



Social Marketing: Creating Messages that Drive Behavior Change

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Puget Sound Education and Outreach Coordinator

Northwest Straits Marine Resources Conference, November 8, 2025

Today's Outline

- What is Social Marketing?
- Overview of the Social Marketing Planning Process
- Real-World Examples:
 - Don't 'Drip & Drive
 - Pump Out, Don't Dump Out
- key Takeaways & Discussion



Think of a time when you tried a new habit

- Were you successful?
- If yes, what helped you stick with it?
- If not, what made it difficult?
- What made the change possible?
Information? Motivation? Convenience? or
someone influenced you?



READ AND
LEARN NEW
THINGS



DRINK PLENTY
OF WATER



PURSUE YOUR
GOALS AND
DREAMS



EAT
HEALTHY
FOOD



EXERCISE
DAILY



STAY ACTIVE



LIMIT SCREEN
TIME



MAKE TIME
TO RELAX



Spot the Social Marketing Lessons

1. What message is this poster trying to send?
2. What barriers is the audience facing?
3. What assumptions did the designer make?
4. What support would enable the behavior?
5. What alternative message or program would you try instead?

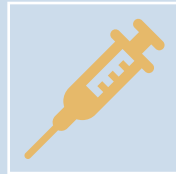


A Better Social Marketing Approach

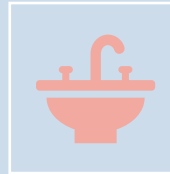
Make It Easy, Make It Possible



**Clean Hands Save
Lives: Get Free
Water & Soap Here**



**No Water? No
Problem: Use This
Sanitizer Station to
Stay Healthy**



**Keep Soap in Your
Pocket:
Handwashing Kit
Available Here**

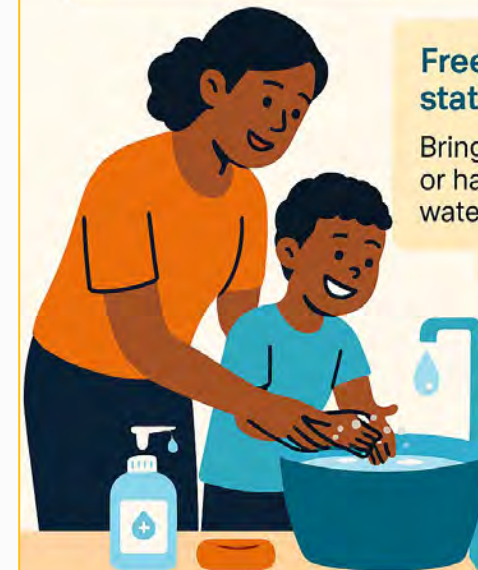
**Social marketing isn't about telling people what to do —
it's about making the right thing easier to do**

Clean Hands, Healthy Families

**It's easier to stay healthy
when hands stay clean!**

**Free hand-wash
stations nearby!**

Bring your cup, bottle,
or hands — we've got
water & soap. 



- ✓ Before eating
- ✓ After restroom
- ✓ After playing outside

 **Your-
washing
station at
the community
tap and clinic**

Your health matters —
we're here to help.

 **YOUR HEALTH
ORGANIZATION**

What is Social Marketing?

Using marketing principles to

- Influence voluntarily **behavior change**
- For the **good of society**

Social Marketing is

- Audience-centered
- Research-driven
- Evidence based
- Focused on real-world results



Continuum of Interventions

People are at different stages of change



Social Marketing Planning Process





What is Situation Analysis?

Define

- Define the Problem

Understand

- Understand the Audience

Analyze

- Analyze the Environment

Identify

- Identify Competition

Summarize

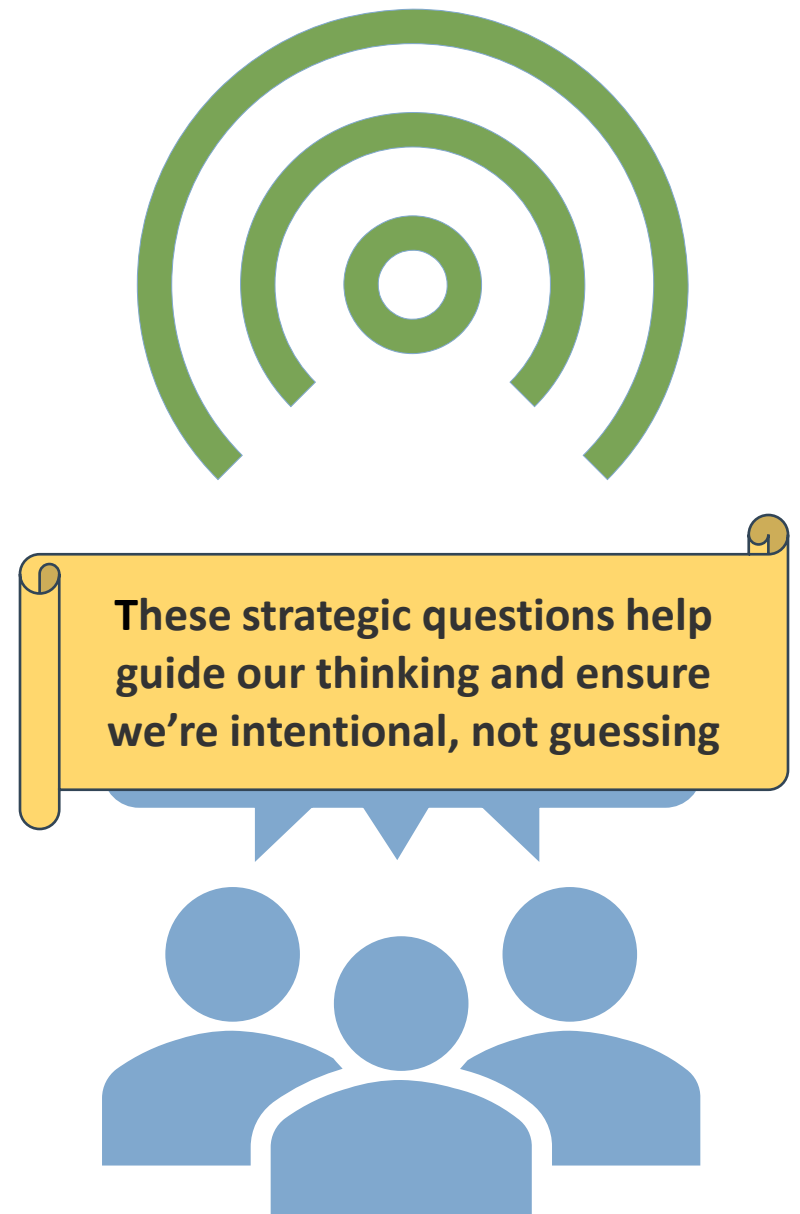
- Summarize Insights



**Situation analysis grounds
your work in reality — it's how
we listen before we speak**

Key Strategic Questions

1. What problem are we trying to solve?
2. What behavior will best address this problem?
3. Who needs to take that behavior? (priority audience)
4. What will motivate the audience to adopt this behavior?
5. Why will the audience trust us and believe our message?
6. What competing behaviors exist and why might they seem easier or better?
7. Where and when can we best reach this audience?
8. How often and from whom does the audience need to hear the message for it to work?
9. What mix of strategies and tools will reinforce the behavior over time?
10. Do we have the resources and partners needed to deliver this strategy effectively?





EXAMPLE: Situation Analysis in Practice



The Problem

Ecology estimates that 7 million quarts of motor oil from drips is released into the Puget Sound basin every year.



Vehicle Leaks Situation Analysis

- Vehicle owners
- Auto industry
- Address leak prone areas
- Regulations



Vehicle Owners

- Cash for Clunkers program
- Repair Coupon program to motivate owners to identify and fix leaks



Address leak prone areas



Incentive Programs

- Promote rain gardens in leak-prone areas

Auto Industry



- **Develop innovative technological solutions:**
 - Leak detection systems
 - Secondary containment
 - Development of less-toxic or non-toxic oil

Regulations



- **Incentives and/or enforcement to clean up egregious areas**



Leak inspection prior to:

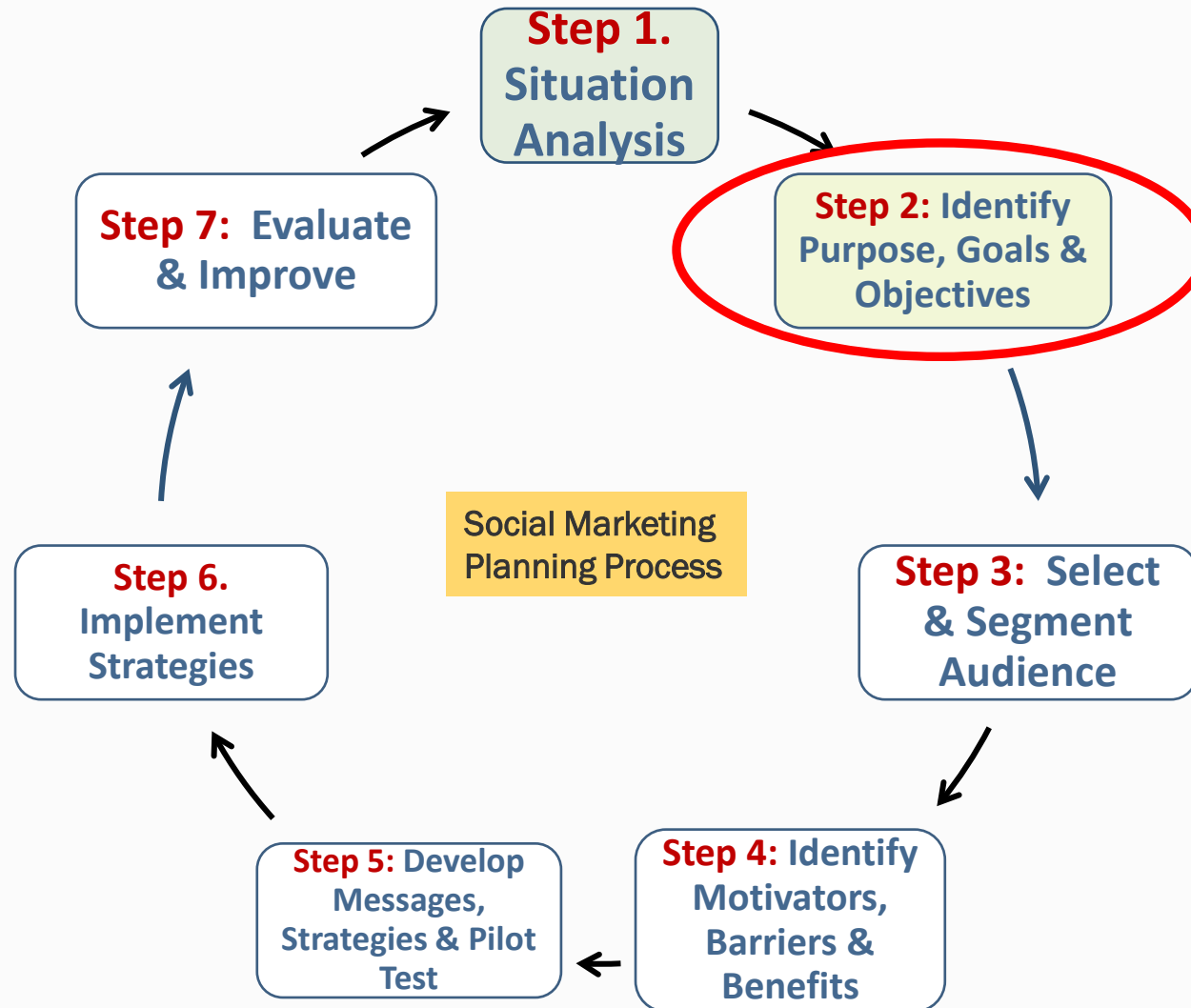
- **Point of sale for pre-owned vehicles**
- **Renewing vehicle registration**

Narrowing the Focus

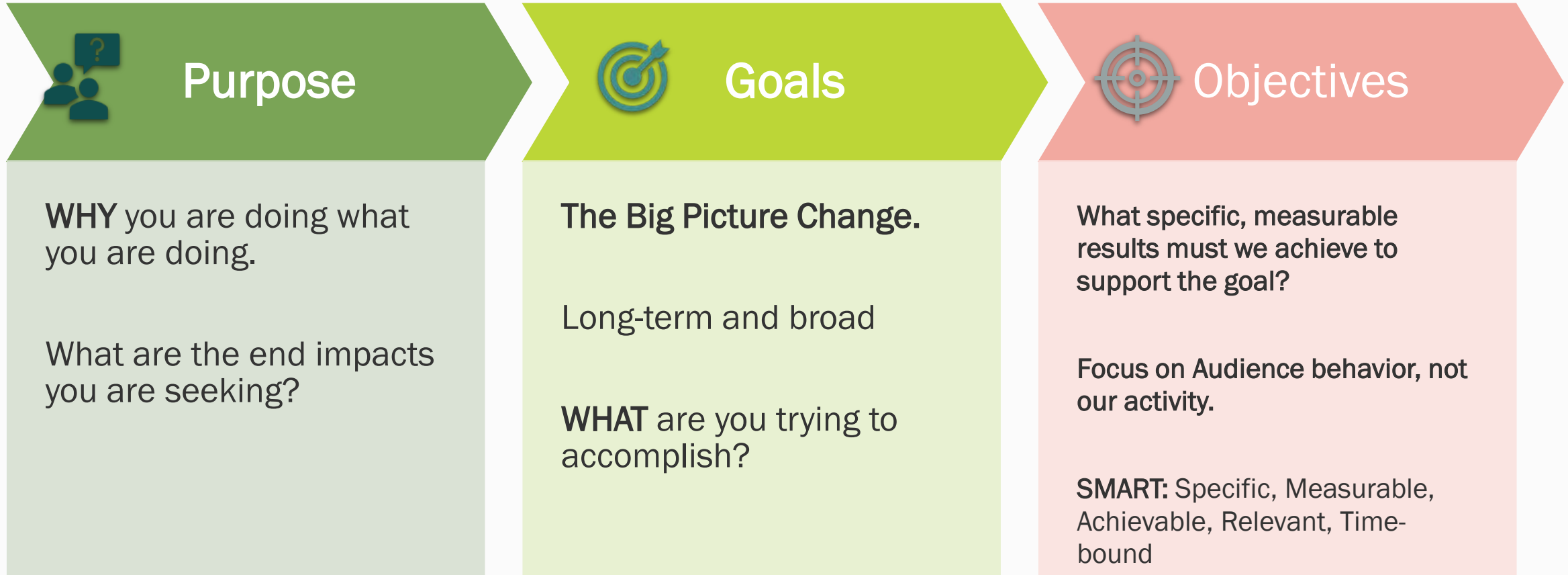
- Vehicle owners
- Auto industry
- Address leak prone areas
- Regulations



Social Marketing Planning Process



Step 2: Identify Purpose, Goals & Objectives



Goals describe the dream, **Objectives** measure progress, **Strategies** map the path, and **Tactics** are the steps you take

EXAMPLE: Identify Goals & Objective in Practice



Purpose & Goal



**To decrease the threat
from vehicle leak
pollution into stormwater**

Goals

- Increase repair of leaks
- Increase interest in vehicle maintenance
- Increase awareness of environmental impacts of fluid leaks

objectives



- Increase percentage of drivers who check for leaks
- Increase leak repairs within a specific timeframe

Social Marketing Planning Process



Step 3: Select & Segment Your Audience



Formative Research is KEY



Define research needs



Find and mine existing data



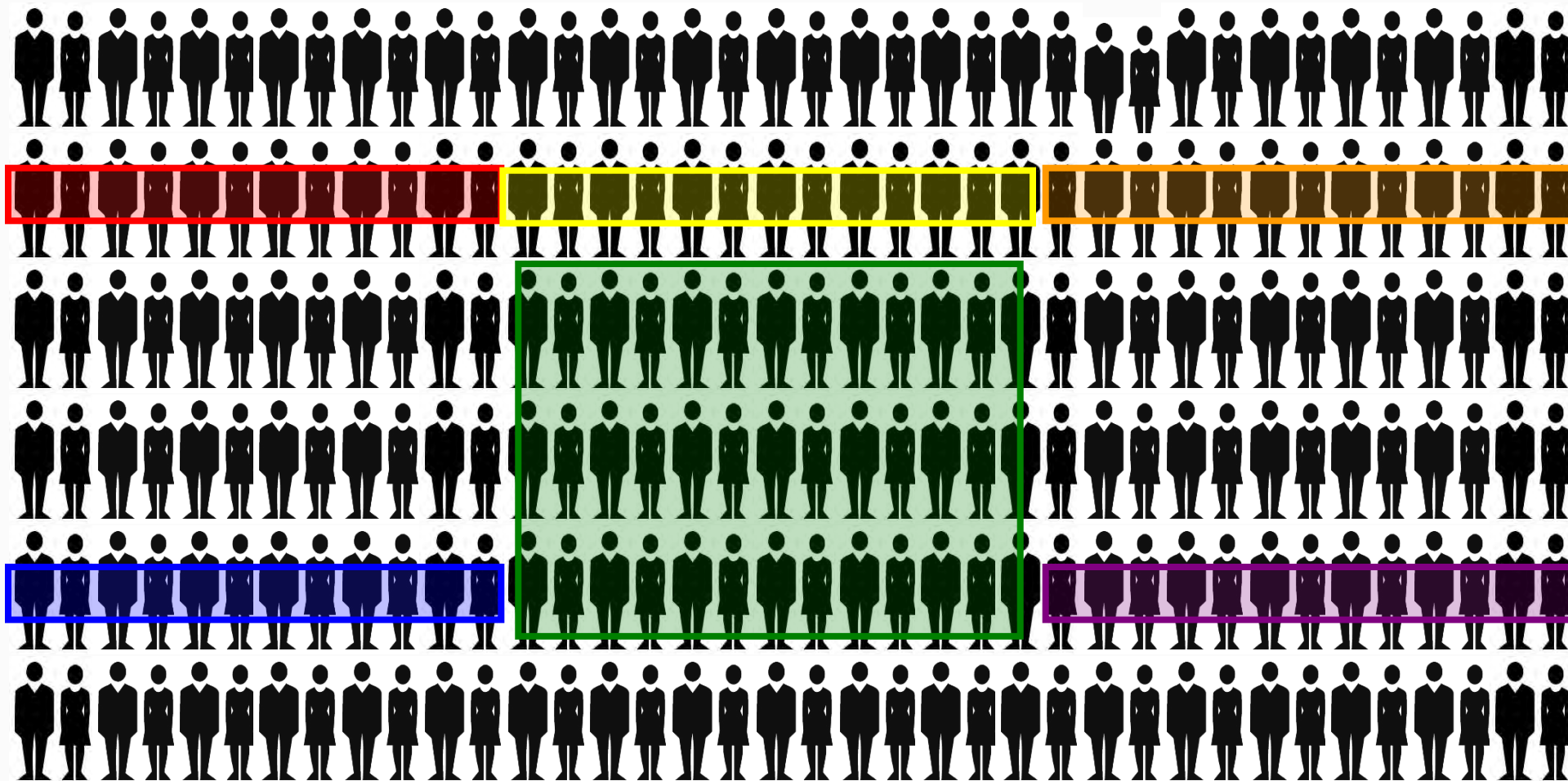
Brainstorm all audiences



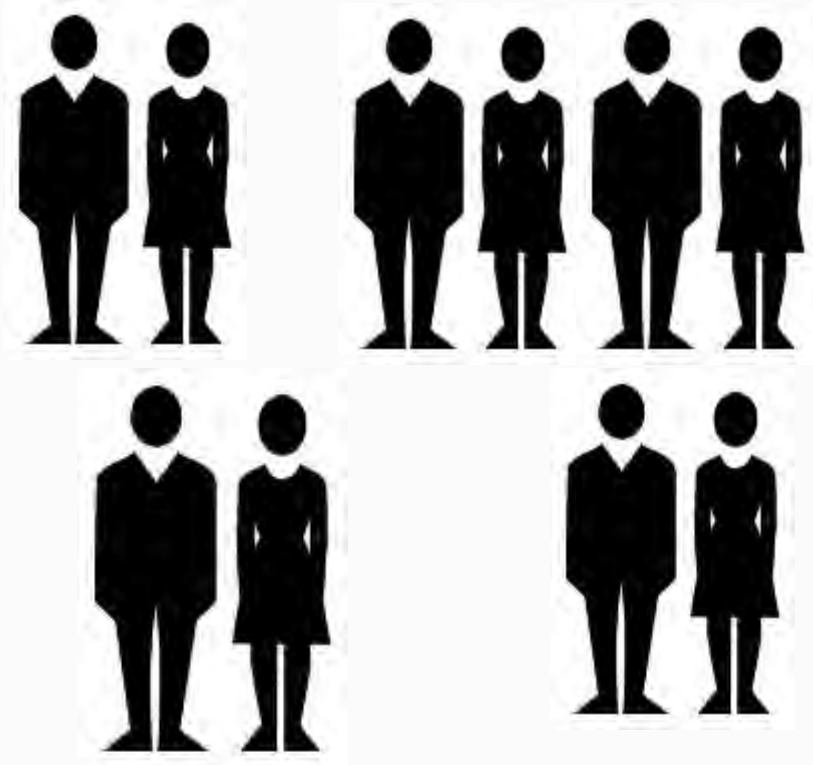
Use a variety of tools – surveys, interviews, Focus groups



Why Audience Segmentation Matters



How can you segment your audience?



- Demographic
 - ✓ Age, Income, Gender, Education
- Geographic
 - ✓ Live, work & recreate
- Physical/personal history
 - ✓ Experience, condition, background
- Psychographic
 - ✓ Values, beliefs, attitudes, and lifestyles
- Behavior
 - ✓ what people do — or don't do
- Access
 - who has the resources to act

Segmentation is not just about who people *are* — it's about understanding what drives or limits their behavior

Example: Audience Segmentation in Practice





Formative research

- Surveys
- Focus groups
- Interviews

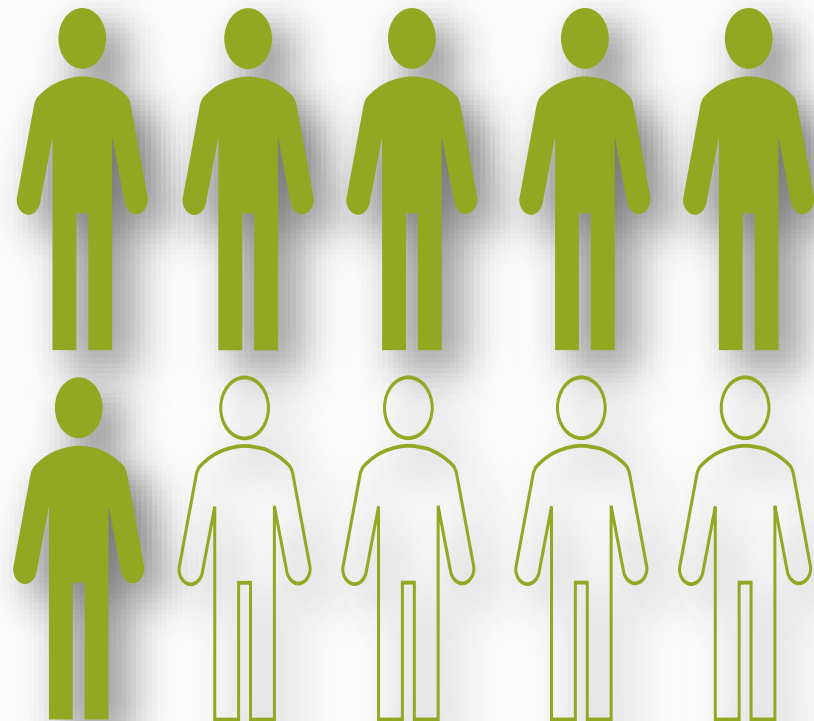


Priority Audience

- Adults 25-64
- Income \$40,000+
- Own a vehicle 2+ years old
- Use a mechanic

Why?

- Able to act
- Likely to experience a leak
- Willing to act with the right prompts and incentives



Social Marketing Planning Process



Step 4: Identify Barriers and Motivation

BARRIERS

- Anything that reduces the probability of a person engaging in the desired behavior
 - Internal: *Knowledge, motivation, perceptions, assumptions*
 - External: *Lack of access, difficulty, cost*

BENEFITS

- Anything that increases the probability of a person engaging in the desired behavior
 - Intrinsic: *What's in it for me?*
 - External: *Benefiting others, society, community or world*

MOTIVATORS

- Things that will make the behavior more appealing
 - *If barriers cannot be overcome by motivators, pick a new behavior or increase motivators*



Barriers to fixing leaks

Cost - \$\$\$

Lack of knowledge

Finding a Trusted Mechanic

Not worth fixing car

Think leak is not a problem



Motivators for fixing leaks

- Keep car reliable
- Safety
- Prevent damage to car
- Protect environment



Social Marketing Planning Process



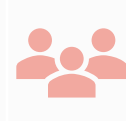
Step 5: Develop Strategies & Pilot Test



**Build strategies tied
to your behavior
objectives**



**Make desired behavior
more appealing than
competing behavior**



**Tailor messages to different
audience segments**



**Select
communication
channels based on
audience habits**



**Pilot test & refine
before full launch**

Social Marketing Tools that Drive Change



Incentives

Provide tools, discounts, or rewards to overcome barriers and encourage action. **Coupons, free leak checks**



Prompts

Use reminders placed near the point of decision to trigger the desired behavior. **Drip spot cards, Reminder stickers**



Commitment

Encourage people to make public pledges or visible commitments to act. **(Auto shops displayed posters**



Communication

Use targeted messaging to raise awareness, highlight benefits, and motivate action
(*e.g., ads, social media, media relations, digital outreach*).



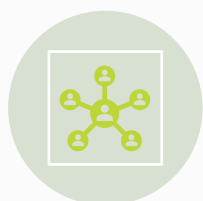
Convenience

Make the desired behavior simple, accessible, and easy to do. **(Leak check events, how to drip test)**



Social Norms

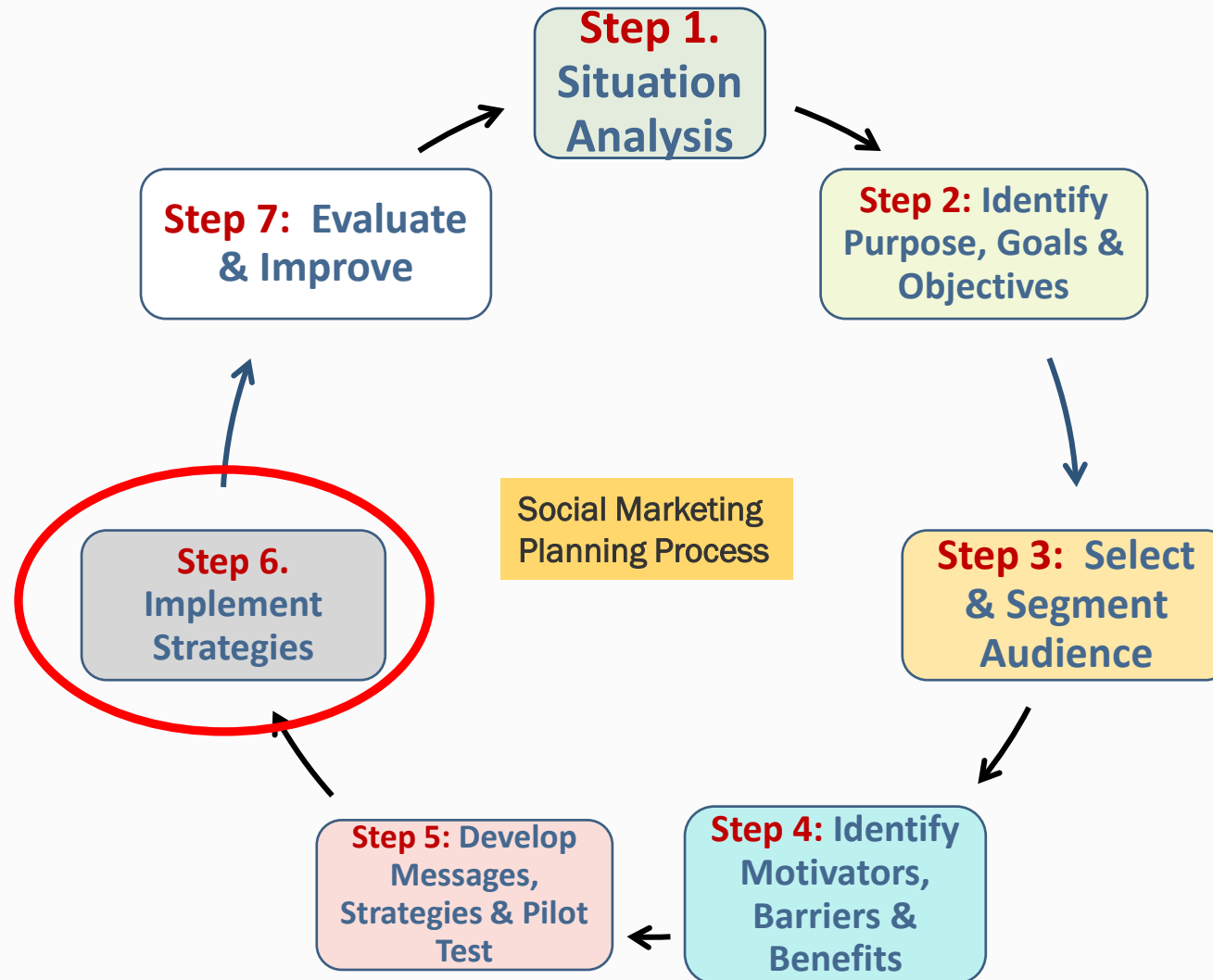
Show that the desired behavior is common, expected, and socially valued. **(Responsible drivers fix leaks featuring families, everyday drivers and mechanics)**



Social Diffusion

Leverage peer influence—people adopt behaviors through conversations, role models, and community networks. **(Mechanic networks)**

Social Marketing Planning Process



Example: Implementing Campaign Strategies





Program strategies

Repair shop partnerships

Leak inspection workshops

Leak Check events

Third party mechanic – Car care clinics

Multi-Media Advertising

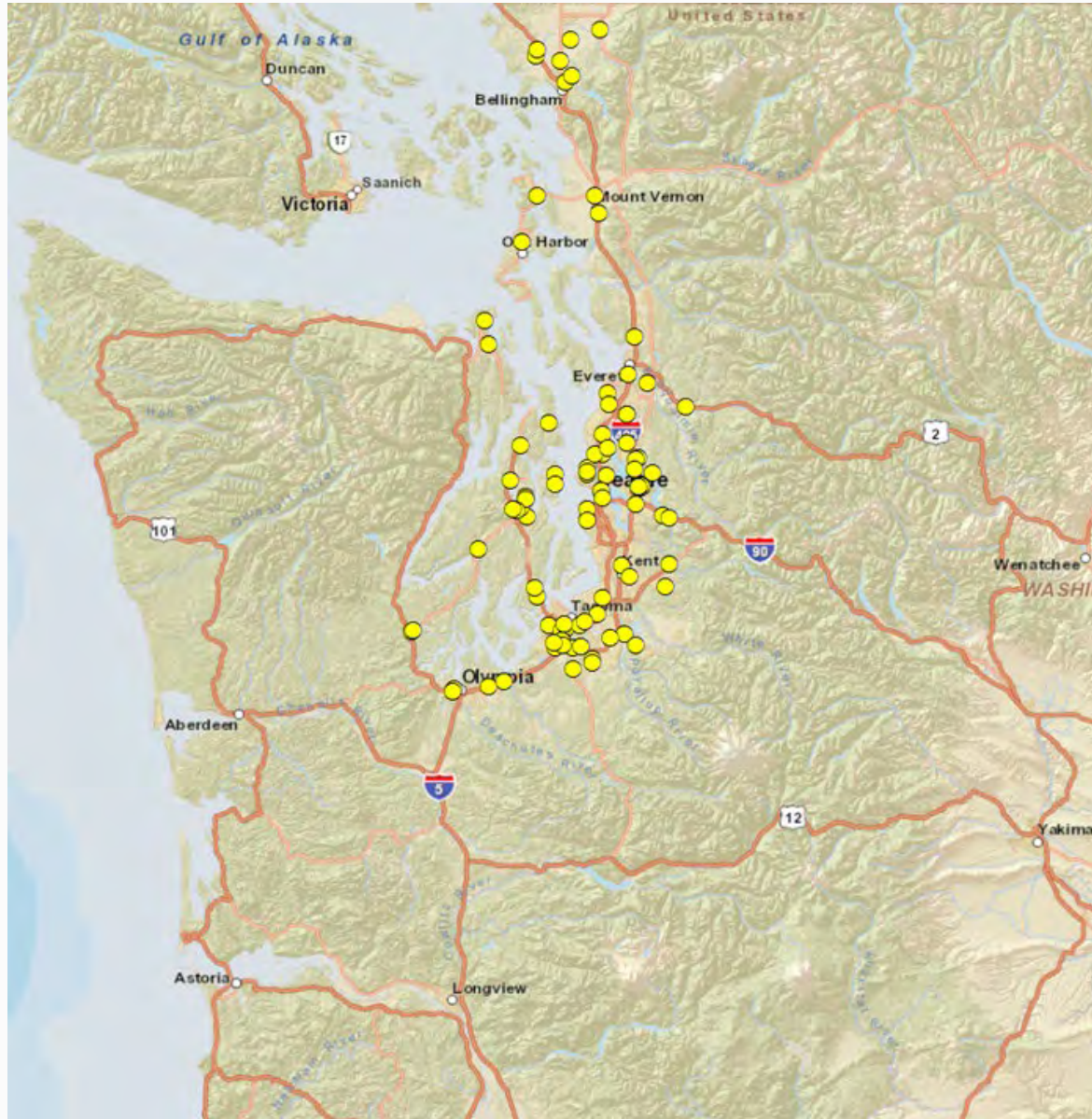
Quick lube shops partnerships (Pilot)



Participating Repair Shops

Over 200 Repair shops

- **Convenience** (*partner mechanics, easy scheduling*)
- **Incentives** (*free leaks checks*)



EXAMPLE: Incentives

Receive a **FREE** visual leak inspection and save up to

\$50 off
leak
repairs

find a participating shop at fixcarleaks.org

Leak repair discount of 10% off leak repairs, up to \$50 value from participating shops.
Expires 12/31/17 Code: WB001

**Don't
Drip & Drive**



**Fix That
Leak!**

ASA
Northwest

ENVIROSTARS



Discount Coupons

Leak Check Events



Leak inspection workshops



Leak check toolkit



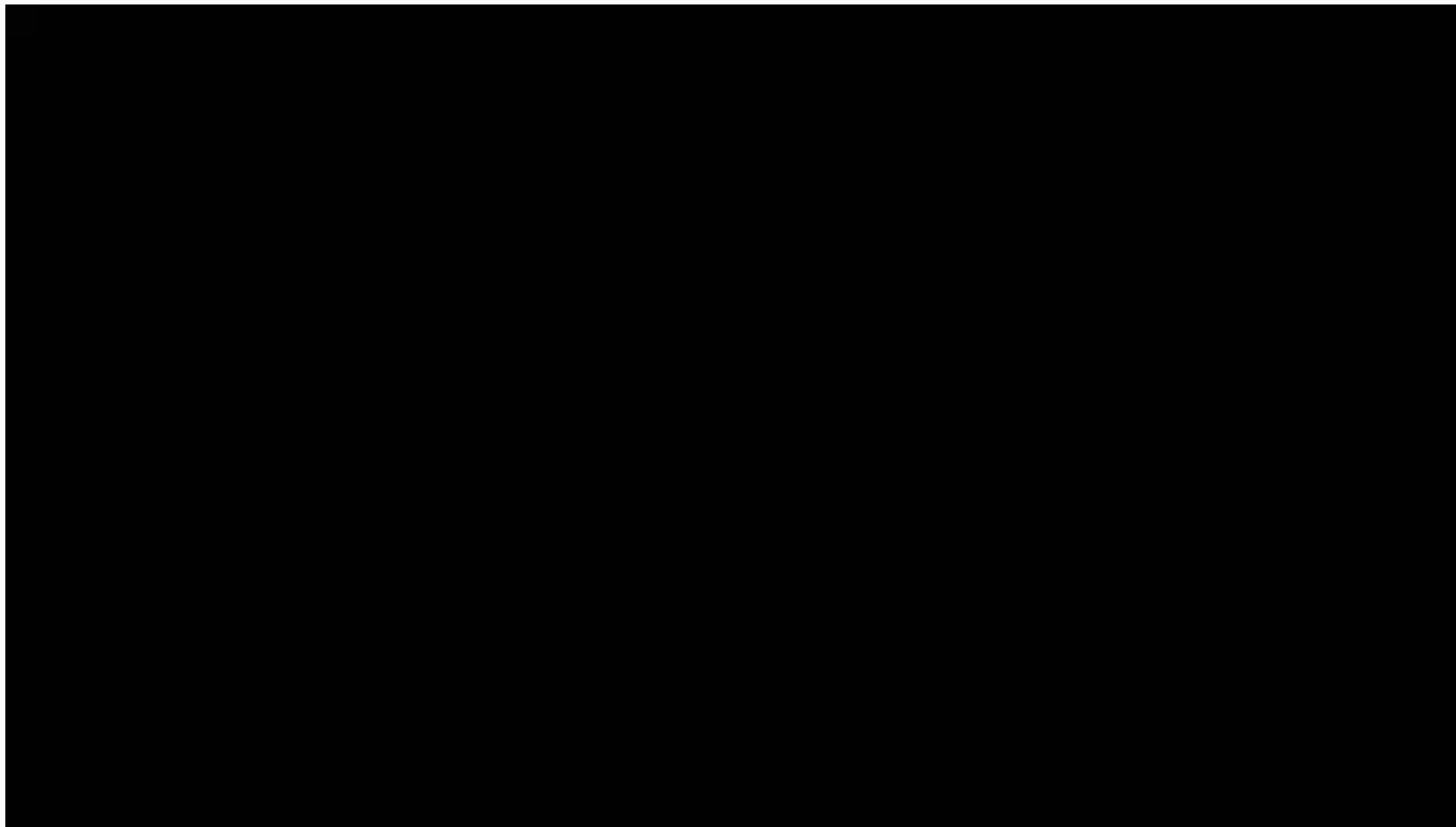
Car Care Clinics with Third Party Mechanics



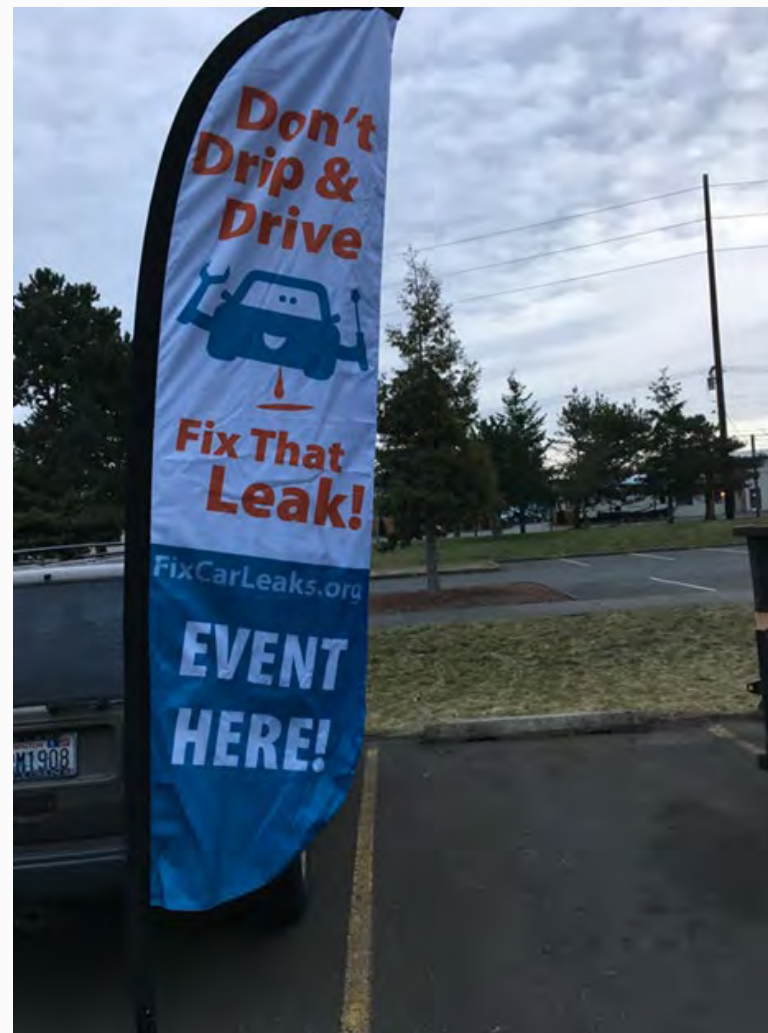
Quick Lube shop partnership



Television Ads



Radio Ads



Online Advertising



**Leave no
Trace**
doesn't end at the trailhead

Get a FREE leak inspection and up to **\$50 off** leak repairs.

Don't Drip & Drive
Fix That Leak!

Puget Sound Starts Here.org

DEPARTMENT OF ECOLOGY
State of Washington
Funded by a grant from the
Department of Ecology

ASA
Northwest AAA ExxonMobil
CERTIFIED



**Is that oil leak harming
more than your car?**

Get a FREE leak inspection and up to **\$50 off** leak repairs.

Don't Drip & Drive
Fix That Leak!

Puget Sound Starts Here.org

DEPARTMENT OF ECOLOGY
State of Washington
Funded by a grant from the
Department of Ecology

ASA
Northwest AAA ExxonMobil
CERTIFIED

Messages: Online Advertising



NOBODY WOULD WANT TO BE
AT THE END OF THIS RAINBOW

Get a FREE leak inspection and up to **\$50 off** leak repairs.

Don't Drip & Drive
Fix That Leak!

Puget Sound Starts Here.org

DEPARTMENT OF ECOLOGY
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ASAP Northwest AAA ENVIRONMENTAL CERTIFIED



Fix car leaks before they kill your summer vacation.

Get a FREE leak inspection and up to **\$50 off** leak repairs.

Don't Drip & Drive
Fix That Leak!

Puget Sound Starts Here.org

DEPARTMENT OF ECOLOGY
Funded by a grant from the Department of Ecology

ASAP Northwest AAA ENVIRONMENTAL CERTIFIED

Facebook & Instagram Ads



Don't Drip and Drive
Sponsored · 🗣️

Car leak? We can help! Free vehicle maintenance workshops at Clover Park Technical College. Register today at www.fixcarleaks.org



Don't Drip & Drive - Free Auto Maintenance Workshops
fixcarleaks.org

Sign Up



Don't Drip and Drive
Sponsored · 🗣️

Car leak? We can help! Repair shops around Puget Sound are offering a free visual leak inspection and up to \$50 off repairs now. Find a participating repair shop near you at www.fixcarleaks.org

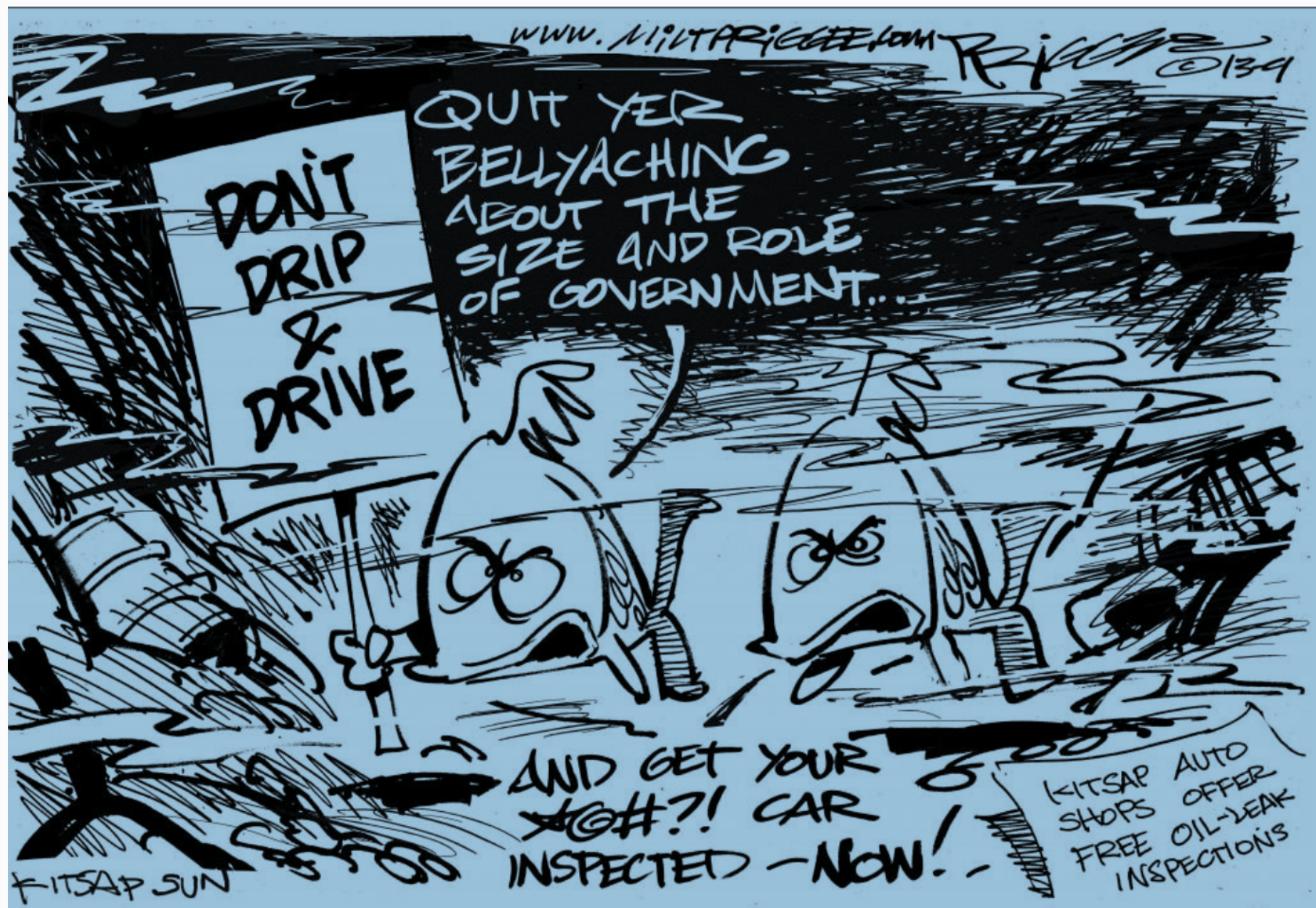


Don't let a car leak leave you stranded this winter!
fixcarleaks.org

Learn More

Messaging Messaging





Little leaks can be big trouble

Dripping while driving hurts the environment ... and the pocketbook

There's a mysterious wet patch underneath your car. If you're like many folks, your first thought is oil leak. If you know a little something about cars, maybe you add coolant to the list of possibilities. (If you're like me, you simply shrug.) Engine oil and coolant (anti-freeze) are the top offenders when it comes to leaks from vehicles. But the actual list of potential sources of leaks is much longer.

Transmission fluid. Power steering fluid. Brake fluid. Fuel. And those are just the basics. How about windshield washer fluid, or battery acid? The list goes on. (I can add differential oil from experience.)

"There are so many more fluids than oil," said Mark Dowdle, owner of Everett Tire and Automotive. "They're all toxic to a certain extent."

And that becomes a concern when those fluids get caught up in one of our frequent rains, pouring into stormwater systems and trickling on down the line into the waters of Puget Sound.

The state's regional Don't Drip and Drive campaign aims to help prevent that environmental ill. (Bonus: Keeping our cars in good working condition.) The program started with automotive maintenance workshops led by local auto shop teachers from high schools and technical colleges. Those proved immensely popular.

This year, the program added free visual leak inspections at participating auto repair stores.

I decided to save \$80 and try out the new service. So I headed over to Everett Tire and Automotive, one of more than 200 AAA-approved shops participating in the program.

Dowdle popped the hood on my family's SUV and started pointing to potential problem



MELISSA SLAGER
STREET SMARTS

Don't be a drip

The Don't Drip and Drive program offers free auto maintenance and leak detection workshops, as well as free leak inspections at participating auto repair shops.

There are three Snohomish County locations that offer workshops each month. Here is the next workshop date at each location:

- Marysville Pilchuck High School, 5:30-9:30 p.m. Wednesday
- Sno-Isle TECH Skills Center, 9 a.m.-1 p.m. Friday
- Cascade High School, 10 a.m.-2 p.m. March 4

Learn more — and find a list of auto repair shops that offer free inspections and leak repair discounts — at fixcarleaks.org.

areas he can eyeball without even moving anything around. "Right out of the gate you can have eight possible fluid leaks there."

Veteran mechanic Robert Weldon propped the car up so we could get a tour underneath as well. He pointed to some seepage

See LEAKS, Page A2



ANDY BRONSON / THE HERALD

While leaks from vehicles are primarily engine oil and anti-freeze, transmission, power steering and brake fluid as well as gasoline and diesel leaks also are common.

What's that?

Identifying the color and location of your leak can help properly diagnose the problem. For tips on what to do next — or if you still don't know what it is — go to fixcarleaks.org.

FRONT, NEAR ENGINE



Engine oil

Check your engine oil when the engine is cool to get the most accurate reading. Keep your oil in the range shown on the dipstick. Get help from a repair shop if you are frequently low on oil.



Transmission fluid

Gear oil in a manual transmission can only be checked from underneath, with a car on a lift. Fluid leaks from your transmission are important reasons to consult a professional.



Power steering fluid

Check your power steering fluid level when your car is not running. A leak could decrease steering function and be a hazard. Get low or leaking power steering fluid checked right away.



Coolant (anti-freeze)

If your car is low or leaking coolant, it is at risk of overheating, which could ruin your engine. Never remove your coolant or radiator cap when the engine is hot. Leaks require repair shop visit.

NEAR WHEELS



Brake fluid

It is important to get low or leaking brake fluid checked right away, because brake fluid reservoirs are small. Losing even a small amount could impact how well your brakes work.



Water

Most cars don't use straight water in the cooling system. If your car has air conditioning, you often see water dripping under the car on hot days.



Fuel

If you smell or see a fuel leak, get your car to a repair shop right away. Fuel leaks can result in fires. Fuel leaks can occur pretty much anywhere as fuel lines run the length of the car.

Source: Don't Drip and Drive

Primary election subject of bill

Secretary of State Kim Wyman supports a proposal to move the state's 2020 presidential primary to the second Tuesday in March.

By JERRY CORNFELD
Herald Writer

OLYMPIA — It's been less than a month since a new president took office and already Washington lawmakers are talking about the state's role in picking the next one.

Republican Secretary of State Kim Wyman is seeking to change state law to conduct the presidential primary earlier and give Washington voters greater influence in choosing the Democratic and Republican nominees.

She's pushing a bill to move up the date from the fourth Tuesday in May to the second Tuesday in March, which in 2016 would have had Washington voters casting ballots ahead of those in states like Florida, Ohio, Wisconsin and Pennsylvania.

Instead, Washington's primary occurred May 24, one of the last on the political calendar.

"We think this will increase participation and increase relevance of Washington in the presidential nomination process," she said Friday in a hearing on the legislation held by the House State, Government, Elections and Information Technology Committee.

House Bill 1469 would address two other issues experienced in the 2016 election cycle.

It would give the secretary of state authority to remove presidential candidates from the ballot who are no longer competing. Current law requires presidential candidates to file an affidavit requesting their name be taken off ballots in this state. The secretary of state cannot do so absent such an affidavit.

See PRIMARY, Page A2

DAILY DEAL

53% OFF

Go to HeraldDailyDeal.com to purchase today's deal from

Lumina

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INSIDE

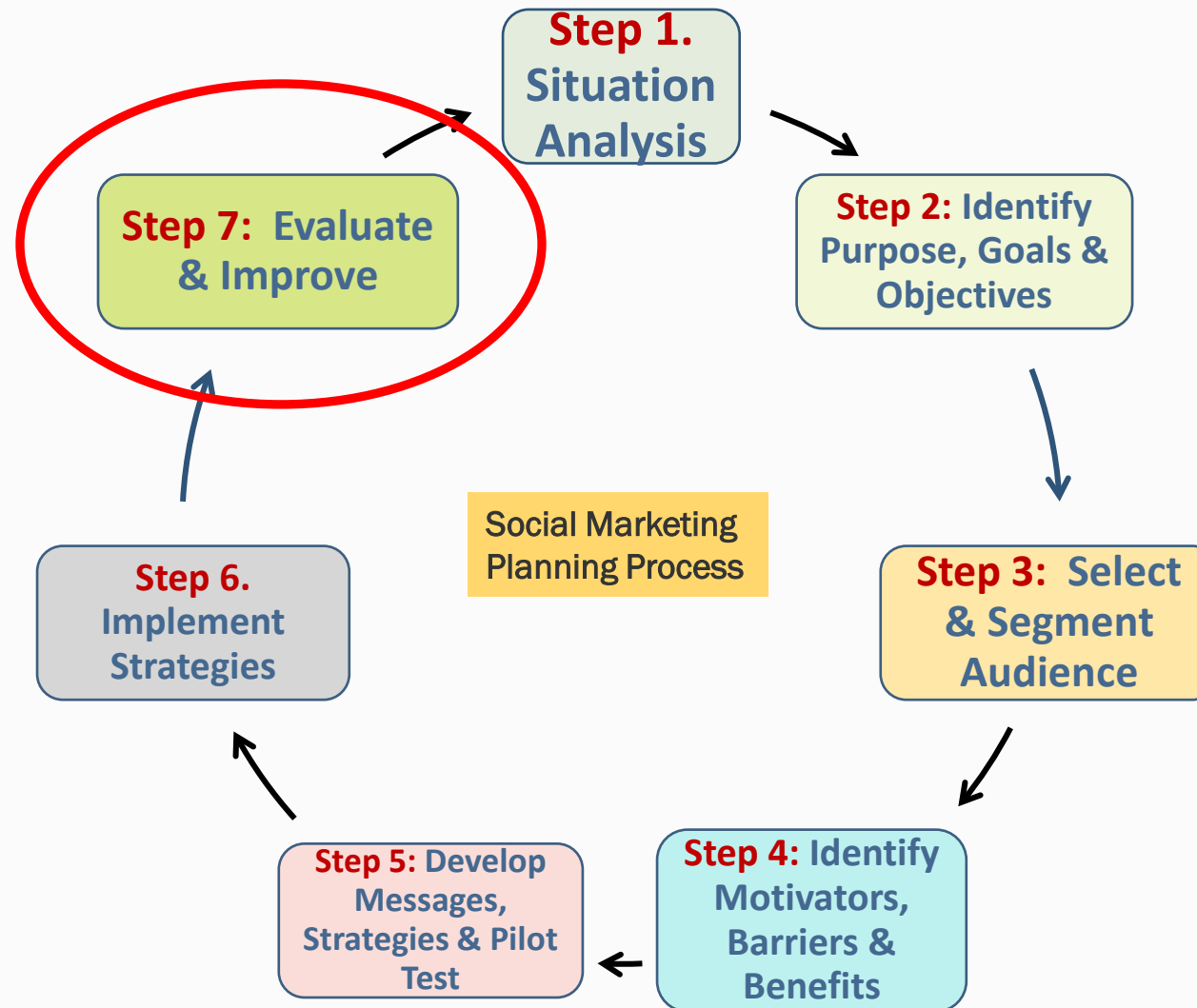
Business ... A6 Comics ... B2 Dear Abby ... B3 Lottery ... A2 Opinion ... A7 Sports ... C1
Classified ... B4 Crossword ... B2 Horoscope ... B5 Obituaries ... A4 Short Takes ... B4 Winners ... B1



Flaky
35/32, C6



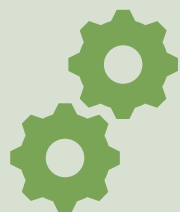
Social Marketing Planning Process



Step 6: Evaluate Campaign & Improve



Create an Evaluation Plan



Track Progress & Improve

Inputs: What resources were invested?

Outputs: what did we do? Events, coupons

Outcomes: What changed in behavior?

Impact: What changed in the community or environment



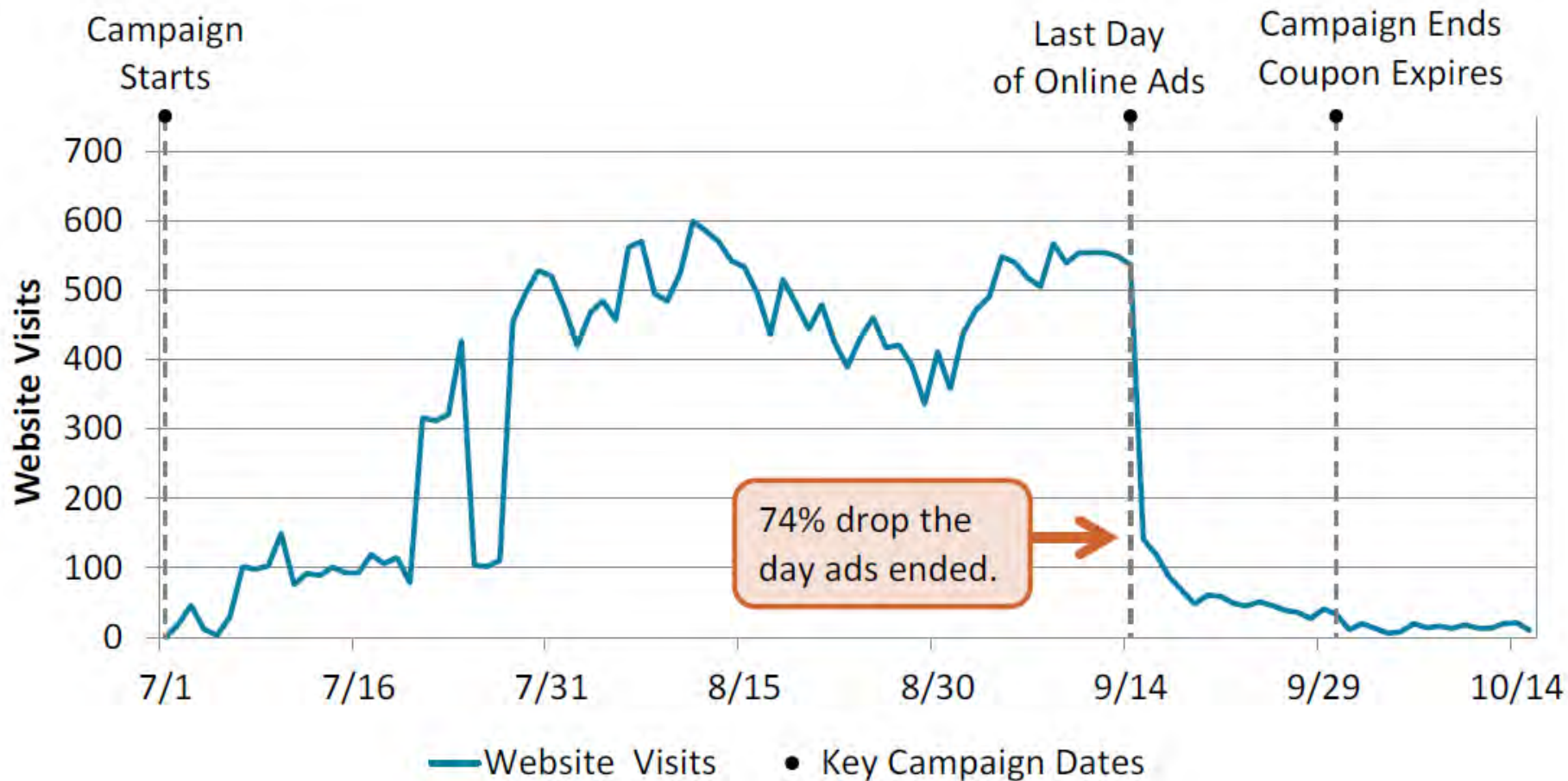
Don't Drip & Drive Program Evaluation

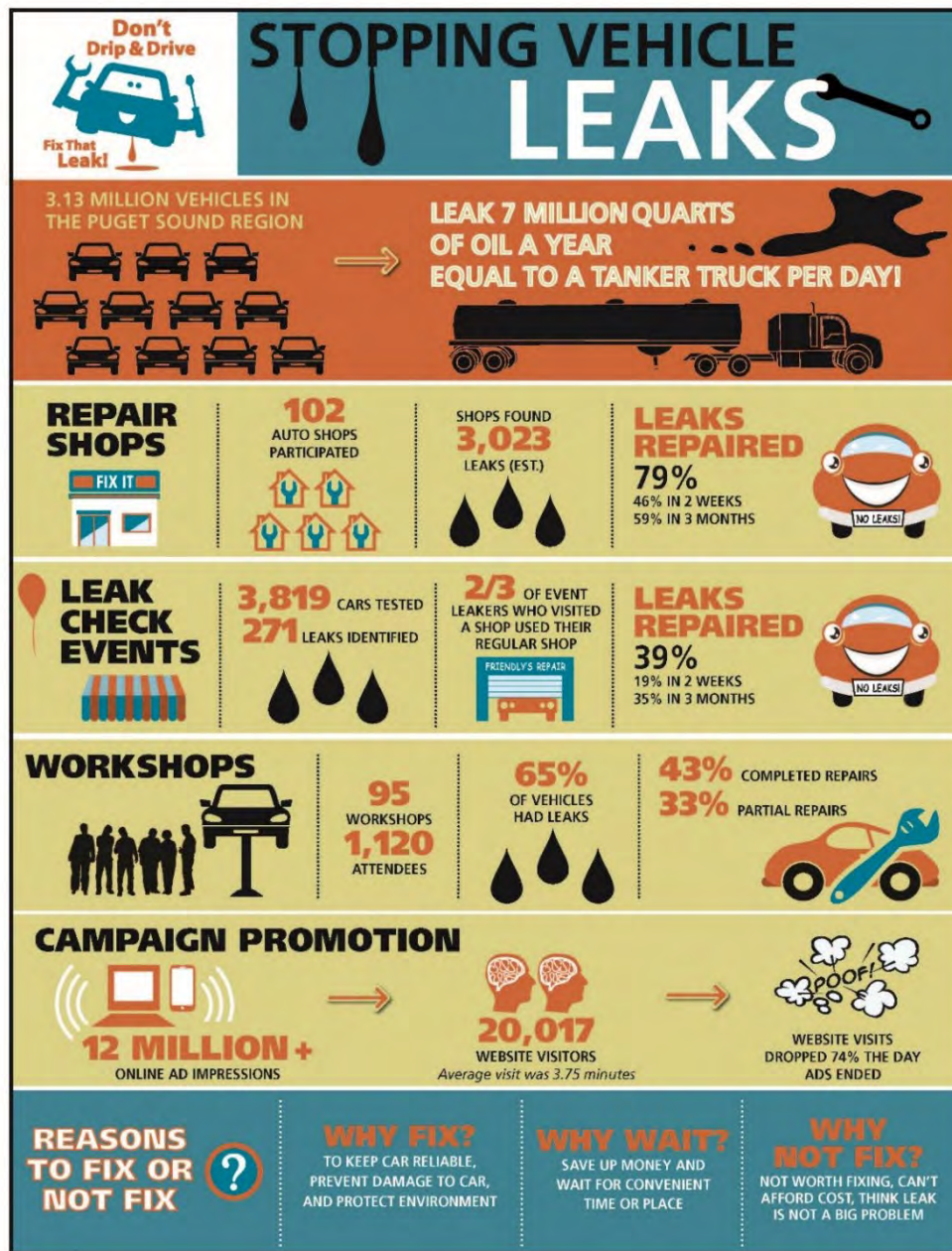
Exceeded all goals!

- Number of vehicles owners reached
- Coupons Redeemed
- Number of leak check events
- Number of leaks fixed
- Percentage leaks repaired
- Changes in awareness and motivation



Ads work!





2015 DON'T DRIP AND DRIVE

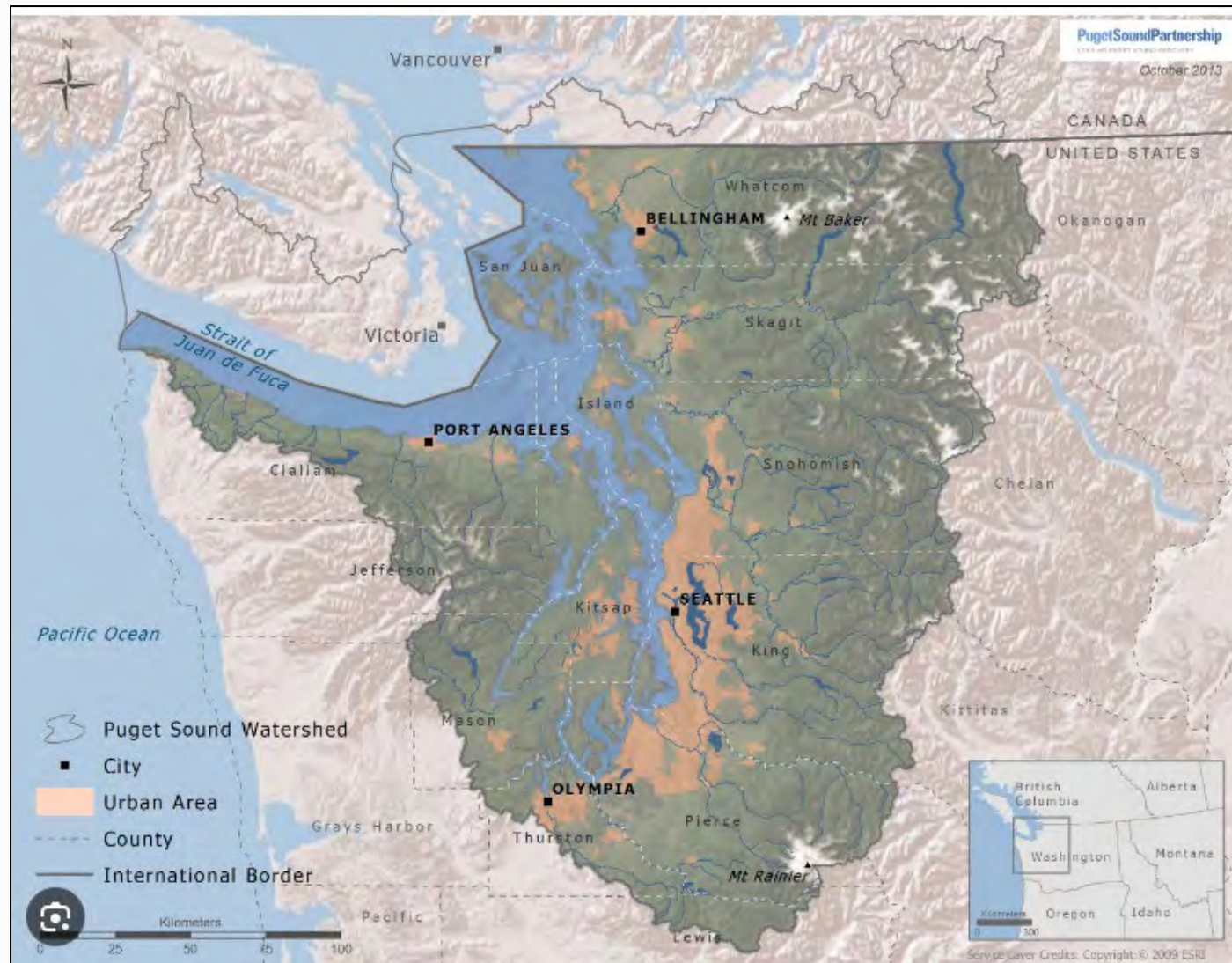
VISIT OUR WEBSITE: FIXCARLEAKS.ORG

DOWNLOAD THE PHASE II FINAL REPORT: PIERCECOUNTYWA.ORG/DONTDRIPANDDRIVE

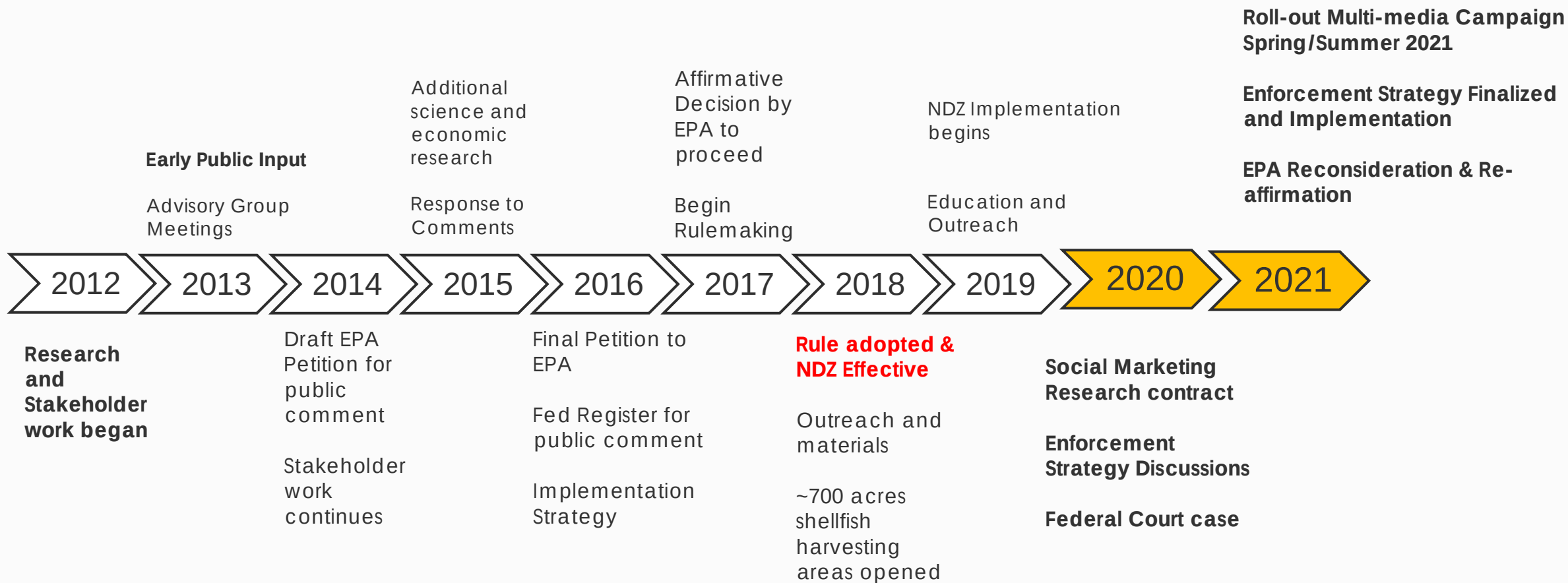


Puget Sound: What's the problem?

- Approximately **52,000 to 66,000 pounds of pollutants** is discharged into Puget Sound daily

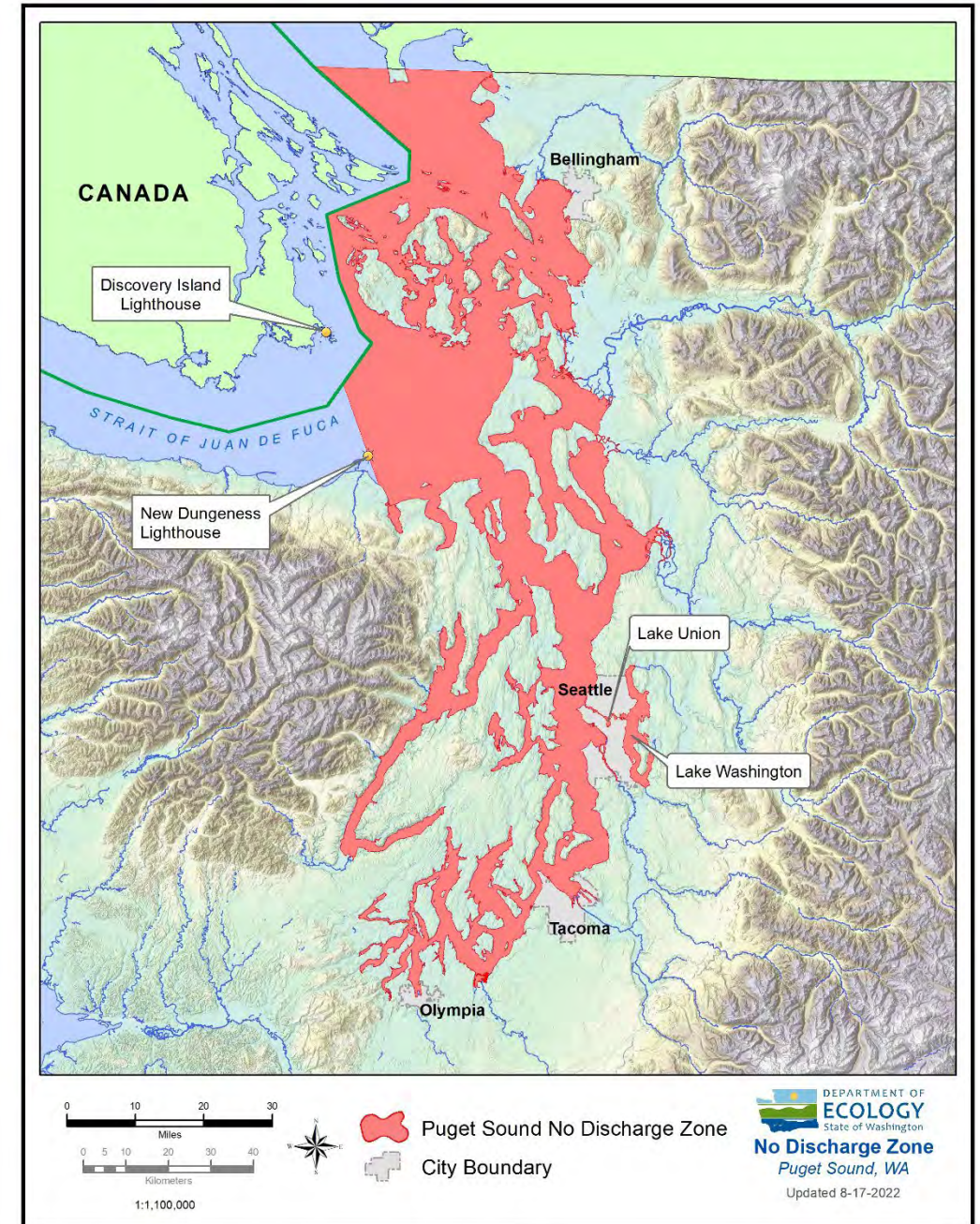


No Discharge Zone Timeline – A long road



No Discharge Zone Rule

- Puget Sound is a No Discharge Zone for ALL vessels
- Vessel sewage (raw or “treated”) cannot be discharged within the designated area
 - I.e., No discharges allowed even with an onboard Marine Sanitation Device
- Before the NDZ, you could discharge sewage > 3 miles from shore



Why it matters

**NO SHELLFISHING
CONTAMINATED AREA**



- Vessel blackwater is **highly concentrated and contains pathogens**
- Vessels are mobile and the discharge could occur **directly over or near sensitive resources** (shellfish beds and swimming beaches)

Economy

- Commercial shellfish harvest closures

Recreation

- Swimming beach closures
- Rec. shellfish harvest closures

Public Health

- Pathogen-contaminated shellfish (e.g., Norovirus)

Water Quality

- Coliform
- Nutrient enrichment



PUGET PLUNGE

CELEBRATING CLEAN WATER | MAY 8 2018

Ready, Set.....



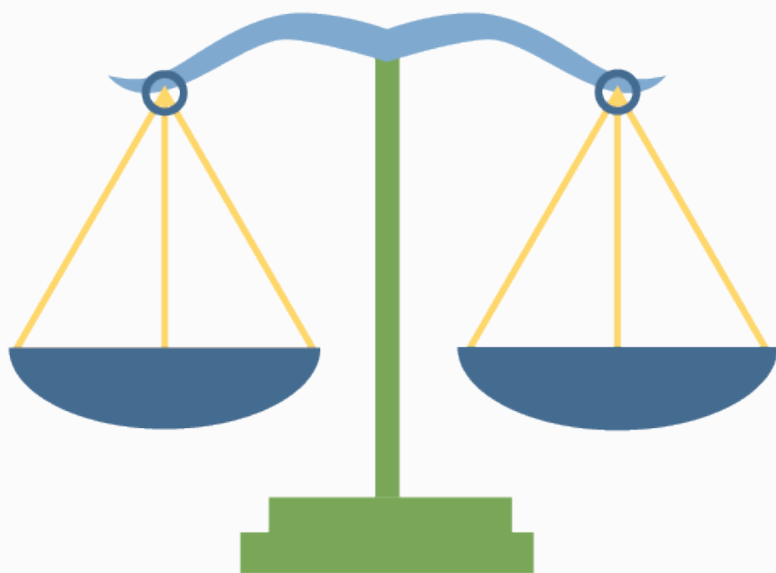
Puget Plunge





**Celebrating the No Discharge
Zone rule with a SPLASH!**

No Discharge Zone Rule



It's the law

WASHINGTON STATE LEGISLATURE

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WACs > Title 173 > Chapter 173-228

HTML has links - PDF has /

Complete Chapter [HTML](#) [PDF](#)

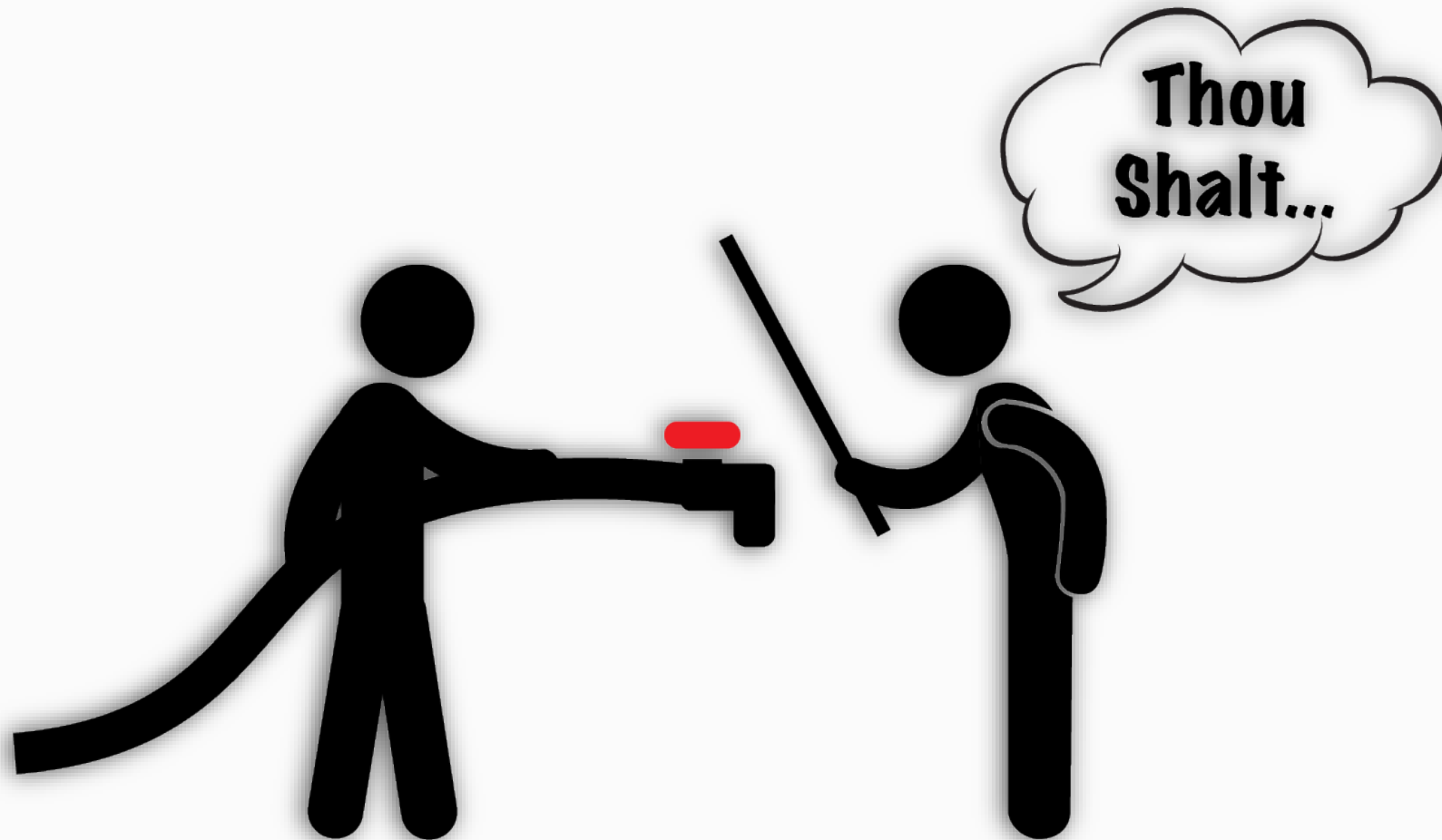
Chapter 173-228 WAC

VESSEL SEWAGE NO DISCHARGE ZONES

WAC Sections

HTML	PDF	173-228-010	Purpose.
HTML	PDF	173-228-020	Definitions.
HTML	PDF	173-228-030	Designated no discharge zones.
HTML	PDF	173-228-040	Vessel sewage management in no discharge zones.
HTML	PDF	173-228-050	Effective.
HTML	PDF	173-228-060	Enforcement.

How do we enhance compliance?



Social Marketing

What is Social Marketing?

Social Marketing is a process that uses traditional marketing principles and techniques to influence citizen behaviors that benefit society as well as the individual.

Changing Citizen Behaviors

Education • Marketing • Law

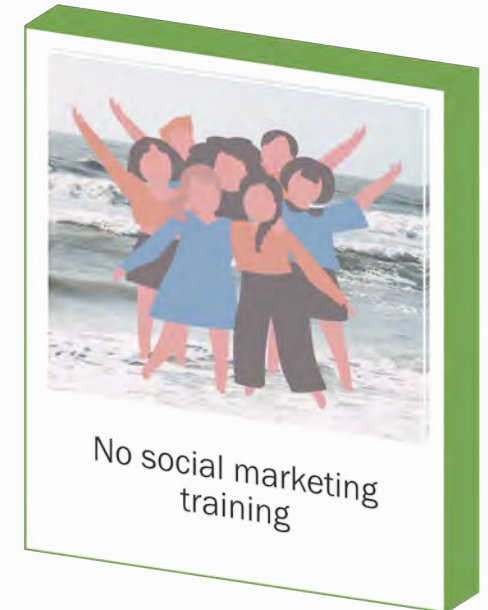
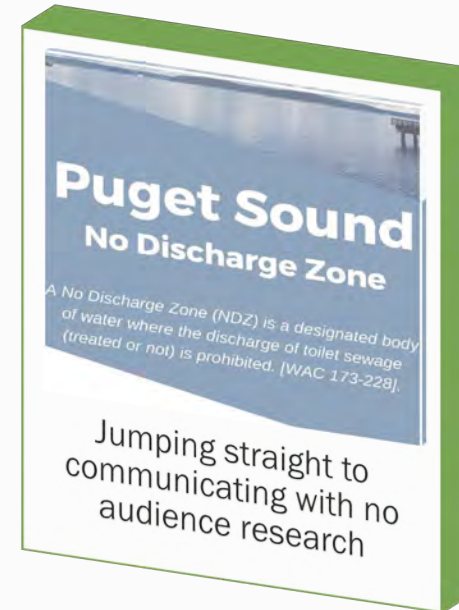
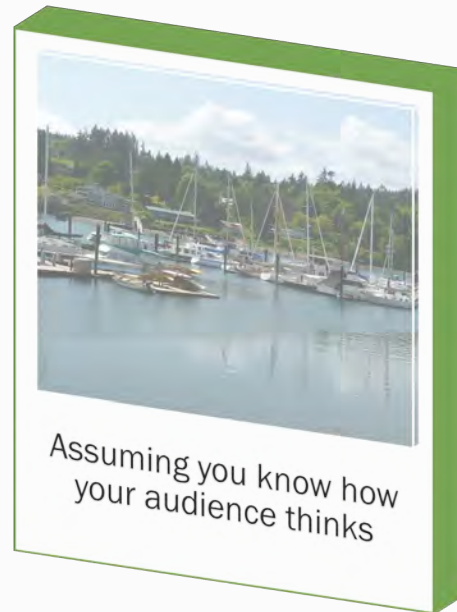


W EVANS SCHOOL OF PUBLIC POLICY & GOVERNANCE
UNIVERSITY of WASHINGTON

evans.uw.edu/centers-projects



Social Marketing Mistakes





When Your Message Stinks



Puget Sound No Discharge Zone

A No Discharge Zone (NDZ) is a designated body of water where the discharge of toilet sewage (treated or not) is prohibited. [WAC 173-228].

NOBODY LOVES A FLOATER, BE A GOOD BOATER!



FIND A PUMPOUT:
pumpoutwashington.org



PUMP, DON'T DUMP!

Puget Sound is now a No Discharge Zone

Puget Sound is a unique and sensitive environment that is prone to poor water quality conditions.

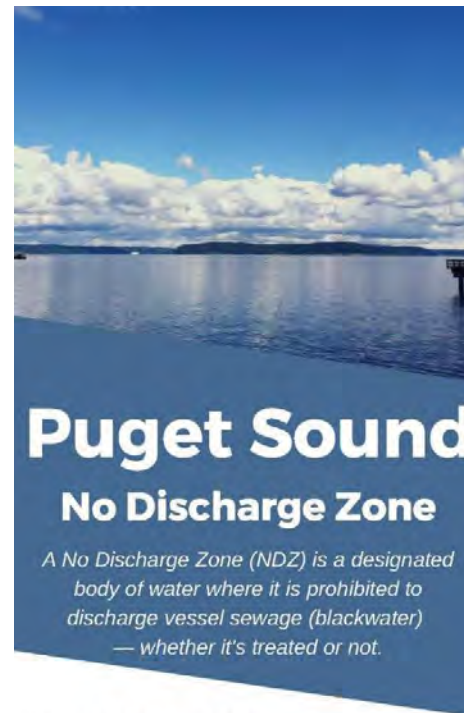
Typical on board marine sanitation devices don't match standards for treatment, and pose a risk of direct discharges to shellfish beds and sensitive resources. An NDZ addresses this source of preventable pollution from impacting our shellfish beds, beaches, health and overall water quality.



It's the law- your sanitation device can be inspected and you could get a fine. [Chapter 90.48, WAC 173-228]

So get on board to keep Puget Sound the Puget Sound free of sewage!

When Your Message Resonates



**BOATERS ARE
DOING THEIR PART TO
KEEP PUGET SOUND
SEWAGE-FREE!**



FIND A PUMPOUT:
pumpoutwashington.org



Puget Sound is now a No Discharge Zone (NDZ)

The NDZ stops pollution from impacting shellfish beds, beaches, health, and overall water quality.

Vessels must hold their sewage in the NDZ — whether it is treated or not. Boaters must use a pumpout facility or go outside of the NDZ and at least 3 nautical miles from shore to discharge.

Vessels must secure overboard discharge valves in the closed position.

Discharging from Type I, Type II, or Type III MSD devices is also prohibited.

The NDZ does not apply to graywater.



Find out more online:
parks.state.wa.us/657/pumpout

It's the law — your sanitation device may be inspected and you could be fined. [Chapter 90.48, WAC 173-228]

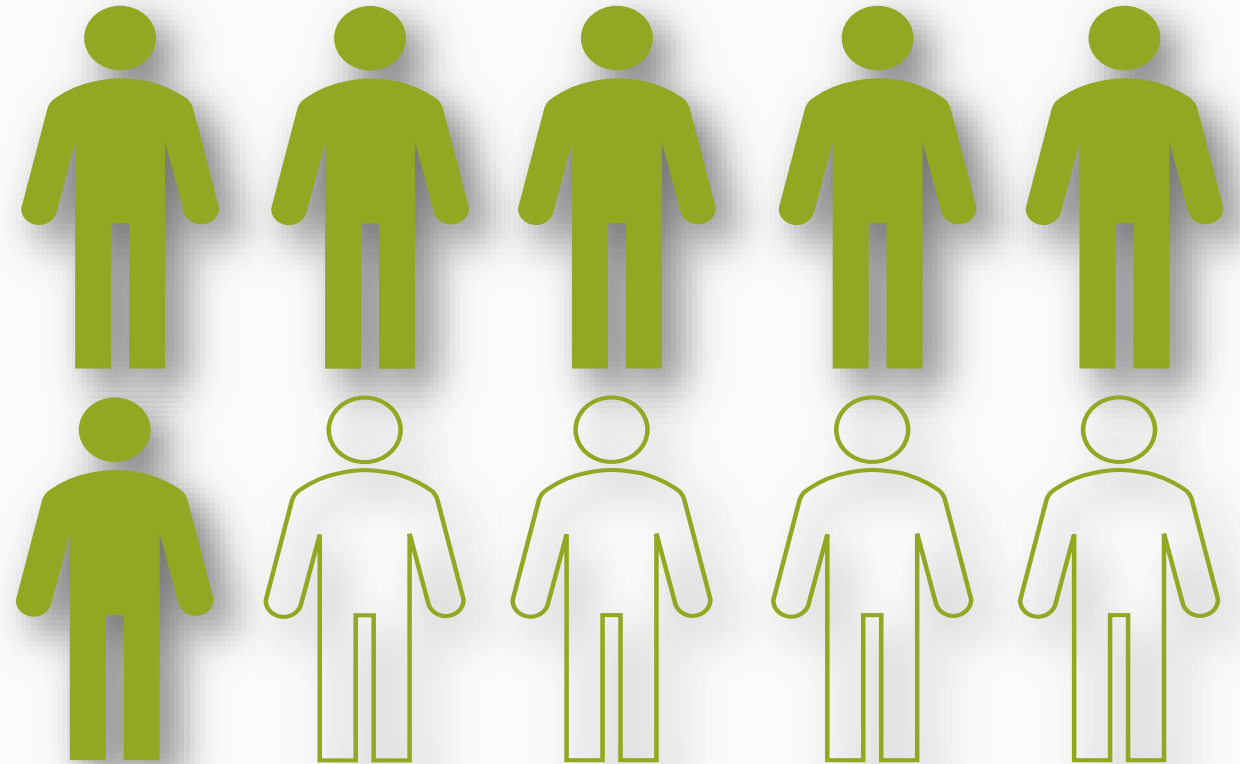
**Get on board to keep
Puget Sound free of sewage!**

This project has been funded wholly or in part by the U.S. EPA under assistance agreement PC-02-110001 to Washington State Department of Health. The contents of this piece do not necessarily reflect the views and policies of the EPA nor does mention of trade names or commercial products constitute endorsement or recommendation for use.



Aha!

It is important to
conduct research
with members of
your audience



- MARKETING INSIGHTS AND RECOMMENDATIONS BASED ON
- STAKEHOLDER AND RECREATIONAL BOATER'S FEEDBACK

- *October 2020*

- *GLM 19267*

**GREAT LAKES
MARKETING
RESEARCH** 

Social Marketing Research

Stakeholder Interviews

Used to
inform
boater
surveys

Qualitative

n=9



Recreational Boater Survey #1

Understand
the audience
Quantitative
n=4,195



Recreational Boater Survey #2

Test
campaign
materials
Quantitative
n=1,733

Key Findings: Priority Audience



Those who keep boats at a marina/yacht club



Those who trailer their boat to water



Key Findings....

No Discharge Zone Rule Awareness

Survey #1: 64%

Survey #2: 81%

Key Findings: Audience Barriers

Barriers to Compliance

- Not understanding rule
- Not believing it is important
- Unfamiliar with locations and use of pumpout stations
- Inconvenience



Key Findings – Audience Barriers

Compliance is both
an **operational**
issue and a
marketing issue.

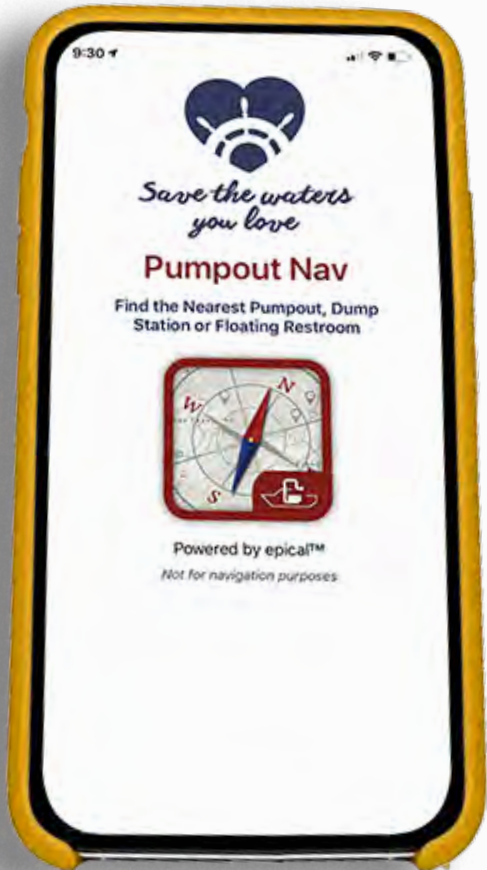


Key Findings - Motivators

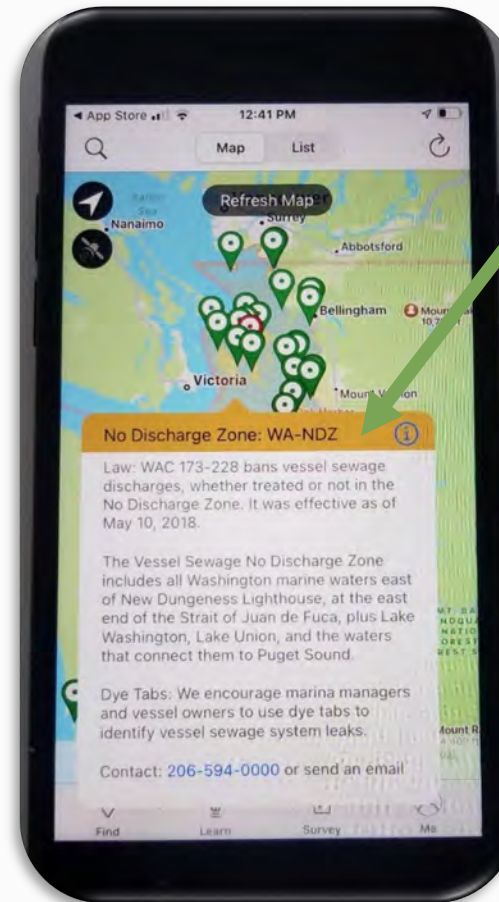


A Smartphone App with real time data
Pumpout locations
Status, cost, No Discharge Zone Boundaries

Free Pumpout Navigation App



No Discharge Zone
Boundaries



Boating laws

**Hundreds of
downloads
with an
engagement
rate of 83%.**

Key Findings: Most Impactful Messages

Boaters want to know why it matters

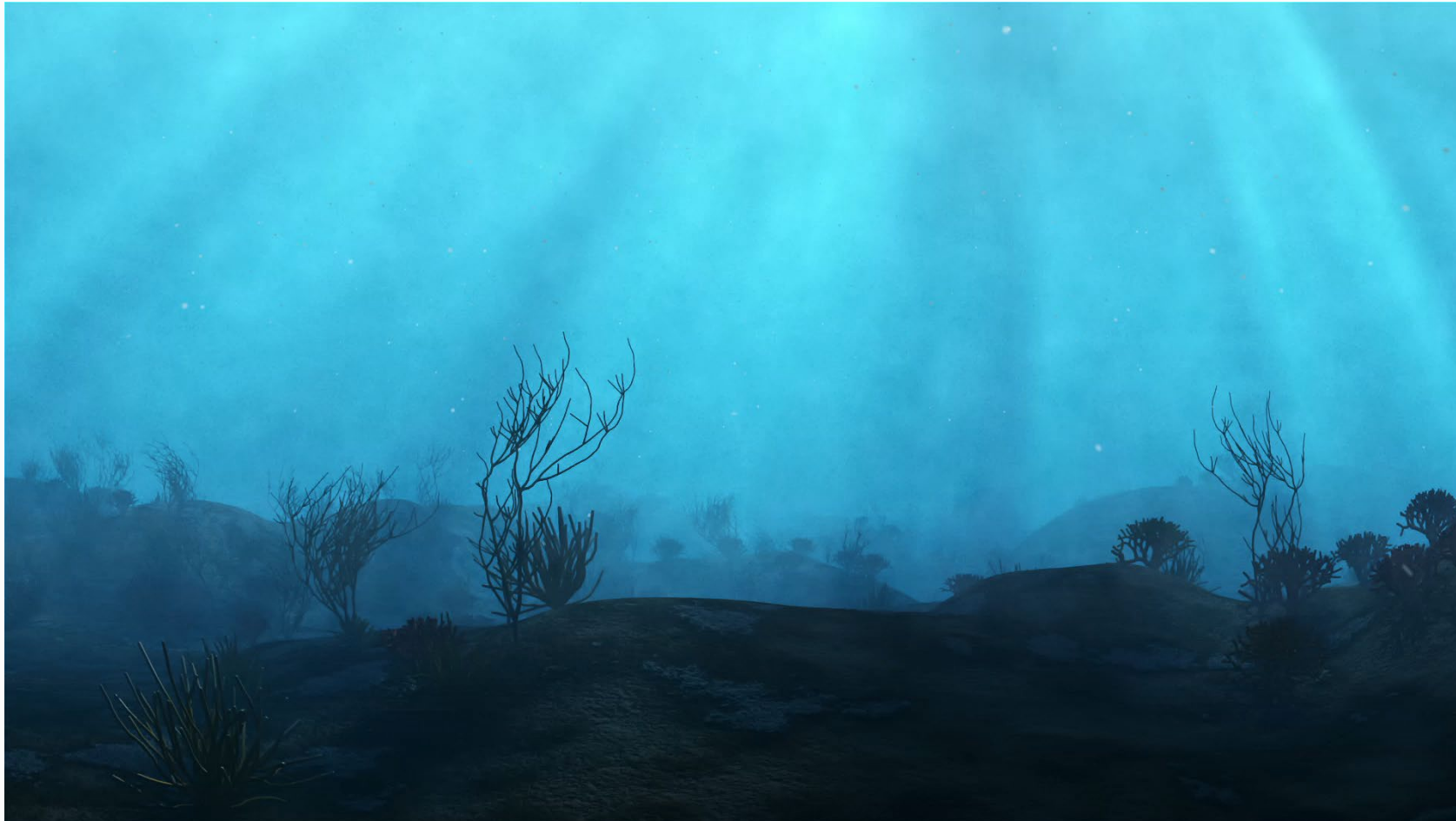
Detrimental effects of human sewage on shellfish, swimming areas and sensitive water bodies

- Consequences of illegal discharging and value of appropriate behavior

Meet Sam the Clam



Sam the Clam's Message



Key Findings: Motivators



Boaters want tools and reminders to make it easier to comply.

Signage at Marinas and other point of use locations

Prompts

Free NDZ Signs

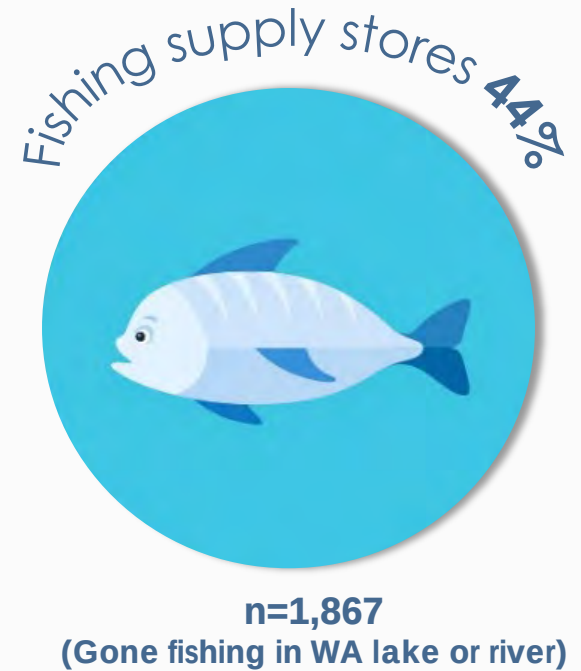
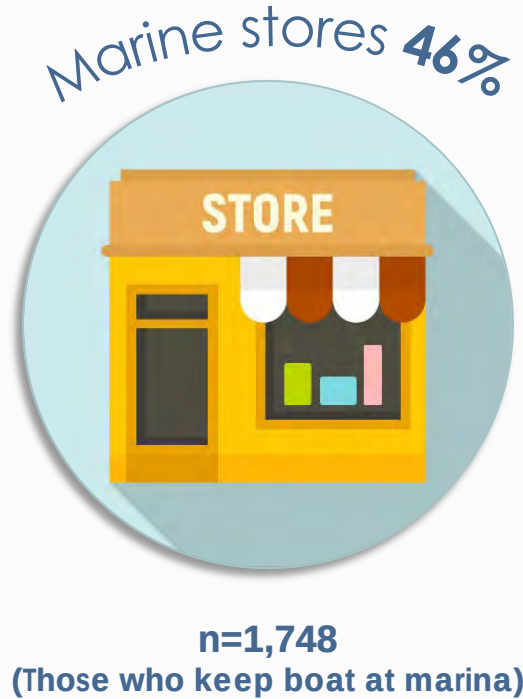


Signs at Boat Launch Areas



Key Findings: Information Channels

Where do you get boating information?



Boating Magazines Ads

12,000 total
impressions
with a click
through rate
of 2.3%

PUMP OUT, DON'T DUMP OUT!
Protect Puget Sound from Vessel Sewage
It's the Law (WAC 173-228)




DEPARTMENT OF
ECOLOGY
State of Washington


CLEAN MARINA
WASHINGTON
Partnership for Clean Water


WASHINGTON
STATE PARKS


Boating Program


Pump Out
Don't Dump Out
IT'S THE LAW

Download the **FREE Pumpout Nav app** to see if you are in the No Discharge Zone and locate a pumpout near you.



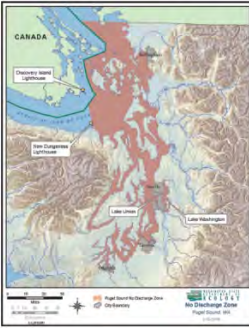
Why it matters: Vessel sewage contains pathogens and viruses that can harm shellfish and swimming beaches.

Learn more at PumpoutWashington.org

This project has been funded wholly or in part by the United States Environmental Protection Agency under assistance agreement PC-01118001 to the Washington State Department of Health. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does mention of trade names or commercial products constitute endorsement or recommendation for use.

Pump Out, Don't Dump Out!
Protect Puget Sound from Vessel Sewage
It's the law – WAC 173-228

Why it matters: Sewage contains pathogens and viruses that can harm shellfish and swimming beaches.



Download the **FREE Pumpout Nav app** to find the No Discharge Zone and locate a pumpout near you.


IT'S THE LAW


DEPARTMENT OF
ECOLOGY
State of Washington


CLEAN MARINA
WASHINGTON
Partnership for Clean Water


Boating Program

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PUMP OUT, DON'T DUMP OUT! It's the Law
(WAC 173-228)

 **Click here to see the NO DISCHARGE ZONE**
AND DOWNLOAD THE FREE PUMPOUT NAV APP



Social Media Campaign

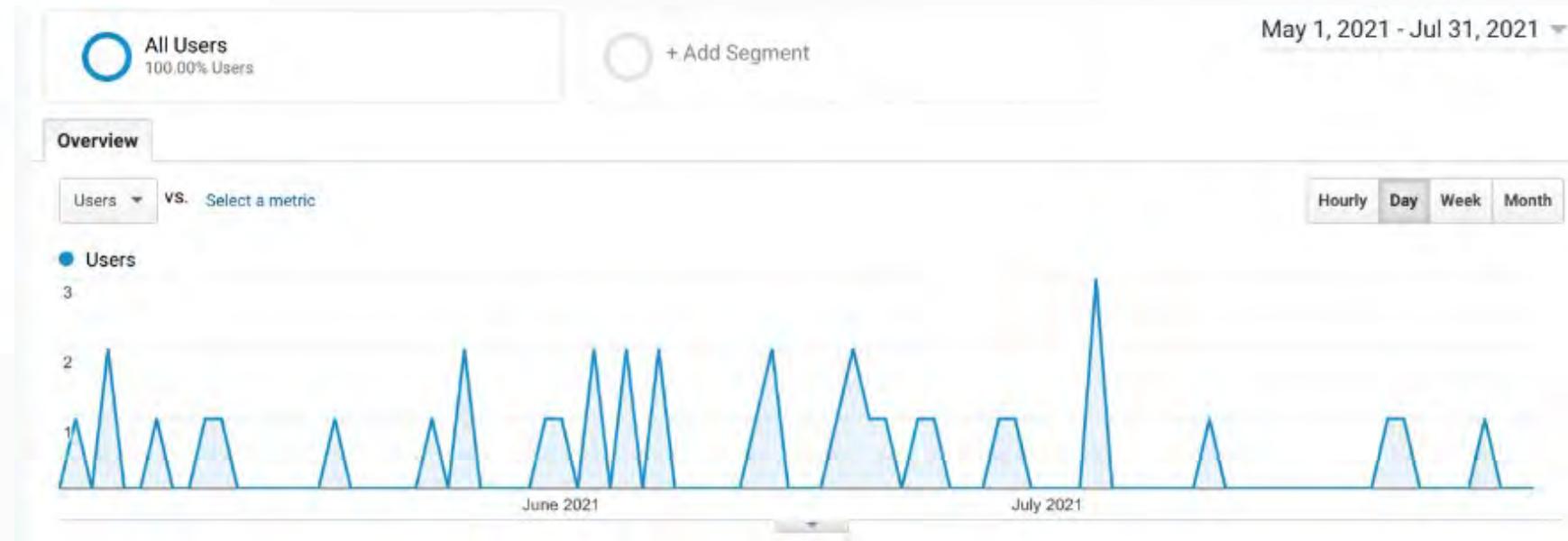
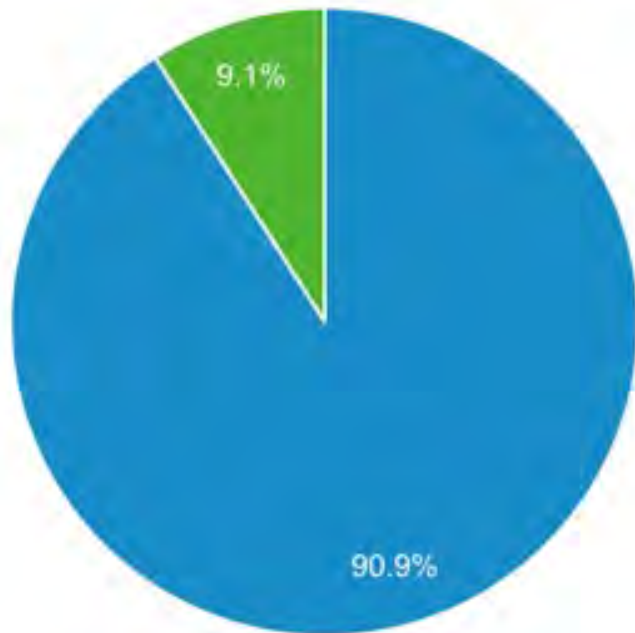


Twitter:
28,000 total
impressions
and 346
engagements



Website Views

■ New Visitor ■ Returning Visitor



Pump Out, Don't Dump Out: Partner Toolkit

Social Media Content





Pump Out, Don't Dump Out Campaign

Sample Social Media Content

About the Campaign

The Washington Department of Ecology – in partnership with the Washington State Parks - Clean Vessel Act Grant Program, Washington Sea Grant, Pump out Washington, and Clean Marina Washington – is conducting a [Pump Out, Don't Dump Out](#) campaign throughout summer 2021. The goal is to remind boaters that Puget Sound is a No Discharge Zone and encourage everyone to properly dispose of their boat sewage.

We have a [full suite of campaign resources](#) available! For questions about the campaign contact [Justine Asohmbom](#) at the Washington Department of Ecology.

Get Involved

Become a [Pump Out, Don't Dump Out](#) campaign partner and help spread the message. You can help protect our waters by encouraging boaters in your marina or community to pump out their holding tank. Commit to do at least one the following this summer!

- Publish pumpout messages and graphics on your social media accounts – [See our sample posts on the next page.](#)
- Post a photo of your pumpout or dump station and invite boaters to use your facilities.
- Publish a [news release](#) or [article](#) about the importance of clean waters and pumping out vessel sewage. [Ecology's webpage](#) provides information to help you.
- Publish messages on your website, [blog](#), newsletter, or any platform you use to communicate that Puget Sound is a No Discharge Zone and where to find pumpouts.
- Promote clean boating practices and hand out free pumpout materials. Ecology can provide dye tab packets to help boaters check their system for leaks.
- Thank the boaters in your marina for pumping out by offering incentives, discounts, or freebies.
- Request FREE aluminum, [magnetic decal signs](#) about the [Puget Sound No Discharge Zone](#) for your marina or boat launch.
- Send us a picture of your No Discharge Zone or pumpout sign with your facility in the background, so we can feature it in our social media outreach.
- Check your facility's pumpout information for accuracy on the [PumpoutWashington.org](#) website and the Pumpout Nav app. Send updates or corrections to pumpouts@uw.edu. Remember to keep your pumpout facility operational and respond to reports of issues!
- Snap pictures of boaters using your pumpout or dump station and share it on your social media. **Tag us using the handles and hashtags below** so we can follow, like & share your posts this summer!



Sample Social Media Posts

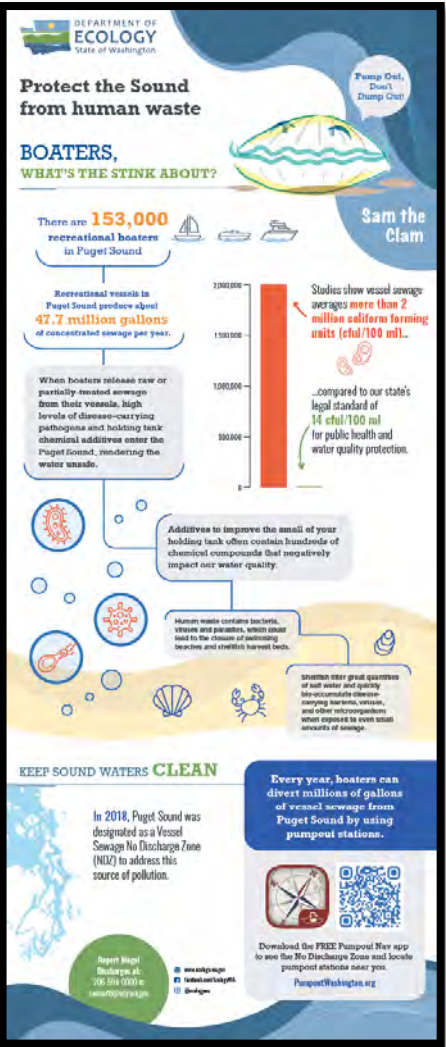
Create your own content or choose from our list of samples below. Share images with your posts or include links to the websites and videos listed below. You can also share or retweet posts from the Department of Ecology's [Facebook](#), [Twitter](#), [Instagram](#) accounts or the Pumpout Washington [Twitter page](#). Please don't forget to use the hashtags so we can cross promote!

Handles	Hashtags
@EcologyWA @WASeaGrant @WASatePks @pumpouts	#PumpoutDontDumpout #PugetSoundNoDischargeZone #PumpoutWA #PumpoutNav

Weekly Theme	Facebook	Twitter	Instagram
Week 1: May 17- 21 <i>Help Protect Puget Sound: Pump Out, Don't Dump Out</i>	Thank you, boaters! #PumpoutDontDumpout! helps protect Puget Sound from vessel sewage. Learn more about the #PugetSoundNoDischargeZone #PumpoutDontDumpout #PumpoutWA	Boaters, help protect Puget Sound from vessel sewage. Learn more about the #PugetSoundNoDischargeZone #PumpoutDontDumpout #PumpoutWA	Post Sam the Clam video
Week 2: May 24 - 28 <i>Why the No Discharge Zone matters</i>	#PumpoutDontDumpout! The Puget Sound No Discharge Zone is already helping to open more shellfish harvesting. Over 700 acres since 2018! #PugetSoundNoDischargeZone #PumpoutWA	#PumpoutDontDumpout! The Puget Sound No Discharge Zone is already helping to open more shellfish harvesting! #PugetSoundNoDischargeZone #PumpoutWA	Share these Infographics
Week 3: May 31 – June 4 <i>Featuring the Pumpout Nav App</i>	Boaters, find a pumpout or dump station with the free #PumpoutNav app: • Android • iPhone #PumpoutWA #PumpoutDontDumpout #PugetSoundNoDischargeZone	Boaters, find a pumpout or dump station with the free #PumpoutNav app: • Android • iPhone #PugetSoundNoDischargeZone #PumpoutWA #PumpoutDontDumpout	Post a photo of someone using the Pumpout Nav App in your marina
<i>Where to find pumpout stations</i>	Find a pumpout near you at Pumpoutwashington.org #PumpoutWA #PumpoutDontDumpout	Find a pumpout near you at Pumpoutwashington.org #PumpoutWA #PumpoutDontDumpout	Share picture of boaters pumping out

Partner Toolkit

Infographics



 Kitsap Public Health District
June 7 · 🌐

Find a pumpout near you at PumpoutWashington.org
[#PumpoutWA](https://twitter.com/PumpoutWA) [#PumpoutDontDumpout](https://twitter.com/PumpoutDontDumpout)

I PUMPOUT



[#PumpoutWA](https://twitter.com/PumpoutWA)
[#PumpoutDontDumpout](https://twitter.com/PumpoutDontDumpout)
[#PugetSoundNoDischargeZone](https://twitter.com/PugetSoundNoDischargeZone)

Convenience

Hand Sanitizer



**Hands-free
Adapter**



Adapter Demonstration Device

**PUMP,
DON'T DUMP!**

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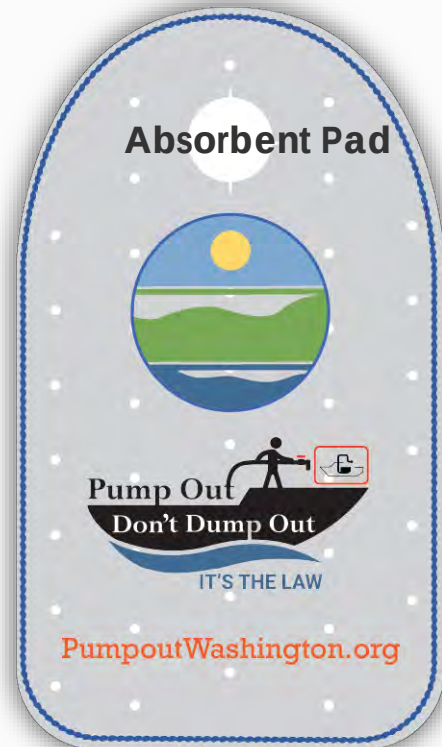
Find out more online:
parks.state.wa.us/657/pumpout

It's the law — your sanitation device may be inspected and you could be fined. [Chapter 90.48, WAC 173-228]

**Get on board to keep
Puget Sound free of sewage!**

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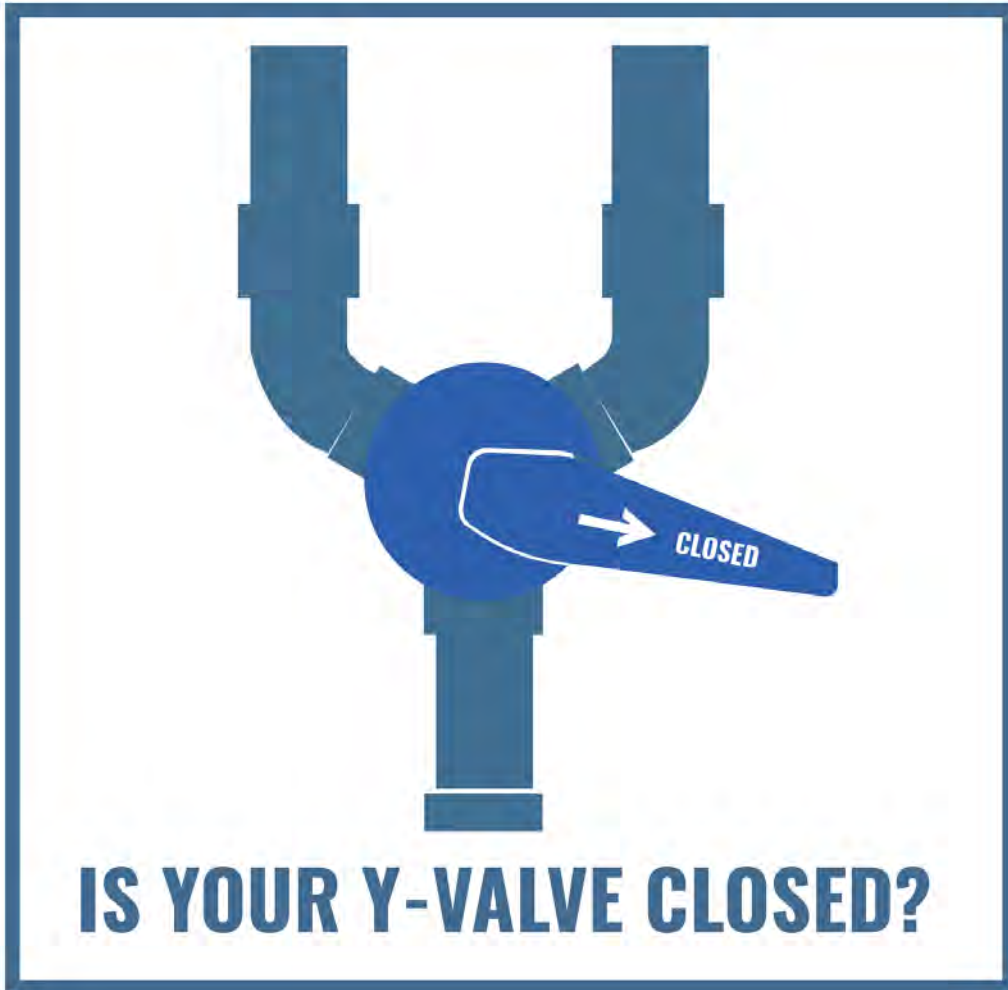
CLEAN MARINA
WASHINGTON
Department of Ecology



Boating Outreach Events



Y-Valve Education Program



Goal: Prevent illegal and unintentional discharges

Promote

Promote a concerted education and outreach around Y-valves by providing tools to check boat sewage systems in order

Encourage

Encourage boaters to pay more attention to their on-board head system.

Educate

Educate boaters about vessel sewage best management practices in the No Discharge Zone.

Complimentary Resources

Zip Ties



Dye Tablets with instructions



Complimentary Resources

Sample Lease Language



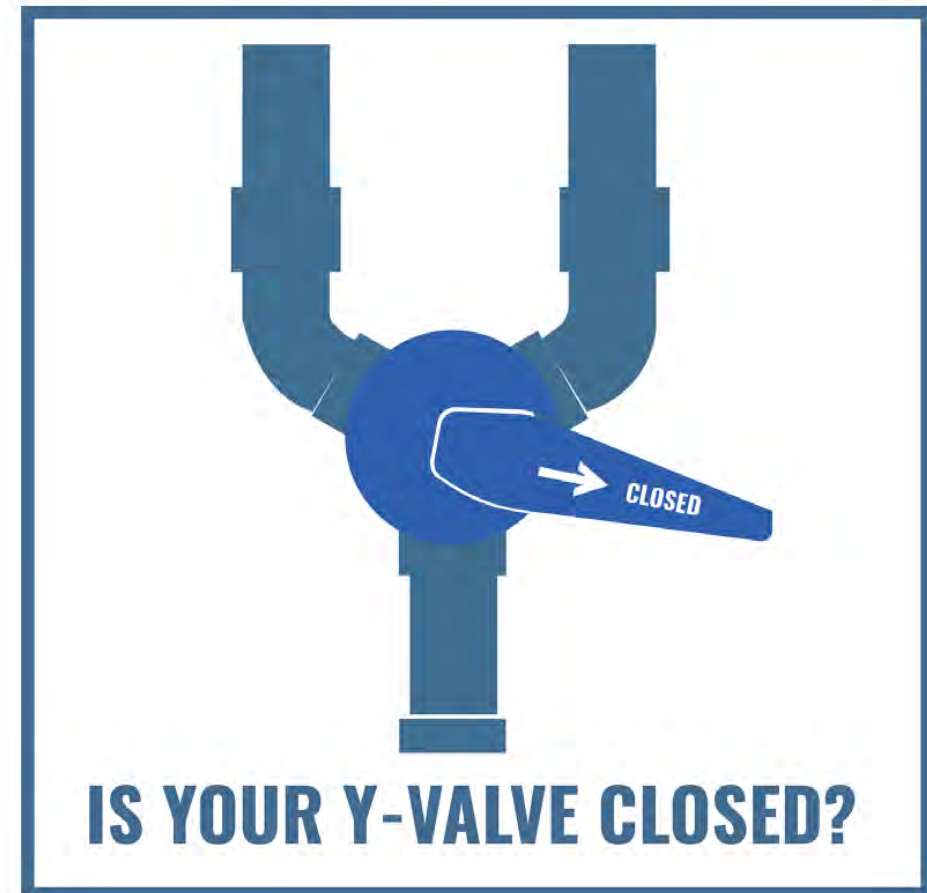
Y-Valve Education Pilot Program
Sample Lease Language

No Discharge Zone and Y-Valve inspection

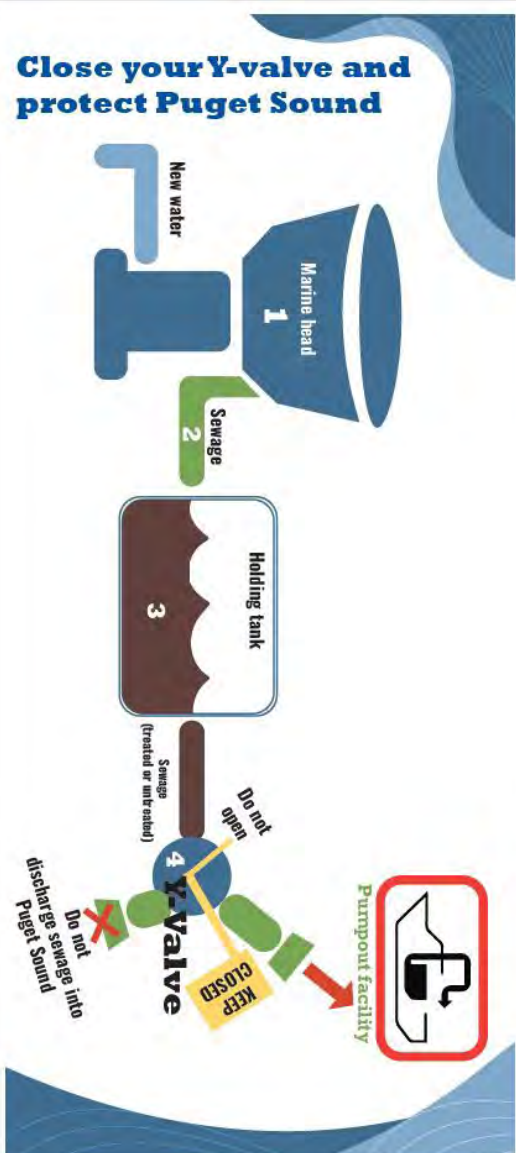
I understand that Puget Sound and connecting inland waterbodies are within a No Discharge Zone (which means no blackwater or sewage may be discharged into the surrounding water) and agree that marina staff may, at any time, request access to my vessel to inspect my Y-Valve and Marine Sanitation Device (MSD) using dye tabs and will close and secure (e.g., with a zip tie) the Y-Valve if it is not configured in a closed position.



Y-Valve Education Program Signs



Educational Resources: Rack Cards



How It Works

- 1.** The marine head or toilet bowl.
- 2.** When you flush, it leads sewage to holding tank.
- 3.** Sewage continues to **Y-Valve**.
(Remember it looks different on every boat).
- 4.** Y-Valve should be in **CLOSED** position and the sewage will remain in your holding tank until you pump it out.

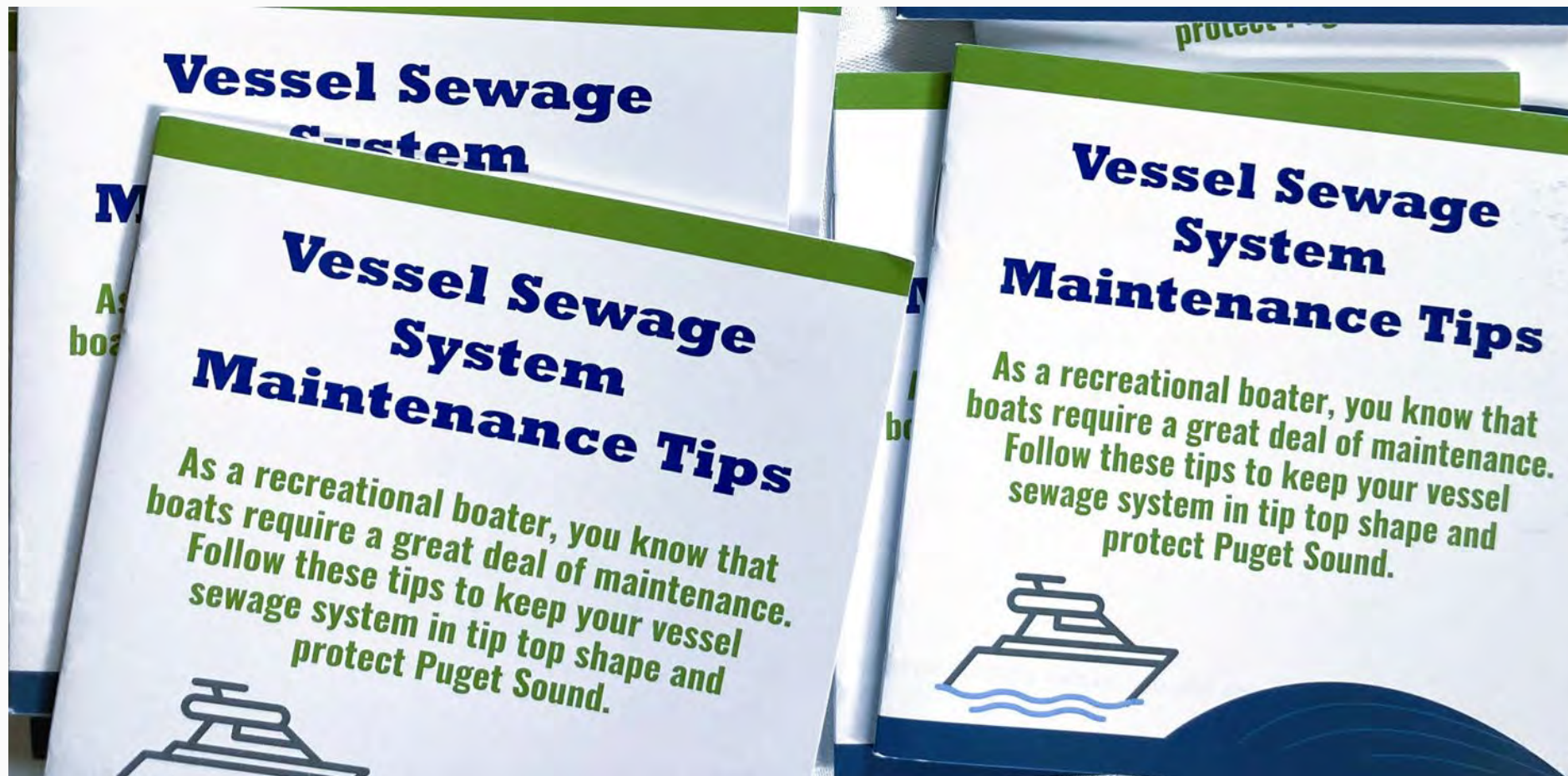
The Y-Valve is a legally required part of a system with an installed toilet. It directs sewage from the holding tank either to the deck waste fitting or overboard. Most Y-Valves have arrows showing the direction of the flow. The **CLOSED** position directs the sewage to your deck waste fitting and not overboard.

In the No Discharge Zone, make sure your Y-Valve is in the **CLOSED** position. Once closed, secure your Y-Valve with a non-releasable zip tie or padlock or remove the handle entirely.

Test your sewage system by placing dye tabs in your toilet bowl and then flush. Check your discharge port to see if your Y-Valve is working properly to prevent discharges.



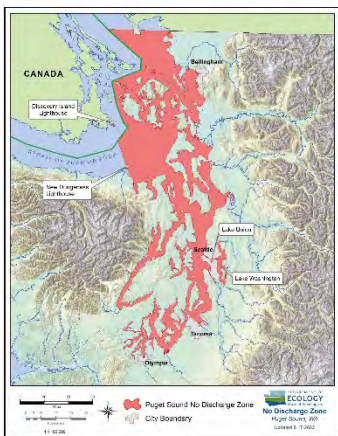
Brochures



Placemats

Pump Out, Don't Dump Out!

Puget Sound is a No Discharge Zone for Boat Sewage



Download the FREE Pumpout Nav app to find the No Discharge Zone and locate a pumpout near you.



Why it matters:

Vessel sewage contains pathogens and viruses that can harm shellfish, close beaches, and make people sick.



Available Resources



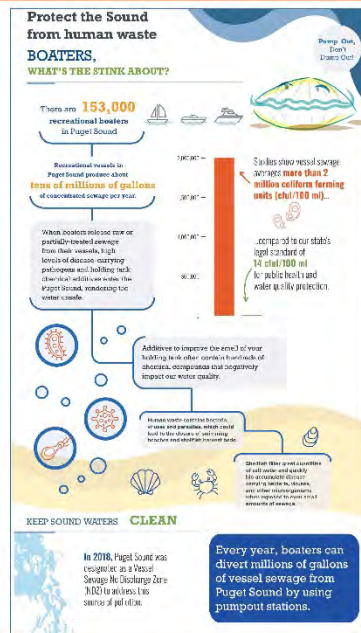
Explore WA Dept. of Health's Shellfish Safety Map



Learn more about the No Discharge Zone



Report illegal discharges
Call **206-594-0000** or
email nwroerts@ecy.wa.gov



Magazine Ad

PUMP OUT, DON'T DUMP OUT!

Protect Puget Sound from Vessel Sewage

It's the Law (WAC 173-228)

IS YOUR Y-VALVE CLOSED?

Get to know your boat's Y-Valve and
keep it secured to protect Puget Sound.

Why it matters:

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Download the FREE Pumpout Nav app to
find the No Discharge Zone and locate a
pumpout near you.

Learn more at PumpoutWashington.org

This product is supported by funding from the Washington State Parks - Clean Vessel Act Grant Program, in partnership with the U.S. Fish & Wildlife Service. Funding is provided through the Sport Fish Restoration and Boating Trust Fund from taxes on recreational vessels, boat fuel, and fishing gear.



No Discharge Zone Implementation Approach



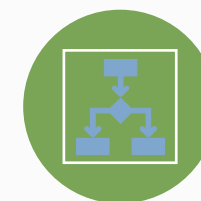
Key Takeaways



1. Knowledge alone rarely changes behavior.
People often need **motivation and support**, not just information.



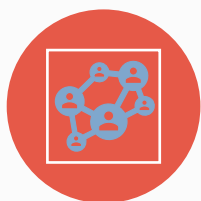
2. Start with research, not assumptions.
Effective programs begin with **formative research** to understand the audience, their barriers, and what motivates them.



3. Define the behavior — clearly and specifically.
Social marketing succeeds when we identify **one behavior** to change, not a vague goal.



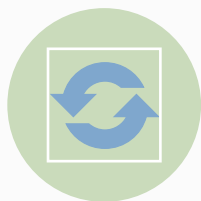
4. Focus on the *right* audience, not everyone.
Segmentation ensures we invest resources in people who are **willing and able to change**.



5. Remove barriers, then build motivation.
People change when the desired behavior feels **easier, more rewarding, and more normal** than the alternative.



6. Use a mix of tools — not just messaging.
Change happens through **prompts, incentives, social norms, convenience, and commitments**, not awareness alone.



7. Test, measure, improve.
Pilot, listen, adapt — successful social marketing is **iterative, not one-and-done**.



8. Partnerships amplify impact.
Working with **community partners** increases reach and credibility.

Social Marketing Resources

Books

- [Fostering Sustainable Behavior: An introduction to Community-Based Social Marketing by Doug McKenzie-Mohr, Ph.D.](#)
- [Social Marketing: Changing Behaviors for Good by Nancy R. Lee, Philip Kotler and Julie Colehour](#)
- [Strategic Social Marketing for Behavior and Social Change by Jeff French and Ross Gordon](#)
- [The Palgrave Encyclopedia of Social Marketing](#)

Websites

- [Community-Based Social Marketing](#)
- [Montana State University Center for Health & Safety Culture Webinar Archives](#)
- [Tools of Change](#)

[SPARKS CONFERENCE](#) : December 8-9, 2025, on Zoom.



Thank you

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Coordinator

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425-495-1569



When the Behavior is FUN!

- <http://www.youtube.com/watch?v=2lXh2n0aPyw>
- <http://www.youtube.com/watch?v=zSiHjMU-MUo>

