Green, Don't Let 'em Trash It" shop sign that has a staff base number 1389-CLEAN-A-L, which list the correct location for oil and filter recycling and the web site www.LifeGreenTruck.com as a reminder: recycling signs that can now be posted at the school's shop to reinforce the message of oil

## RECYCLE, REUSE, AND REDUCE

by  
Rosa Arellano, René Navarro, and Cindy Robledo

In May, guest speaker, John Choe, visited Garfield's auto shop classes to talk to students about recycling oil. Mr. Choe is a long-time participant in import racing and a crewman on Chris Radlo's "World of Racing" team.

Mr. Choe said, "Changing the oil in your ride is vital; just as vital is recycling that old oil. The good thing is that both are easy to do. In fact, most major auto parts stores will take your oil back. So simply take it with you when you buy your new oil."

Recycling oil is very important. If oil is not recycled, it can pollute the earth and our water. Oil can be very toxic to the environment. It kills grass, animals, and in time, it can kill you.

But by recycling, we all benefit. Just recycling from a single oil change can result in protecting a million gallons of drinking water



Mr. John Choe, guest speaker.  
Photo by: René Navarro



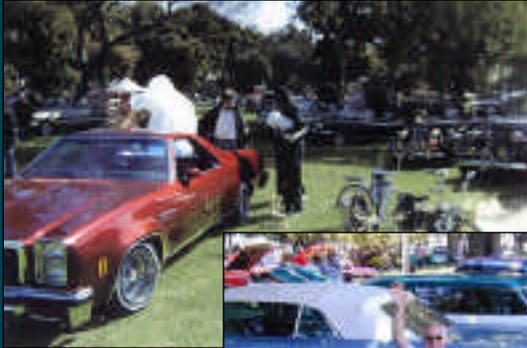
Some of our students hear Mr. Choe's presentation.  
Photo by: René Navarro

# Challenge

## High School Outreach

- Journalism classes: Accuracy, Consistency of Information
- Limited Control of Content
- Mixed Reception from Students
- Refining Program for Trade Techs, Community Colleges

# Success



## Local Car Clubs

- Members became our advocates while showcasing their cars
- Provided the campaign with credibility



# Success

## Event Surveys

- Short, 3-Questions
- Opportunity to Engage DIYer
- Feedback Loop
- Event Evaluation Tool



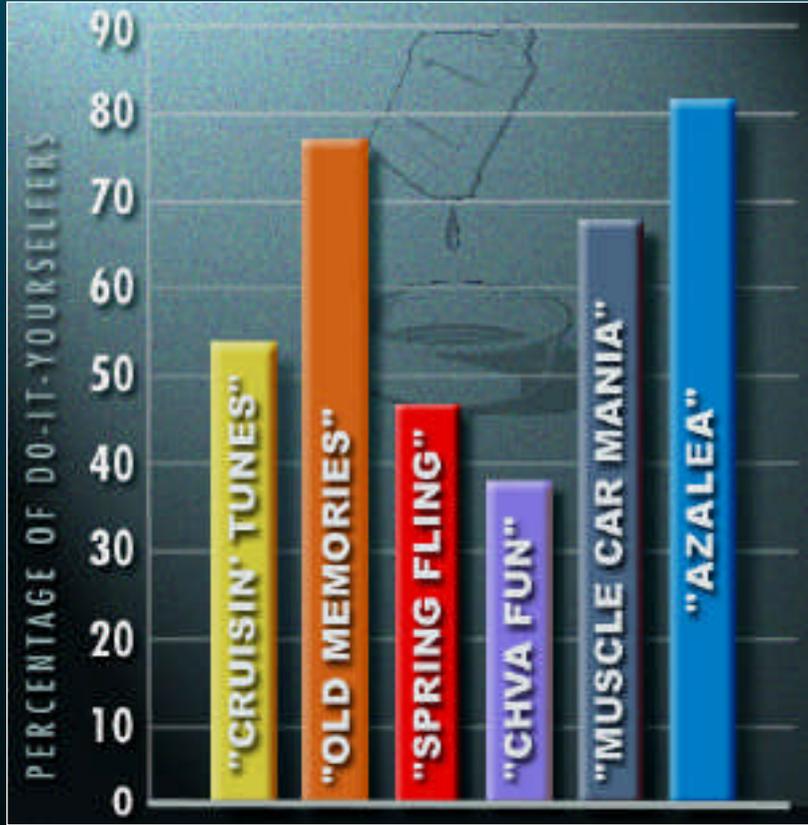
*“Do you change your own oil?...”*

*“If yes, what do you do with it?...”*

*“Your Zip Code?...”*

USED OIL SURVEY

Zip	Q1	Q2	Q3
10001	NO	NO	NO
10002	NO	NO	NO
10003	NO	NO	NO
10004	NO	NO	NO
10005	NO	NO	NO
10006	NO	NO	NO
10007	NO	NO	NO
10008	NO	NO	NO
10009	NO	NO	NO
10010	NO	NO	NO
10011	NO	NO	NO
10012	NO	NO	NO
10013	NO	NO	NO
10014	NO	NO	NO
10015	NO	NO	NO
10016	NO	NO	NO
10017	NO	NO	NO
10018	NO	NO	NO
10019	NO	NO	NO
10020	NO	NO	NO
10021	NO	NO	NO
10022	NO	NO	NO
10023	NO	NO	NO
10024	NO	NO	NO
10025	NO	NO	NO
10026	NO	NO	NO
10027	NO	NO	NO
10028	NO	NO	NO
10029	NO	NO	NO
10030	NO	NO	NO
10031	NO	NO	NO
10032	NO	NO	NO
10033	NO	NO	NO
10034	NO	NO	NO
10035	NO	NO	NO
10036	NO	NO	NO
10037	NO	NO	NO
10038	NO	NO	NO
10039	NO	NO	NO
10040	NO	NO	NO
10041	NO	NO	NO
10042	NO	NO	NO
10043	NO	NO	NO
10044	NO	NO	NO
10045	NO	NO	NO
10046	NO	NO	NO
10047	NO	NO	NO
10048	NO	NO	NO
10049	NO	NO	NO
10050	NO	NO	NO





# **CHANGING BEHAVIOR**

**in the  
DO-IT-YOURSELFER  
CAR CULTURE**



**JOYCE AMARO**  
**Used Oil Public Education Program**  
**City of Los Angeles**

