

TITLE: Reaching Beyond the Booth – Meaningful Assessment at Community Events

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ABSTRACT:

Think Blue, the City of San Diego's Storm Water education program, attends over 30 community events annually to more effectively reach San Diego culturally diverse audience. As a means of assessing community outreach activities, Think Blue has incorporated brief survey cards into its presence at local events. Individuals who visit the Think Blue booth are asked to complete a brief survey which seeks to assess knowledge, awareness, and behavior regarding storm water pollution prevention. Customized surveys have been developed to assess learning across a broad range of topics including litter, pet waste, and automotive care. Surveys have also been developed in Spanish.

In addition to providing assessment of knowledge, awareness and behavior, the surveys have also provided a mechanism for generating a mailing list of individuals interested in obtaining more information about Think Blue and pollution prevention. The mailing list provides opportunities for ongoing outreach activities, such as newsletters, emails, as well as generating a recruitment base for assessment activities such as focus groups and longitudinal panels. To date, Think Blue has collected over 10,000 completed surveys, of which half contain contact information. Results of the event surveys provide ongoing assessment of knowledge gaps and gauge awareness and reported behavior across a variety of topics. These data have been invaluable in helping to shape decisions about future outreach priorities and behaviors of focus.