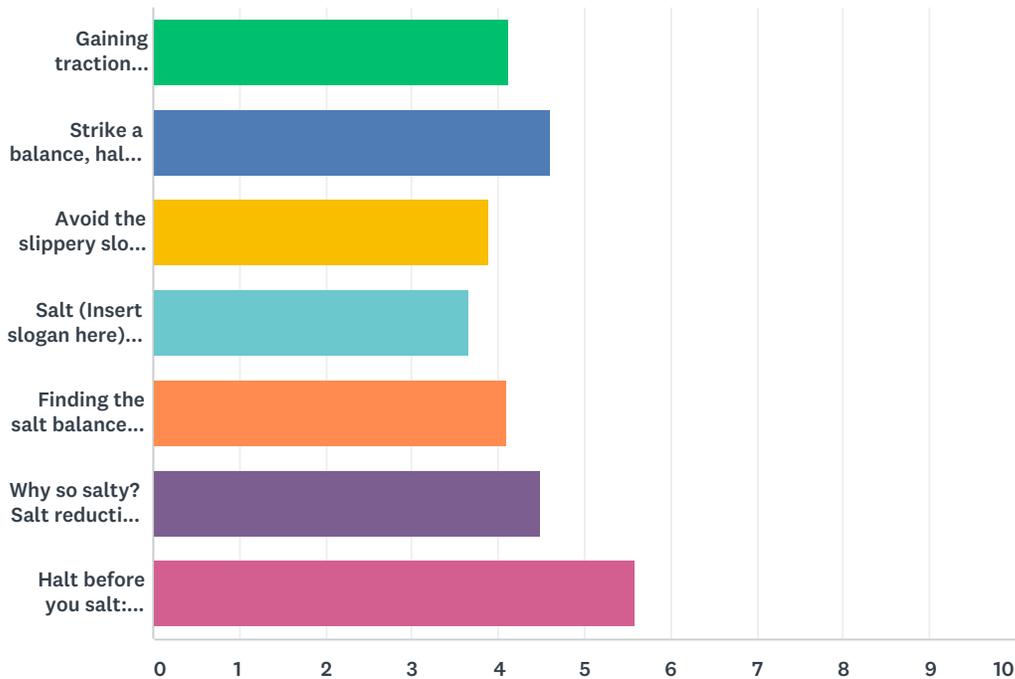


Ranking the SaMS Overall Message

Q1 Please rank the following messages from your favorite (1) to your least favorite (6). Also, if you really don't like a message you can check the "No" box for "No Ranking." Thanks!

Answered: 12 Skipped: 0



	1	2	3	4	5	6	7	NO	TOTAL	SCORE
Gaining traction without being too salty	8.33% 1	0.00% 0	16.67% 2	16.67% 2	16.67% 2	8.33% 1	0.00% 0	33.33% 4	12	4.13
Strike a balance, halt and think before you salt	0.00% 0	16.67% 2	41.67% 5	8.33% 1	8.33% 1	8.33% 1	0.00% 0	16.67% 2	12	4.60
Avoid the slippery slope and strike a balance with salt	0.00% 0	8.33% 1	16.67% 2	25.00% 3	8.33% 1	16.67% 2	0.00% 0	25.00% 3	12	3.89
Salt (Insert slogan here) Management Strategy for our streams	8.33% 1	25.00% 3	0.00% 0	0.00% 0	8.33% 1	8.33% 1	25.00% 3	25.00% 3	12	3.67
Finding the salt balance for our streams	16.67% 2	8.33% 1	8.33% 1	0.00% 0	16.67% 2	25.00% 3	0.00% 0	25.00% 3	12	4.11
Why so salty? Salt reduction for our streams	8.33% 1	25.00% 3	8.33% 1	16.67% 2	16.67% 2	0.00% 0	8.33% 1	16.67% 2	12	4.50
Halt before you salt: remember LESS is BEST	58.33% 7	8.33% 1	0.00% 0	16.67% 2	8.33% 1	0.00% 0	8.33% 1	0.00% 0	12	5.58

Ranking the SaMS Overall Message

Q2 If you would also like to propose any other messages that you think may work better, please provide them below. This can also include modifications of the messages above.

Answered: 3 Skipped: 9

#	RESPONSES	DATE
1	I like very short catch phrases to grab attention: 1. "Halt the Salt" is great (rather than "you" as bad actor). "You" are helping to halt the over-salting issue. 2. Also like "Why so salty" These two grab my attention and start the "conversation". Initially people might think it's a public health message and be (which it is). 3. I think bringing up streams right away might be a turn off. 4. I liked the Gralley artwork--and her point about using humor to make the points.	1/23/2019 11:23 AM
2	HALT before you SALT: LESS is Best.	1/22/2019 8:49 PM
3	Remember Less is Best, Halt Before you Salt.	1/17/2019 9:57 AM