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COMMUNITY ENGAGEMENT OFFICER (CEO)

BEHAVIOURAL CHANGE - INITIATIVES

ARMAGH CITY BANBRIDGE AND CRAIGAVON BOROUGH COUNCIL



CHEWING GUM INITIATIVE

Council Aim:

To raise awareness of chewing gum as litter, invoke behavioural change and to reduce the amount of chewing gum dropped within the Borough.



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**Armagh City
Banbridge
& Craigavon**
Borough Council

CHEWING GUM CAMPAIGN

Why Focus on Chewing Gum Litter?

- Response to Press articles
- CEO had been working to address chewing gum litter;
- Previously procured GumRaps to compliment litter awareness sessions in local primary schools
- Posters sent to secondary schools, community centres etc.
- Technical Services had purchased a new gum removal machine
- CEO wanted to run high profile campaign; limited funding available



CHEWING GUM CAMPAIGN

Chewing Gum Action Group (CGAG) & Keep Britain Tidy

- Application process May 2014 – Success!
- Campaign launched in September – no fee or cost to Council or Ratepayer. Cost of campaign advertising paid for by CGAG; £42,000.00.
- 10x 10m² hotspot areas identified by Environmental Wardens – cleansed and surveyed prior to campaign, during and post campaign; bus stops, local college, shops & bars monitored.
- Campaign ran for 4 weeks.

CHEWING GUM CAMPAIGN - HOTSPOTS



CHEWING GUM CAMPAIGN IMAGERY



CHEWING GUM CAMPAIGN

Encouraging residents to 'Bin it Your Way'

MEDIUMS USED:

- Roadside banners
- Lampposts
- Telephone kiosks
- Bus shelters
- ATMs
- Digivan
- Posters – Engaged with schools, colleges & utilised community facilities.
- Window stickers – Engaged with local businesses
- GumRaps – Engaged with Primary schools as part of Education Programme



CHEWING GUM CAMPAIGN



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CHEWING GUM CAMPAIGN

- Launched campaign with Mayor, local band and with eye-catching Digivan
- Local press coverage received
- Regional press coverage
- BBC Radio & Downtown Radio slots
- Social Media
- Educational programme – Chewing Gum focused.
- Enforcement activity focused on chewing gum littering.



CHEWING GUM CAMPAIGN

2014 Results:

Due to high volume of advertising, press coverage and local engagement with schools and colleges we saw an average reduction of 56% of chewing gum deposited in areas monitored.

This result exceeded expectations of Council.

CHEWING GUM CAMPAIGN

2015 & 2016 Campaigns:

- Lampposts
- Bus Sides
- ATMs
- Launched with local Secondary school & Scouting Group who are both a part of Council's Adopt-a-Street scheme.
- Support from Keep Northern Ireland Beautiful

CHEWING GUM CAMPAIGN



CHEWING GUM CAMPAIGN

2015 Results:

Average reduction of 42% of chewing gum deposited in areas monitored. Bus sides less effective, lamppost banners distributed across the new Council area, therefore imagery and opportunities to see reduced.

2016 Results:

Average reduction of 38% of chewing gum deposited in areas monitored. All advertising distributed across the new Council area, therefore imagery and opportunities to see reduced, however still very effective.

To Note; Less chewing gum on areas monitored at start of follow on campaigns.

Armagh City, Banbridge & Craigavon Borough Council involved in a number of behavioural change initiatives;

Dog Fouling Spray Campaign 2016

- Hotspot area identified, surveyed & sprayed with chalk based spray paint to highlight the deposits to local residents and walkers. The images and captions were posted on the Council Facebook Page and received 82,000 views, shares & comments.
- Banners were installed at either end of the road, patrols carried out by Environmental Wardens & also featured in local press & received radio coverage.
- The surveys conducted showed a reduction in dog foul deposits; Week 1—79 fouls, Week 2—33 fouls—58.8% reduction and Week 3—10 fouls—69.7% reduction.
- Ongoing surveys of area conducted – no longer an issue or identified hotspot area.

Post Details

Reported stats may be delayed from what appears on posts



Armagh City, Banbridge & Craigavon Borough Council

added 3 new photos

Published by Joanne Cranston (P) · 21 January at 10:00 · 🌐

Dog fouling sprayed with biodegradable paint as part of a highly visible campaign highlights trouble spots and helps pedestrians to avoid stepping in it. Wardens will be patrolling these areas and will issue £80 fines to those not picking up after their dogs. To report dog fouling call 0300 0300 900.



81,958 people reached

Boost Post



We're running a test that allows people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.

81,958 People Reached

2,558 Reactions, Comments & Shares

1,611 Like 545 On Post 1,066 On Shares

1 Wow 0 On Post 1 On Shares

1 Angry 0 On Post 1 On Shares

610 Comments 237 On Post 373 On Shares

334 Shares 334 On Post 0 On Shares

15,616 Post Clicks

3,788 Photo views 3 Link clicks 11,825 Other Clicks

NEGATIVE FEEDBACK

17 Hide Post 4 Hide All Posts

0 Report as Spam 0 Unlike Page

FED UP WITH DOG FOULING?


REPORT IT NOW! Call: 0300 0300 900


Armagh City, Banbridge & Craigavon Borough Council
Email: ehealth@armaghbanbridgecraigavon.gov.uk



Green Dog Walkers Scheme

- Aimed at tackling the issue of dog fouling GDW calls on residents to get involved and to sign up and make a difference together in the community.
- Residents take the pledge to clean up after their dogs as well as acting as a friendly reminder to other dog walkers to do the same. Volunteers are armed with extra bags to share with dog walkers who are without bags.
- Banners installed across the Borough, pledge leaflets given out to school aged children, events, interagency meetings, resident groups and to dog walkers out in local parks. Combined methods with the same message and one goal – together raise awareness of the problem and to reduce dog fouling.

Sign our pledge and become a
Green Dog Walker 




Sign the pledge for you and your pal!

- Always clean up after your dog.
- Carry extra doggie bags.
- Gladly give others a bag for their dog.

For more information on Green Dog Walkers and to receive your welcome pack, which includes a green armband, dog bone bag dispenser, doggie bags and clip on hand sanitizer, please contact:


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Cigarette Pouches

- In one year 404 litter fines were issued within the ABC Council area as a result of cigarette butts being thrown down. In an effort to cut down on cigarette litter & encouraging residents to be more responsible Council offered pocket ashtrays to smokers within the Borough.
- Members of the public can request these (posted on social media) and Environmental Wardens hand them out when on patrol and given to identified problem areas/premises.
- Also given out to office staff in Portadown and Lurgan and again complaints from these locations virtually down to nil.



Craigavon Area Hospital

Craigavon Area Hospital - Smoking ban on these premises. Issue with staff coming out onto public areas, smoking and dropping used cigarettes. Wardens issued FPN. Behavioural change and educational approach; liaised with management, information given on zero tolerance and pocket ashtrays given out. Result; reduction in complaints, problem virtually stopped.



Summary

Ultimately we want people to take pride in their community and Armagh City, Banbridge & Craigavon Borough Council are focused on behavioural change as a way of tackling litter in our area.

Behavioural change initiatives along with education and enforcement activity is the most effective way of getting the anti-litter message out there.



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