

Draft SaMS Messages:

Purpose of this document: This document is prepared with the intent of providing you a hardcopy of our draft messages. We are asking Education & Outreach members to review these messages and come ready to discuss them at the workgroup meeting. Additionally, we are asking that you provide a ranking of your favorite Awareness/Behavior change messages at the following link:

<https://www.surveymonkey.com/r/GZ3KGGJ>

General approach: At the first Education & Outreach workgroup meeting it was recommended that we develop an overarching message that will serve as an umbrella for more targeted messages. It was also recommended that this be a consistent message that allows us to all speak from the same page.

Following the workgroup meeting, the workgroup members who volunteered for this action item and DEQ discussed this further and identified a need for 2 different “overarching messages” to facilitate our communications: 1) to communicate what the SaMS is, and 2) to raise awareness and promote positive behavior change. Accordingly those are provided below.

Draft What is the SaMS message:

“DEQ and a diverse set of stakeholders are developing a Salt Management Strategy (SaMS) with recommendations for improving winter practices that promote an efficient and effective use of salts. The strategy will also contain options for raising awareness of these impacts, ways individuals can make a difference, and recommendations for a monitoring and research program to advance the adaptive implementation of SaMS.”

Awareness & Behavior Change message:

Development thoughts: The purpose of this message is to serve as an awareness teaser that draws people in to learn more. Since this will likely be used at the top of flyers or in social media posts with links, we wanted to catch the reader’s attention and get them interested in learning more. In this way it will serve as an overarching message under which audience tailored messages can be developed and/or awareness and behavior change materials can be associated.

The loose criteria we used to develop the draft message is below:

- Have the word “Salt”
- Communicate the intent of balancing/not over doing
- Do not vilify/shame the act of salting
- Raise/peak awareness
- Adding imagery/things to add context (e.g., "gaining traction")

Draft Awareness/Behavior Change Messages:

1. *“Gaining traction without being too salty”*
2. *“Strike a balance, halt and think before you salt”*
3. *“Avoid the slippery slope and strike a balance with salt”*
4. *“Salt (Insert slogan here) Management Strategy for our streams”*
5. *“Finding the salt balance for our streams”*
6. *“Why so salty? Salt reduction for our streams”*
7. *“Halt before you salt: remember LESS is BEST”*