

**Integrated Waste Services Association
MSP 4
Year 2007 - 2008 / Two Year Program
January 1, 2007 through December 31, 2008
Massachusetts Mercury Material Separation Plan IV**

Introduction

The following proposal summarizes activities to be completed by the Integrated Waste Services Association for its member facilities in Massachusetts. Each activity listed below will be implemented between January 1, 2007 and December 31, 2008. Specific timelines are provided for each activity, but times are estimates only.

Similarly target populations are provided with each activity, but given the wider reach of mass media, it is probable that people outside the targeted groups will be affected.

As requested by the Massachusetts Department of Environmental Protection and consistent with the prior year MSP, each activity provided herein describes the activity including its education value, the targeted population, an estimated timeline for implementation, estimated cost, and an explanation of where the activity will take place (i.e., the specific medium for the message.) Each activity described herein does not contain a discussion of the evaluation process, which instead is provided more generally because one evaluation tool (the research study) is used for all activities.

Objectives

IWSA's Education Plan for MSP1 produced a media campaign "Keep Mercury from Rising" including newspaper and radio advertisements, posters, and a brochure for use by the facilities. The "Keep Mercury from Rising" campaign continued through 2006, and requires significant changes to increase its effectiveness with its targeted audience.

The 2006 Poll, provided to the Department under separate cover, gives important feedback in the development of a newer campaign. For example, 2006 polling results measured low name recognition for the "Keep Mercury from Rising" slogan, with only 21% of respondents claiming to have heard the slogan and few of those quite sure where they heard it. A sizable number of people, about 30%, reported that they did not know where their trash goes for disposal.

Equally interesting, general awareness of mercury's hazard is at its highest with 90% reporting they considered it a hazardous material. Nearly two-thirds of respondents said that exposure to mercury is a serious threat to both their family's health and the environment.

The fact of low campaign recognition with higher awareness of mercury's hazard should be considered along with the fact that people are more likely to throw away mercury-containing products. Although the polling revealed that more people today (35% of respondents) would take a broken mercury item to a hazardous waste center, more people would also throw away the broken mercury item (31% in 2006 versus 27% in 2005 and only 16% in 2004).

Less people (15% in 2006 versus 25% in 2005 and 44% in 2004) would hold onto the product until the city or town had a collection day for such materials. Given the heightened mercury awareness, respondents may be choosing to immediately dispose of the broken mercury item because of higher awareness and fear.

IWSA proposes to remodel the “Keep Mercury from Rising” campaign materials based on feedback from polling, and discussions with local community officials, plant officials and the general public. The MSP4 will build upon the prior year’s work by continuing to use targeted advertising to reach communities serviced by waste-to-energy facilities. IWSA proposes a more colorful, action-oriented media campaign. Facilities will be more prominently displayed on all print and radio advertisements. Emphasis will be on the facility programs and the mercury-containing items in our trash, in particular thermostats, button batteries and florescent lights. The objectives for MSP4 include the following:

- Continue to raise awareness about mercury-containing products in the home and the proper handling and disposal of these products;
- Provide information and promote local recycling events and other facility and community programs aimed at removing mercury from the waste stream;
- Rebuild an image to promote an integrated communications program that leverages opportunities for incremental, free media, and works synergistically with the efforts of individual waste-to-energy facilities.

Tactics

IWSA will continue targeted advertising to reach communities serviced by the facilities, as well as implement marketing of radio advertisements and live-read script to run as public service announcements. The facilities through their Association also propose to expand web capabilities to provide additional tools for residents in target communities to participate in recycling of mercury-containing products. IWSA also will reach out to the media to generate media coverage of the public education campaign. A great many more pictures of programs being administered and mercury-containing items will be used. The plan will be implemented using the tools discussed below.

Evaluation Tool

The effectiveness of all activities will be measured by a research survey. The 2007 and 2008 surveys will be completed in the first half of the year shortly after placement of paid media and compared with earlier polls to better define the audience and the effectiveness of the message and media. The polls will be designed to measure positive changes in public attitudes and behaviors, as well as the receptiveness of the message.

Timeline: The surveys are expected to go into the field in May, shortly after completion of publication of print and airing of radio media.

Activity: The survey questionnaire will time out at between six and eight minutes in length, and the study will consist of 400-500 completes, providing a + / - 4.39% error rate at a 95% confidence level. The survey will be executed via random digit dialing from electronically generated phone lists. A series of screen questions would produce the necessary targeted universe of respondents.

Cost: \$20,000 in 2007 and 20,000 in 2008

Details of Activities

1) Advertising

Radio advertising will be used. Radio is a targeted medium that provides cost-efficient mass communication and quickly builds frequency of message delivery. Radio added-value programs can provide an opportunity to interact with local communities. Print advertising will not be used for the state-wide campaign. Local facilities may publish print ads when announcing specific events, but these ads will be directed by individual facilities as needed.

Timeline: A two-week radio buy in May and September, 2007 and 2008.

Activity: Radio: IWSA proposes to implement a two-week radio buy in May and September of each year. The buy would be scheduled to encourage mercury recycling activities and added-value opportunities (e.g., sponsorship of special broadcasts, contests, and free spots stations provide) will be considered in development and negotiation of the buy.

Cost: Radio Ad Development: (April, 2007) \$10,000
Radio Buys \$ 103,000 in 2007 and \$163,000 in 2008

2) Web-based Tools

This internet-based community information resource is available at www.keepmercuryfromrising.org. The website will be revised to reflect the new theme/campaign style and focus more on facility programs and the mercury-containing items in trash including information regarding where you might find the products in your home and where the products should go for proper disposal. IWSA will ensure the material is easy to download, and will investigate putting a “counter” on the website to see how many “hits” it receives for evaluative purposes. Facilities also will be more prominent on all pages and links.

Timeline: January, 2007 and ongoing.

Activity: Continue to build upon web-based capabilities for dissemination of information on local programs and recycling events.

Cost: \$20,000 in 2007 & \$20,000 in 2008

3) Print Materials

After development of a new campaign theme and layout for print materials, two types of posters will be developed. First, a poster will be developed for use by facilities and clients that allows for users to put information about events on the lower half of the poster. Second, a general, more banner-like poster will be developed for use as a backdrop for events and meetings. Separate posters will be developed for three mercury-containing items: thermostats, button batteries and florescent lamps. In addition, the more general, larger poster will include pictures of all such items.

A flyer also will be developed based on the new theme. A tri-fold brochure will be developed that focuses on the myriad of programs conducted by facilities and the mercury-containing items in trash including where you might find them and where they should be taken for proper disposal.

Timeline: Material Development: January – April, 2007
Printing and dissemination: May, 2007 – December, 2008

Activity: Support facilities as needed with additional print materials.

Cost: Material Development:	\$50,000 in 2007
Printing:	\$15,000 in 2007
Printing:	\$15,000 in 2008

4) Video

IWSA will investigate changes to the existing video to update information and company changes. Individual facilities will continue to disseminate the video completed in 2003 (and updated accordingly) to local broadcast and cable outlets, as well as schools, libraries and other public offices.

Timeline: Ongoing

Activity: Dissemination of video as requested by facilities, public groups and the media.

Cost: \$2,000 in 2005 & \$2,000 in 2006