



Wood Smoke Behavior Change Campaigns



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**EPA/WESTAR Residential Wood Smoke
Workshop, Salt Lake City**

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Local, Regional and State efforts

- **Local/Regional: Clean Home Heating campaign**
- **State: Is Your Wood Ready To Burn? pilot campaign**

Clean Home Heating Campaign: January 2010

Primary focus: awareness, clean burning

Secondary focus: replacements, partner \$\$ offers

- **Partners: PSCAA, two sister air agencies, regional Hearth trade association, hearth manufacturer, hearth/heating retailers, utilities**
- **Outreach:**
 - **newspaper insert (23 publications; over 513,000 impressions)**
 - **PSCAA postal mailing: ~ 2,000**
 - **PSCAA e-mailing: ~ 8,000**
 - **www.pscleanair.org/burnclean: wood burner's quiz, rebates**
- **Event: 25 clean burning clinics held on one day in 10 counties**

Clean Burning Clinics

Format

- **One hour**
- **Held at local hearth stop**
- **Co-presented by hearth expert and air agency staff**
- **Incentives for attendance:**
 - **Free wood moisture meter**
 - **Free DVD on “How to operate your wood stove efficiently”**

Clean Burning Clinics: Outline

- **Air quality overview -- Four primary reasons to burn clean from an air-quality standpoint**
 1. **Burning clean saves you money**
 2. **Using proper burning techniques helps keep our air cleaner. Air pollution affects your health and that of your neighbors.**
 3. **Winter weather patterns and our local topography can trap pollutants**
 4. **Burning clean is a state law**
- **Fire safety**
- **Teach all there is to know about burning cleanly**
- **Q & A**

Clean Home Heating Campaign: Results

- **Clinics had over 500 attendees (ranging from 4 – 50+)**
- **Good audience feedback**
- **Partner satisfaction**
- **Award from Public Relations Society of America – Puget Sound Chapter: Community Relations – Associations/Non-Profit Organizations**

State pilot campaign:
Fall 2010/Winter 2011

- **Joint effort of WA Ecology and local clean air agencies**

IS YOUR WOOD
READY
TO BURN



Campaign Goal

- **Those who burn wood for heat, and are not currently burning seasoned firewood, change their behavior and use the proper wood and correct burning habits.**

Objectives

- **Develop statewide campaign to reduce wood smoke from residential wood burning throughout Washington**
- **Pilot the campaign in one community**
- **Use community-based social marketing strategies to encourage behavior change**

Objectives

Garner a clear understanding of the following:

- **Target audience demographics**
- **Barriers that prevent the audience from making changes**
- **Perceived benefits to changing behaviors**

Statewide phone survey

- **Specifically focused on awareness, motivation and behavior of frequent wood burners**
- **Regular communication with stakeholders (health and hearth) to develop questionnaire and to share survey results**
- **Conducted June 21 – July 11, 2010**
- **Margin of error +/- 5%**

Statewide phone survey

- **25,406 calls to all 39 WA counties**
- **8,003 contacts (answered phone)**
- **3,427 (43%) declined interview**
- **4,527 began interview**
- **1,098 with wood burning appliance**
- **400 adult head of households who burn wood at least 4X/week in fall and winter months**

Target Audience – Open Non-Compliant

- **More male than female**
- **Rural**
- **36 and older**
- **\$25,000 - \$75,000**
- **Caucasian**
- **High school or degree**
- **Children or no children**
- **More likely to be concerned about air quality (but not significantly)**
- **Although think air quality is good or excellent but more concerned than others with air quality**
- **Thinks wood smoke is insignificant cause of air quality issues and does not impact health**
- **Not aware of family members with health issues (or so they think)**

Core Messages

- **Burn seasoned firewood**
- **Observe burn bans**

Barriers to Using Seasoned Firewood

- **Think already doing it right**
- **Don't want to or can't wait 6-12 months**
- **The wood they purchase is already seasoned (or so they think)**

Barriers to Observing Burn Bans

- **Don't know when there is a burn ban**
- **Not sure how to check**
- **Don't believe burning makes a difference**

Benefits

Seasoned Firewood

- **More Heat**
- **Less Work**
- **Save Money**
- **Better for Family's Health**

Burn Bans

- **For the health of the community**
- **Avoid a ticket**

Behaviors for Seasoned Firewood

- **Stack wood in a manner that will allow proper air circulation**
- **Cover the wood pile to protect it from rainfall (without sealing in existing moisture)**
- **Hold their wood for six – 12 months before burning it**

Behaviors for Observing Burn Bans

- **Check air quality status through air district Website**
- **Do not burn if burn ban is in place**

Other Messaging Factors

- **Use terms that are quickly identifiable on billboards**
- **Use “dry” wood or not burning wet wood, as opposed to burning “seasoned” wood**
- **Most wood that is purchased might not have been properly seasoned**

Focus Group – Testing Creative and Messaging

- **Two focus groups, held September 20 and 21, 2010**
- **Results helped guide creative / pilot project development**
 - **Focus on heat and less work, versus health or air quality**
 - **Find credible partners to share message**
 - **Storage for six-12 months is probably the biggest gap**
 - **Educating on health is barrier to information acceptance**

Creative Direction

**IS YOUR WOOD
READY
TO BURN**

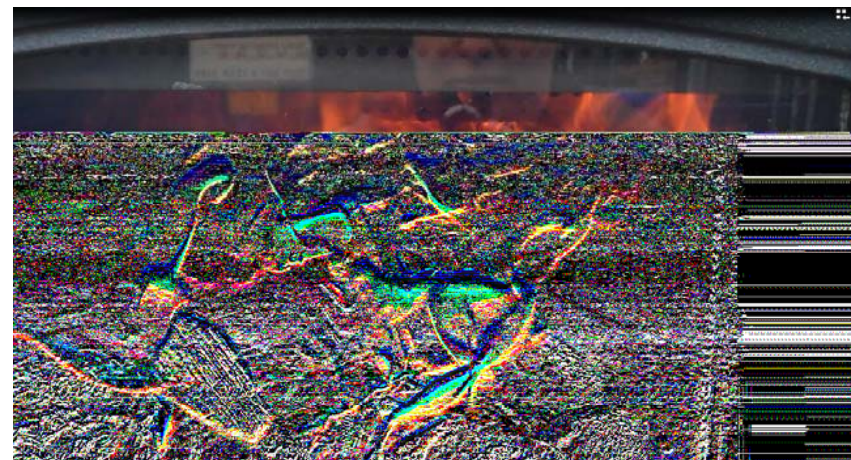
**Dry firewood
= more heat**

www.BurnDryFirewood.com

Pilot Project

- **Summit-Waller (rural separator outside Tacoma, WA in Pierce County – within state’s only PM2.5 nonattainment area)**
- **1,200 households**
- **November 2010 – March 2011**
- **Three events, direct mailings, web site: Awareness and direct training**
- **In final phase: post-campaign phone survey, lessons learned, recommendations for statewide implementation**

Community event: Nov. 20, 2010



Questions?

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