

Education Strategy: FOG (Fats, Oils, Grease) – Residential Management			
Target Audience: Residents in the local community			
Target Action: Increase residents’ awareness of proper FOG disposal methods			
Goal: Decrease FOG-related issues in infrastructure and local waterways in Florence and Darlington Counties			
Objective: Provide education and outreach on proper FOG disposal to residents in Florence and Darlington Counties			
Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none"> Disposing of FOG down the drain can clog pipes and lead to sewer overflows Save money on pipe repairs by properly disposing of FOG 	<ul style="list-style-type: none"> FOG Disposal magnets Doorhangers in neighborhoods where there are continuous grease issues Can-the-Grease lids and displays Apartment-specific FOG information Guide to local recycling centers/FOG drop-off sites Newspaper articles Provide FOG resources at 4-H and EFNEP cooking classes Display FOG information at kiosks in restaurants 	<ul style="list-style-type: none"> Local recycling centers Municipalities Apartment rental offices HOAs Local Keep America Beautiful affiliates 4-H and EFNEP Media Local restaurants Kalmia Gardens Lynches River County Park University and Extension HGIC Factsheets 	<ul style="list-style-type: none"> Number of educational outreach materials distributed Volume of oil dropped off at recycling centers Number of webpage views and/or individuals receiving published information

Action Items:

- Distribute educational outreach materials
- Develop a guide to FOG drop-off sites
- Host FOG presentations
- Provide FOG resources to 4-H and EFNEP cooking classes, including presenting at these classes
- Develop doorhangers to distribute in neighborhoods where there are continuous grease issues
- Develop apartment-specific FOG information for display in communal areas

Education Strategy: FOG (Fats, Oils, Grease) - Restaurant Management			
Target Audience: Restaurant owners, operators, and staff			
Target Action: Increase restaurant owners’, operators’, and staffs’ awareness of proper FOG disposal methods, how to properly maintain grease receptacles, and clean equipment			
Goal: Decrease FOG-related issues in infrastructure and local waterways in Florence and Darlington Counties			
Objective: Provide education and outreach on proper FOG disposal to restaurant owners, operators, and staff in Florence and Darlington Counties			
Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none"> • Maintaining proper FOG disposal methods can decrease future maintenance costs and the likelihood of having sewer backups at the restaurant • Providing proper tools and behaviors for FOG management may result in an increase in favorable inspections 	<ul style="list-style-type: none"> • Packets for restaurant owners, operators, and staff with educational outreach materials, informational signage, and grease recycling information • Partner with staff in Clemson Extension’s Food Systems and Safety Program • Develop maintenance schedule adhesives for used oil containers 	<ul style="list-style-type: none"> • Local restaurants • Municipalities/Utilities • Local recycling centers • SCDHEC • Grease-hauling companies • South Carolina Restaurant and Lodging Association (SCRLA) • University and Extension • HGIC Factsheets 	<ul style="list-style-type: none"> • Number of educational outreach materials distributed • Site specific webpage hits on the developed web-based material • Responses in statewide survey

Action Items:

- Distribute educational FOG packets to restaurant management and staff
- Develop maintenance schedule adhesives for used oil containers
- Develop additional outreach materials for restaurant managers on the economical benefits of best management practices when it comes to proper disposal of grease
- Collaborate with Food Systems and Safety Program Agents to share FOG information

Education Strategy: Bacteria – Septic and Sanitary Sewer Maintenance			
Target Audience: Residents			
Target Action: Increase residents’ awareness of how plumbing in buildings and throughout the septic and/or sanitary sewer system works			
Goal: Decrease the amount of bacteria contributed to waterbodies by septic and sanitary sewer systems in Florence and Darlington Counties			
Objective: Provide education and outreach on proper use and maintenance of septic and sanitary sewer systems in Florence and Darlington Counties			
Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none">• Failing septic tanks and sanitary sewer overflows (SSOs) in the environment can lead to bad odors, exposure to bacteria and illnesses, and contamination of local waterways• Save money through proper maintenance rather than reacting to failures in the system• The sooner an SSO is identified and reported	<ul style="list-style-type: none">• Newspaper articles• Distribute “What Not to Flush” information to businesses and residential neighborhoods• Septic system presentations• Tabling events• Household/municipal plumbing structure demonstration• Presentation on how to recognize sewer backups/overflows and where to report the issues	<ul style="list-style-type: none">• Municipalities• University and Extension• HGIC Factsheets• Septic haulers• Apartment complex management• HOAs• Local Keep America Beautiful affiliates• Plumbing companies• SCDHEC• Local news media• Kalmia Gardens• Lynches River County Park	<ul style="list-style-type: none">• Number of people who attend programs• Responses in statewide survey• Site-specific website hits on developed web-based material• Number of views on sewer-related posts on Facebook• Number of educational outreach materials distributed

Action Items:

- Distribute educational outreach materials
- Develop educational signs to install at lift stations where the alarms often “go off”
- Develop and host presentation on how to recognize sewer backups/overflows and where to report the issues
- Host presentations on proper maintenance of septic systems
- Develop a demonstration of household plumbing and municipal sewer infrastructure
- Publicize QR code to report sanitary sewer overflows (SSOs)
- Develop packets with information about what not to flush and/or wash down the drain for new homeowners and renters

Education Strategy: Bacteria - Pet Waste			
Target Audience: Pet owners and caretakers			
Target Action: Increase pet owners’ and caretakers’ awareness of the need to pick up their pets’ waste and properly dispose of it			
Goal: Decrease the amount of bacteria contributed to waterbodies by pet waste, and guide towards a cultural norm of proper pet waste disposal in Florence and Darlington Counties			
Objective: Provide education and outreach on picking up pet waste and proper disposal in Florence and Darlington Counties			
Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none"> • Pet waste can contribute to bacteria pollution in our local waterways • A small change in habit can make a big difference for water quality (pollutant loading) • Give your plastic bag another life 	<ul style="list-style-type: none"> • Factsheets • Educational signage at parks and on trails • Educational material with promotional items in adoption packets • Social media posts on proper pet waste disposal • Educational and outreach materials provided at veterinary clinics, pet stores, and at dog grooming/boarding businesses 	<ul style="list-style-type: none"> • Local news media • Local Keep America Beautiful affiliates • Animal shelters • Lynches River County Park • Municipalities • Kalmia Gardens • Pet groomers and boarders • Veterinary clinics • Restaurants that have outdoor seating with lawns • HOAs • Florence Outside • University and Extension 	<ul style="list-style-type: none"> • Number of social media post views • Number of pet waste bags distributed • Number of educational and outreach materials distributed

Action Items:

- Distribute educational outreach materials
 - Outreach packets at adoption events
 - Veterinary clinics, pet stores, dog boarding/grooming businesses
- Develop educational signage on *why* picking up and properly disposing of dog waste is important—to be installed at parks and on trails

Education Strategy: Sediment - Residential			
Target Audience: Residents and Landscaping Businesses			
Target Action: Increase residents’ and landscapers’ awareness of the negative effects of sediment pollution and the effective practices to minimize erosion			
Goal: Decrease the amount of sediment contributed to waterbodies in Florence and Darlington Counties			
Objective: Provide education and outreach on best management practices that will stabilize soil and reduce the amount of stormwater runoff in Florence and Darlington Counties			
Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none"> • Reduce stormwater runoff by harvesting rainwater and increasing the amount of infiltration into the ground • Slow the flow of runoff by use of stormwater BMPs 	<ul style="list-style-type: none"> • Host a Master Rain Gardener course in the area • Encourage residents to get Carolina Yards certified • Promote Stream Bank Repair Program • Rack cards at tabling events • Facebook posts • Host rain barrel workshops • Demonstrations and educational signs at municipal sites 	<ul style="list-style-type: none"> • Master Gardeners • Moore Farms Botanical Garden • Forest Lake Greenhouses • Municipalities • Soil and Water Conservation District (SWCD) • Kalmia Gardens • Lynches River County Park • University and Extension • HGIC Factsheets 	<ul style="list-style-type: none"> • Number of views on social media posts • Number of attendees in the Carolina Yards course, Master Rain Gardener course, and Rain Barrel workshops • Number of rack cards and other educational outreach materials distributed

Action Items:

- Distribute targeted rack cards to residents and landscaping businesses
- Host rain barrel sale annually
- Promote Carolina Yards, Master Rain Gardener, Master Pond Manager, and Stream Bank Repair Program
- Host a Master Rain Gardener course in the area
- Conduct site visits for residents
- Co-host Pee Dee Pond Expo
- Develop educational signage for display at municipal sites

Education Strategy: Sediment – Construction & Post-Construction			
Target Audience: Construction Professionals			
Target Action: Increase construction professionals’ awareness of the proper installation and maintenance of sediment and erosion prevention BMPs at construction sites			
Goal: Decrease the amount of erosion and sedimentation from construction and post-construction activities in Florence and Darlington Counties			
Objective: Provide education and outreach to construction professionals on best management practices regarding the installation and maintenance of BMPs at construction sites in Florence and Darlington Counties			
Message	Format and Distribution	Resources	Evaluation
<ul style="list-style-type: none"> Sediment and erosion can lead to clogged stormwater conveyance systems Runoff with excess amounts of sediment can degrade aquatic wildlife habitats and ambient water quality Not adhering to the construction site SWPPP and stormwater permit can lead to fines and stop work orders 	<ul style="list-style-type: none"> Master Pond Manager CEPSCI Silt Fence and Beyond Post-Construction BMP Certification CSPR Rack cards/educational signs at construction sites 	<ul style="list-style-type: none"> Municipalities Soil and Water Conservation District (SWCD) University and Extension HGIC Factsheets 	<ul style="list-style-type: none"> Number of attendees in courses/workshops Number of educational outreach materials distributed

Action Items:

- Supply lot erosion rack cards to be passed out at preconstruction meetings
- Develop educational signage to be posted at construction sites
- Expand library of education and outreach materials for erosion prevention and sediment control, with a focus on providing the materials in Spanish
- Promote CEPSCI, Post-Construction BMP, CSPR, Master Pond Manager, and Silt Fence and Beyond courses and trainings

FOG (Fats, Oils, & Grease) – Residential Management

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on proper FOG disposal to residents in Florence and Darlington Counties	Residents in the local community		Develop & Implement Provide FOG resources to 4-H and EFNEP cooking classes	Develop Present message where appropriate		
			Develop Additional outreach materials including online resources and updates		Implement Host FOG presentations	
		Implement & Develop Continued distribution of educational outreach materials	Develop Apartment-specific FOG information for display in communal areas			
			Develop & Implement Guide to FOG drop-off sites and doorhangers for neighborhoods with continuous grease issues			

Evaluate

FOG (Fats, Oils, & Grease) – Restaurant Management

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on proper FOG disposal to restaurant owners, operators, and staff in Florence and Darlington Counties	Restaurant owners, operators, and staff			<div> Develop Maintenance schedule adhesives for used oil containers </div>		
		<div> Implement Distribution of educational FOG packets to restaurant management </div>				
			<div> Develop & Implement Additional resources on economical benefits of BMPs </div>			Evaluate
			<div> Develop & Implement Collaborate with Food Systems and Safety program agents to share FOG information </div>			

Bacteria -- Septic and Sanitary Sewer Maintenance

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on proper use and maintenance of septic and sanitary sewer systems in Florence and Darlington Counties	Residents	Develop & Implement Host presentations on how to recognize and report sewer issues			Develop Presentations on proper maintenance of systems	
					Develop Educational signs to install at lift stations with publicized QR for reporting	
		Implement Continued distribution of educational outreach materials				Evaluate
		Develop & Implement Demonstration of household plumbing and municipal sewer infrastructure in addition to packets on what not to flush				

Bacteria: Pet Waste

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on picking up pet waste and proper disposal in Florence and Darlington Counties	Pet owners and caretakers					
		Implement Distribute outreach materials to vet clinics, pet stores, dog boarding and grooming businesses, and at adoption events				Evaluate
		Develop Educational signage to be installed at parks and on trails				

Sediment - Residential

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5
Provide education and outreach on best management practices that will stabilize soil and reduce the amount of stormwater runoff in Florence and Darlington Counties	Residents and landscaping businesses		Implement Conduct site visits and continue development of resources as needed			
		Develop & Implement Co-host the Pee Dee Pond Expo				
				Develop & Implement Educational signage for display at municipal sites		
			Implement Annual rain barrel sale			Evaluate
		Implement Promote Carolina Yards, Stream Bank Repair Program, Master Rain Gardener, Master Pond Manager courses				
				Implement Host Master Rain Gardener Course		
			Implement Distribution of targeted rack cards to residents and landscaping businesses			

Sediment – Construction & Post-Construction

Objective	Audience	Year 1	Year 2	Year 3	Year 4	Year 5	
Provide education and outreach to construction professionals on best management practices regarding the installation and maintenance of BMPs at construction sites in Florence and Darlington Counties	Construction professionals		Develop & Implement Educational signage to be posted at construction sites			Evaluate	
		Implement Distribution of lot erosion rack cards at preconstruction meetings					
		Implement Promote CEPSCI, Post-Construction BMP, CSPR, Master Pond Manager, and Silt Fence and Beyond courses					
		Develop & Implement Education and outreach materials, with a focus on providing the materials in Spanish					