

A Guide for Developing Education and Outreach Materials

The principles outlined in this document were developed to promote consistency in the creation of education and outreach materials and messaging for the Salt Management Strategy (SaMS). These principles are applicable to all stakeholders developing communications to support and further the goals of SaMS. The intent is for consistency with SaMS and *not* to identify specific content. Each principle is a key consideration in the use of the SaMS logo on any material, whether print or digital, including social media posts.

All messaging should incorporate the following five principles:

1. The importance of public safety.
2. The unintended environmental impacts of salt use.
3. Why minimizing salt application matters.
4. The pros and cons of winter salt use (keeping in mind the concerns of all stakeholders).
5. Information on ways the target audience can address the issue.

Listed below for each principle is the corresponding SaMS goal, the intent and reference to the relevant section within the SaMS document.

1. The importance of public safety

- a. This principle supports SaMS goal number three, which acknowledges that the continued protection of public safety is a priority equal to reducing the negative impacts from the application of winter salt.
- b. Materials and messages proposing actions and/or impacts should not diminish the importance of public safety.
- c. Information on the critical role winter salt plays in maintaining public safety can be found in [Chapter XX Environmental Impacts and Potential Economic Costs and Benefits of Improved Management Practices in Northern Virginia.](#)

2. The unintended environmental impacts of salt use

- a. All of the goals of SaMS are supported by this principle, which is an effort to minimize environmental impacts from salt use in Northern Virginia using a balanced approach.
- b. Materials and messages should acknowledge that negative environmental impacts result from the application of salt.
- c. For information on impacts from winter salt use, see [Chapter XX Environmental Impacts and Potential Economic Costs and Benefits of Improved Management Practices in Northern Virginia.](#)

3. Why minimizing salt application matters

- a. This principle supports SaMS goal number two, which is to increase public awareness, resulting in informed decisions regarding salt use and achieving desired benefits.
- b. Provide information to promote why the target audience should care, become engaged and take action to change their behavior.

- c. For information on the impacts from winter salt use, see **Chapter XX Environmental Impacts and Potential Economic Costs and Benefits of Improved Management Practices in Northern Virginia.**

4. Pros and cons of winter salt use (keeping in mind the concerns of all stakeholders)

- a. This principle is in support of SaMS goal number three, which identifies the need to balance the pros and cons of the application of winter salt. It also supports SaMS goal number one by acknowledging this is a collaborative effort of a wide variety of stakeholders, taking a balanced approach.
- b. Develop balanced material for specific audiences – such as to residents to encourage best practices – but without “blaming” a source(s) or stakeholder(s).
 - i. When considering sources of salt from winter maintenance activities, for example, avoid the impression there is a sole cause.
 - ii. Use a positive tone when framing messages to promote positive engagement and reactions from the general public.
- c. For information on the pros and cons of winter salt use, see **Chapter XX Environmental Impacts and Potential Economic Costs and Benefits of Improved Management Practices in Northern Virginia.**

5. Information on ways the targeted audience can address the issue.

- a. This principle supports SaMS goal number two, to increase public awareness that leads to positive behavior changes.
- b. Provides the target audience with ways they can participate to make a difference. Stakeholders are encouraged to share information on actions they are taking to maintain consistency in messaging.
- c. The actions various audiences can take is provided in the SaMS document as per the below:
 - i. Winter maintenance professionals: **Chapters XX (Traditional BMPs) and XX (Non-Traditional BMPS)**
 - ii. Residents: **Chapter XX**
 - iii. Commuters: **Chapter XX**