Strategies for Identifying FOG Needs with People of Diverse Cultures/Languages

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Wastewater
Prevent wastewater and FOG pollution through promoting BMPs; reduce blockages and risk to wastewater system.
Background

20 year history

15,000+ businesses served since 2006

Targeted for specific programs and policies

Focused on outcomes—resources conserved, service equity

Outreach, engagement, and technical assistance

Integrated service delivery across City departments
Objectives

Reach businesses
Provide information and technical assistance to conserve resources and prevent pollution

Build awareness
of environment and business benefits of conservation and City services and programs

Expand program reach
to businesses of all sizes and sectors, including small, ethnically-owned businesses
Expanding recognition beyond Seattle
Local Leadership

City of Seattle
City of Bellevue
City of Kirkland
King County and LHWMP
Snohomish County
Snohomish County PUD
Puget Sound Energy
Fats, Oils & Grease

CORE MEASURES

1. Install a grease trap and make sure all grease-producing fixtures flow through the grease trap; check your local building code for details. Properly maintain and service your grease trap or interceptor and keep logs of service and of grease removal and hauling; check your local requirements for details.
   5 POINTS
   [Upload]

2. Scrape grease from trays, grills, and pans into the waste grease can to minimize the amount of kitchen grease entering sewer drains.
   5 POINTS
   [Upload]

3. Ensure used cooking oil is stored in a vessel that complies with local solid waste storage codes and keep the container free from damage and leaks.
   5 POINTS
   [Upload]

4. Place strainer baskets in sink drains to catch solids before they go down the drain. Empty strainers into a compost or garbage container.
   5 POINTS
   [Upload]

ELECTIVE MEASURES

Complete at least 0 of the 1 Measures

5. Post “no grease” signs above sinks in the kitchen and on the front of dishwashers.
   5 POINTS
   [Upload]
Who are you currently serving?
Who are you currently serving?

^ not
THERE’S NO SUCH THING AS A “HARD TO REACH” COMMUNITY
What strategies can you use to identify the FOG needs of groups in your community?
1. CLARIFY the desired outcome

2. TARGET desired behaviors and relevant audiences

3. IDENTIFY barriers and benefits to target behavior

4. DEVELOP a behavior change program with validated strategies

5. DEFINE how you will measure and evaluate program impact

6. LAUNCH the behavior change program and evaluate effectiveness of strategies

7. EVALUATE & REFINE.
Example: Alley Spills
1. CLARIFY
the desired outcome
2. TARGET
desired behaviors and relevant audiences

Know your audience
to engage the audience.
3. IDENTIFY
barriers and benefits to target behavior

Right place, right time
Use audience research to inform the strategy, messaging, and resources for the greatest impact.
5. DEFINE
how you will measure and evaluate program impact

Collect data  Analyze data  Iterate & improve  Report findings
6. LAUNCH
the behavior change program and evaluate effectiveness of strategies

**Vietnamese**

ĐƯỠNG ĐÓ QUÁ Đ肄 THỨNG
Đâu trả có thể gây tổn thất cho cơ sở kinh doanh của quý vị và gây ra các hậu hác.

- Địa điểm cụ thể của quý vị có quá đầy không?
- Tăng giá trị tiền của quý vị từng ngày.
- Lạc và loại bỏ các chất rác,
- Chi độc nhà thông

**Simplified Chinese**

**Traditional Chinese**

**DON'T OVER FILL BINS**

Spilled oil can cost your business money and causes damage.

- Keep your screen clean.
- Filter and remove solids.
- Fill the bucket halfway.

Is your grease bin too full?

Call your provider.
Placed photos and educated onsite

Vietnamese

Giữ cát tấm lọc của thùng chứa luôn sạch sẽ

Simplified Chinese

保持油箱的网格盖板清洁

Traditional Chinese

保持油箱的网格盖板清洁

KEEP CONTAINER SCREENS CLEAN

Clean container screen regularly.

Filter and remove solids.

Keep the lid closed.

YES

NO

Clean container screen from your alloy grease storage container and put them in the trash.

Filter used to filter all to remove solids before company out and dumping it in your grease container.

Make sure to keep the alloy grease container lid closed to prevent sewer collection or garbage contamination.
Additional Collection Points and Bins
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This framework can be applied to our work with people of diverse cultures/languages but also on all of our projects. The more we use this type of model, the more likely we are to create inclusive programs that reach our full community.
Additional Strategies & Tools
Recruit and train connected community members
Build relationships across the business community
Leverage existing research and best practices
Study demographic information

https://ejscreen.epa.gov
Use technology to target businesses and streamline data collection and reporting.
Use **ethnic** and social media to expand reach
Evaluate to refine and hone strategies
Thank you!

QUESTIONS?

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