

Children and the HHW Outreach Equation



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Sustainable City Progress Report

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Santa Monica's visionary Sustainable City Plan provides a blueprint ensuring that our city meets its current environmental, economic and social needs without compromising the ability of future generations to do the same. The plan has concrete goals and targets for tracking Santa Monica's current progress on the Plan. This website, the Sustainable City Progress Report, is the single, most up-to-date resource for residents and policy makers alike in measuring that progress. Please take a moment and measure Santa Monica's progress for yourself.



**Resource
Conservation**



**Environmental
& Public Health**



Transportation



**Economic
Development**



**Open Space
& Land Use**



Housing



**Community Education
& Civic Participation**



**Human
Dignity**



www.smepd.org/scpr



Background on Santa Monica

Two-fold strategy for HHW sustainability:

- Reduce the volume of household hazardous waste purchased by residents.
- Increase household hazardous wastes disposal rates at the HHW Center.

Milestones:

- Permanent HHW Center (1988)
- Toxics Use Reduction Program (1993)
- Consumer Awareness Labeling Ordinance (1994-2004)
- Children's HHW Theater Project (2006)



Current profile of children in the U.S.

- Children are directly targeted by an estimated \$15 billion worth of corporate advertising annually up from \$100 million in 1983. The top seven are: food, music, fashion, culture, electronics, hotels, and cars.
- 2001 Nickelodeon Study: avg. ten year old child has memorized 300-400 brands. Brand awareness breeds loyalty and is the key objective of child targeted marketing campaigns. Brand awareness intensifies at age seven.
- Tweeners (8-12 year olds) – 92% of product requests are brand specific.
- Estimates are that 4-12 year olds influenced \$700 billion of adult purchasing activity in 2004. Influence growing at 20% annually.



Why should we consider reaching out to children with HHW related information?

- Children have become sophisticated consumers and influence family purchasing decisions; all due to the shifting marketing trends.
- Children are vulnerable to chemical exposure and should be given information promoting caution and safety at home, etc.
- Children understand or are capable of understanding complicated purchasing, handling and waste related issues.



Children as decision makers

“Kids are really the chief technology officers of their household. They’re the ones who have the answers and make the recommendations.”

senior marketing manager, Sony Corp.

- Kids are being reached by TV, Web, video games, cell phone companies.
- Sony, HP, MS, Nintendo, Dell, KOL, Motorola, etc. have targeted tweens 8-12 year olds.





Dell Dude

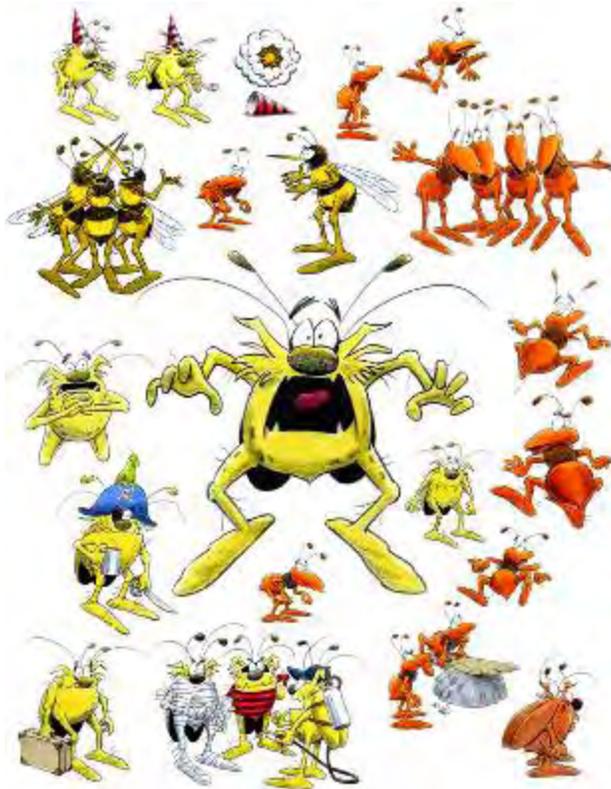


Energizer/
Disney



Energizer
Bunny

Electronics



Raid Bugs

Pesticides



Scrubbing Bubbles



Mr. Clean

Cleaning Products

WELCOME Help

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 Blog
 My Cars
 Wish List
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LOG IN!

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GAMES

DAILY PRIZES. AND TONS OF FUN!

- Sudoku
- Snowboard Challenge
- Road Rally
- All Games >>

SHOP

BUY TOY CARS. T-SHIRTS. AND MORE

- Travis Tanker
- Sally School Bus
- 39-Car Bundle
- Entire Store >>

CARS

MEET ALL 46 CHEVRON TOY CARS!

- Car Timeline
- Desktop Wallpaper
- Coloring Pages
- More >>

LEARN

FOOD FOR THOUGHT... BRAIN CANDY

- Kids' Library
- Answer Game
- World Flags
- More >>

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Automotive





360° VIEWS ▶

Item #	9938
Inventory	In stock
Price	\$22.99

Travis Tanker

Travis Tanker loves reading comic books that tell how his favorite hero always saves the day! That's why Travis grew up to be a big super tanker that delivers Chevron with Tectron, a powerful fuel that makes his car buddies smile!

Travis is one of the largest Chevron Cars (along with Cary Carrier and Sally School Bus), and the cab is interchangeable with Cary Carrier so you can use both cabs on either Travis or Cary (sold separately)! And though he may not be faster than a speeding train, or stronger than an ox, when he sees a car in need of some refueling, Travis delivers.

Safety tested and recommended for children ages 3 and over.



Automotive





Automotive



**Don't be a
Bone Head!**
Make a Smart Choice About Toxics!

Questions? Call 310.458.8255 or visit www.santa-monica.org



Public Sector Outreach Mix

General

Print, Radio & TV Advertising
Publicity
Mailers
Newsletters
Websites
Doorhangers
Direct Outreach & Promotions
Telephone Hotline
Education

Child Targeted

Radio & TV Advertising
Websites
Video Gaming Industry
Cell Phone Companies Promotions
Education



Theater Project Content

- **Basic Message:** HHW Center awareness (what, where & when).
- **Tie-ins:** exposure, landfilling, water quality, air quality.
- **Responsibility/Stewardship:** collection/storage, proper disposal, safety, pet safety, and organics.
- **Purchasing Issues:** batteries, cleaning products and product avoidance.
- **There is a first for everything:** flammable, corrosive, reactive and toxic; automotive.
- **Fun:** lots of fun.



Theater Project Scope

Development: \$5,000

Script, script re-write, casting, backdrop, props, rehearsal.

Performances: \$10,000

Director/Coordinator

Union Scale Actors (2)

10 sites, 20 performances

Target Audience: Elementary Schools; k-3, 4-5.

Library Children's Services

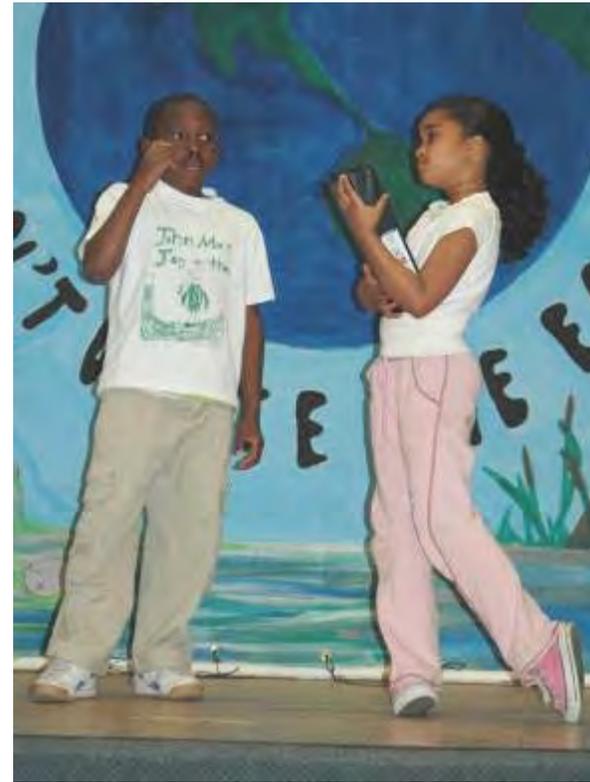
Community Festival

Proposed Reach: 4,500

Follow-up:

Total Cost: \$15,000





Time Related Problems

- **Electronics:** computers, pdas, mp3, gaming, cameras, TiVo, batteries.
- **Communications:** cell phones, internet connection, wireless connection, blue tooth.
- **Alternatives:** labels, pest control, shopping.

Coordination Opportunities

- **Message:** long-range planning, keynote, targeted populations, etc.
- **Communications:** coop public relations, coop advertising, etc.
- **Alternatives:** product category promotions, EPR- extended producer responsibility, etc.



Recommended Reading

1. Born to Buy: Juliet B. Schor, Scribner, 2004.
2. The Preteen Tech Consultants, Terril Yue Jones. Los Angeles Times: Nov 25, 2005. pg. C.1

