



A CBSM Collaborative to Prevent Balloon-related Litter in the Mid-Atlantic

Virginia Witmer
Virginia Coastal Zone Management Program
Dept. of Environmental Quality
Mid-Atlantic Marine Debris Summit
June 18, 2019



Virginia Coastal Zone
MANAGEMENT PROGRAM



Lead CZM Agency





Joyful Send-off!

CBSM Tool/Technique: Alternative, Positive Behavior



CBSM Tool/Technique: Captivating Audience Focused Communication



Balloon from Jolity & Co.

Eco-Endings

Jolity Send-offs Help Couples Create Memorable and Litter-Free Wedding Finales

Last summer Laura McKay spent about five hours on a remote barrier island off Virginia's coast and picked up more than 300 balloons and ribbons. "It was a real eye-opener!" says McKay, Virginia Coastal Zone Management Program Manager. "Clean-up events just in Virginia from 2010-2014 documented almost 5,000 pieces of balloon litter."

In 2013 the Virginia Coastal Zone Management (CZM) Program held a marine debris summit which led to the creation of a Virginia Marine Debris Reduction Plan. The program quickly zeroed in on the deadliest debris to marine wildlife, and balloons were an obvious target. According to CZM, balloon litter poses one of the greatest risks to marine animals in terms of ingestion and entanglement. Balloons are mistaken for food such as jellyfish by sea turtles, and the ribbons on balloons are a major entanglement threat to birds and other animals on land and on the sea.

Further research led to an understanding of who plans balloon release events - and, most importantly, why. Katie Hiestler, director of Clean Virginia Waterways and co-lead of this effort noted that, "Weddings are of course happy occasions. Balloon releases are also planned for sad events, the memorials. Doing this research was necessary to inform what we hope will be a series of successful campaign and education efforts to reduce balloon releases and litter."

Findings led to the Jolity Send-off campaign kicking off in August 2017. Before launching, it was important that campaign leaders spoke and listened to brides about what a wedding send-off ceremony meant to them. The campaign encourages send-off activities that provide memorable, joyful, picture-perfect, and litter-free alternatives to balloon releases.

"We hope that brides and grooms will learn that all released balloons become litter and will not organize or participate in a balloon release in the years to come," says Virginia Wilmer, Virginia CZM Outreach Coordinator.

Jolity Send-off is a project of the Virginia CZM Program funded through grants from the National Oceanic and Atmospheric Administration's (NOAA) Marine Debris Program and Office of Coastal Management and with technical and financial support from Clean Virginia Waterways of Longwood University, as well as contributions from many others.

On the website JolitySendOff.org, engaged couples will find many fun, memorable and picture-perfect send-off ideas. All of the ideas engage family and friends in a memorable celebratory send-off and have the added benefit of being litter-free. Some popular options include creating a curtain of bubbles or ribbon wands in a couple's wedding colors imprinted with their names and wedding date.

"Making these wands together with family and friends prior to the wedding can be a fun and quite meaningful activity," says Hiestler. "Bells can be added to the end of the wand so a joyful noise accompanies the waves of color during a wedding send-off."

In the spring, flower petals offer a myriad of delightful color to a send-off, and in autumn, fall leaves against a bright blue sky are an amazing backdrop to a send-off. All of these send-off activities result in beautiful wedding pictures.

"We have spoken with many future brides and grooms and heard that there is great interest in having a beautiful ceremony that is also respectful of the environment," says McKay. "It is a legacy a couple can start together at their wedding - and grow and share throughout their marriage."

And the partners in the Jolity Send-off campaign are committed to helping and protecting and preserving Virginia's environment. "Not only is this a goal of the programs we work for, but every day we each enjoy the natural beauty that Virginia has to offer," says Wilmer. "In the future, we hope to walk down the beach and in the waves, and find not balloons and other litter, but shells and other treasures from the sea."

CBSM Tool/Technique: Behavioral Prompts



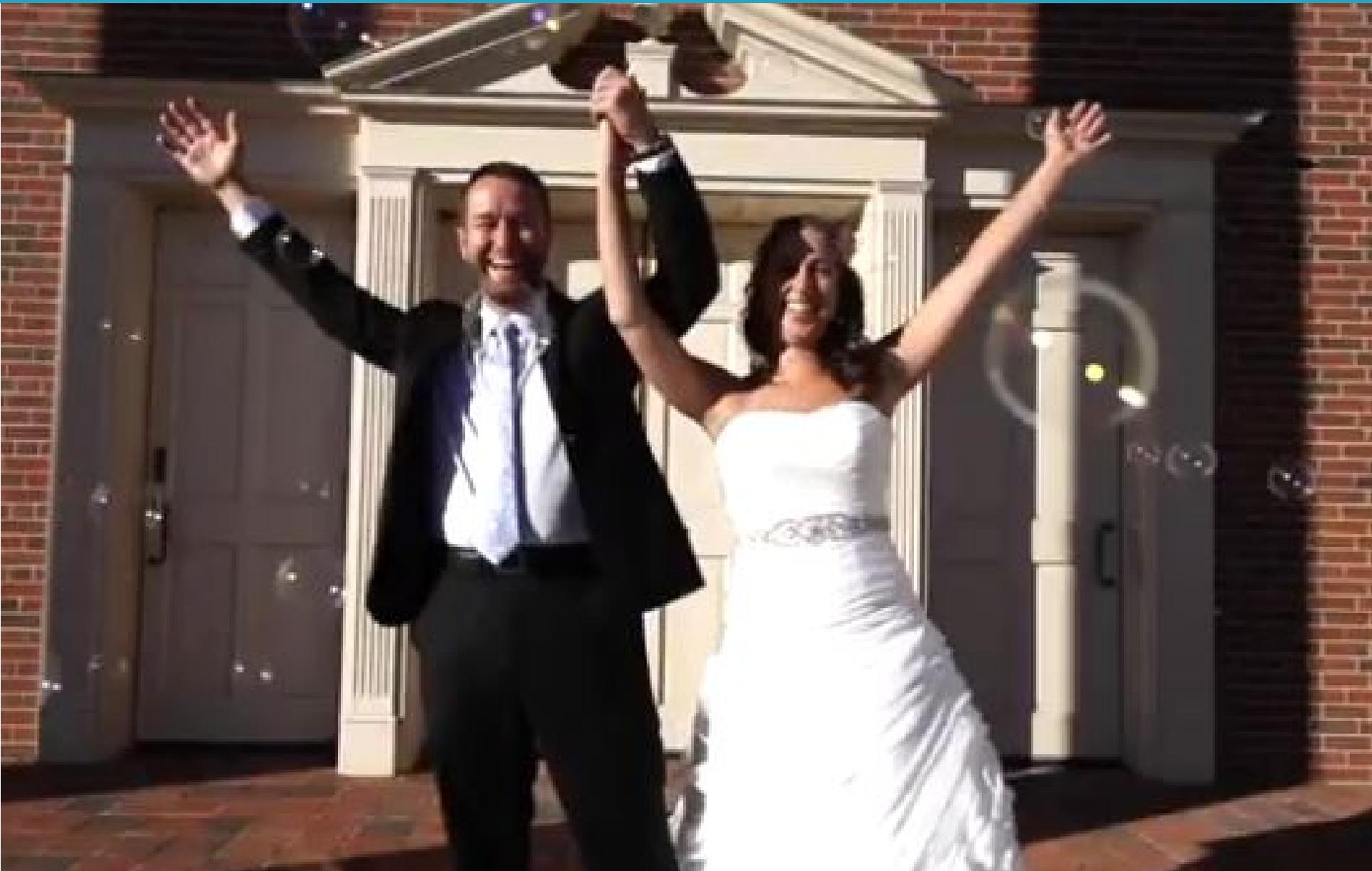
CBSM Tool/Technique: Credible Messengers



CBSM Tool/Technique: Commitment & Social Diffusion



Validating & Re-Testing the Strategy



CBSM Master Coaching

Third Edition

FOSTERING SUSTAINABLE BEHAVIOR

An Introduction to Community-Based Social Marketing

Doug McKenzie-Mohr



www.cbsm.com



Social Marketing to Protect the Environment

What Works



Doug McKenzie-Mohr

P. Wesley Schultz

Nancy R. Lee

Philip Kotler





A New Mid-Atlantic CBSM Campaign Strategy

CBSM Tool/Technique: Benefits and Barriers



Make paper pom poms



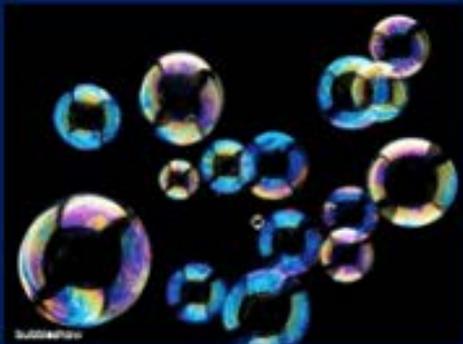
Plant a tree



Use garden spinners



Play with ribbon dancers



Have a bubble party



Shake pom poms



Decorate with bunting



Have a laser light show



Spin pinwheels



Wave ribbon wands



Write in chalk



Play music

CBSM Tool/Technique: New Social Norms



Balloon release held in Houston for missing Maleah Davis

May 16, 2019



Balloon release held in Houston for missing Maleah Davis



MALEAH'S BALLOONS
BALLOON RELEASE HELD IN HOUSTON FOR MISSING MALEAH DAVIS
SEARCH SUSPENDED PENDING LOCATION OF TARGET AREA

4:13 87°
21

Balloon release held in Houston for missing Maleah Davis

May 16, 2019
f t e b



Students at San Antonio high school say goodbye to popular football player

By Melissa Fletcher Stockje Updated 6:30 pm CST, Sunday, January 13, 2019

✉ f t p e r



Balloon release held in Houston for missing Maleah Davis

May 16, 2019
f t e b



Orchard of Hope Foundation to present the 18th annual 14

f t



3 of 3 Balloons are released to end the 17th annual Walk for Hope hosted by Orchard of Hope. The balloons represent those lost to cancer and survivors of cancer.

By **CARIE CANTERBURY** | canterburyc@canoncitydailyrecord.com and **THE DAILY RECORD** | Canon City Daily Record
PUBLISHED: July 5, 2018 at 1:59 pm | UPDATED: April 15, 2019 at 3:58 am

Students at San Antonio high school say goodbye to popular football player

By **Melissa Fletcher Stockje** Updated 6:30 pm CST, Sunday, January 13, 2019

✉ f t p e r



Balloon release held in Houston for missing Maleah Davis

May 16, 2019
f t e b



Orchard of Hope Foundation to present the 18th annual 14

f t



3 of 3
Balloons are released to end the 17th annual Walk for Hope hosted by Orchard of Hope. The balloons represent those lost to cancer and survivors of cancer.

By **CARIE CANTERBURY** | canterburyc@canoncitydailyrecord.com and **THE DAILY RECORD** | Canon City Daily Record
PUBLISHED: July 5, 2018 at 1:59 pm | UPDATED: April 15, 2019 at 3:58 am

Arrest Made In Death Of Yankton Woman

Norfolk Man Is Charged With Arson In Case

By Reilly Biel, Cora Van Olson and Kelly Hertz news@yankton.net Nov 22, 2018 0



Students at San Antonio high school say goodbye to popular football player

By **Melissa Fletcher Stockje** Updated 6:30 pm CST, Sunday, January 13, 2019

f t p e r



Balloon release held in Houston for missing Maleah Davis

May 16, 2019

f t e b u



Balloon release held in Houston for missing Maleah Davis

abc NEWS VIDEO LIVE SHOWS

'I want nothing more than to get my granddaughter back home': loved ones of missing Wisconsin girl hold onto hope

By BILL HUTCHINSON Dec 16, 2018, 12:58 PM ET

f t

f t e

WQOW

The family of Jaymo Cross hold a balloon release for her safe return, Dec. 15, 2018, in Barron, Wis. release, Dec. 15, 2018, in Barron, Wis.

Arrest Made In Norfolk Man Is Charged With Arson In Case

By Reilly Biel, Cora Van Olson and Kelly Hertz news@yankton.net Nov 22, 2018



Orchard of Hope Foundation to present the 18th annual 14

f t



3 of 3
Balloons are released to end the 17th annual Walk for Hope hosted by Orchard of Hope. The balloons represent those lost to cancer and survivors of cancer.

By CARIE CANTERBURY | canterbury@canoncitydailyrecord.com and THE DAILY RECORD | Canon City Daily Record
PUBLISHED: July 5, 2018 at 1:59 pm | UPDATED: April 15, 2019 at 3:58 am

Students at San Antonio high school say goodbye to popular football player

By Melissa Fletcher Stockje Updated 6:30 pm CST, Sunday, January 13, 2019

f t p e



Balloon release held in Houston for missing Davis

May 16, 2019
f t e i



Balloon release held in Houston for missing Maleah Davis

abc NEWS VIDEO LIVE SHOWS

'I want nothing more than to get my granddaughter back home': loved ones of missing Wisconsin girl hold onto hope

By BILL HUTCHINSON Dec 16, 2018, 12:58 PM ET

f Share t Tweet



The family of Jaymo Cross hold a balloon release for her safe return, Dec. 15, 2018, in Barron, Wis. (releaser, Dec. 15, 2018, in Barron, Wis.)

Arrest Made In Norfolk Man Is Charged With Arson In Case

By Reilly Biel, Cora Van Olson and Kelly Hertz news@yankton.net Nov 22, 2018 0



Orchard of Hope Foundation to present the 18th annual

14



Searching for a cure

June 9, 2019

Tears of all types were shed Saturday. Cancer survivors, family, friends and coworkers gathered for the annual Relay for Life of Westwood Fitness and Sports Center in Sterling. The event is a fundraiser for the American Cancer Society and is a time to reflect against cancer. Luminaria are lit to remember those that have passed and to celebrate the survivors. Visit shawurl.com/3bck for about Relay for Life or to make last minute donations.

- Photos by Breanne Hunter for Sauk Valley Media



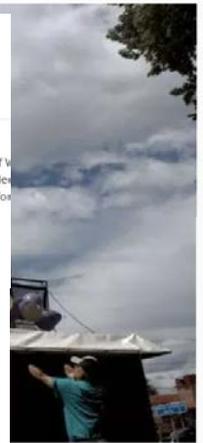
[Breanne Hunter for Sauk Valley Media]

Survivors release balloons at the 2019 Whiteside County Relay for Life.

to popular football player

By Melissa Fletcher Stockje Updated 6:30 pm CST, Sunday, January 13, 2019

f t p e i



lost to cancer and survivors of cancer

on City Daily Record

nt Style Opinion C

say goodbye

Balloon release held in Houston for missing Maleah Davis

May 16, 2019
f t e i

Balloon release held in Houston for missing Maleah Davis



MALEAH'S BALLOON RELEASE HELD IN HOUSTON AS SEARCH SUSPENDED PENDING

abc NEWS
'I want home': hope
By BILL HUTCHINSON



Orchard of Hope Foundation to present the 18th annual

14



Searching for a cure

© June 9, 2019

UNL students vote to keep balloons after scores, ditch plastic bags

CHRIS DUNKER Lincoln Journal Star Mar 7, 2019

99¢ FOR 4 WKS - SUBSCRIBE NOW!



FATHER'S GRILL & CO.

8/\$10
Our Special Recipe bratwurst links or patties
select varieties 3.75 oz.

5/
Ground 85% lean with parsley with each lb

4.99
Hy-Vee Prime Reserve bacon-wrapped beef sirloin filet 8 oz.

6.
Hy-Vee bonel York value pack

Arrest Made I

Norfolk Man Is Charged With Arsc

By Reilly Biel, Cora Van Olson and Kelly Hertz news@yank



Thank you!