

# Outreach to Horse Owners in San Diego County

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## San Diego NPDES Municipal Permit Requires:

1. Measurably increase knowledge of the target audience;
2. To measurably change the behavior of target communities and thereby reduce pollutant releases to the MS4s and the environment.

# Presentation Outline

- Brief program introduction
- Community Based Social Marketing (CBSM)
- Commitments
- Lessons learned
- Testimonials

# Materials and Information

- “How to Manage Manure” 2007 Emmy
- Manure Up! Tip Card
- Variety of Surveys
- Created an e-mail distribution list
- Nova Coloring Page/Resource sheet

Share with other programs:

- UCCE Pest Tip Cards – IPM
- Vector Control – Fight the Bite

# Del Mar National Horse Show



# Vaquero Days, Descanso



## Current Outreach

Target Audience: Horse Owners

Mission RCD /NRCS (2 Watersheds)

Solana Center for Environmental  
Innovation

(Remaining 6 other watersheds)

# Current Outreach (continued)

## Composting Workshops

- Trusted and respected speakers
- Onsite – preferred
- Organized good information
- Visual aids

## BMP Workshops at Horse Properties

- Same as above

Materials Developed – helpful for take home.



## CBSM Steps

1. Select Behaviors of interest
2. Identify barriers and benefits
3. Develop strategy
4. Piloting
5. Broad-scale Implementation

NOTE: This does not always follow 1-6 directly.

- Recommend reading “Fostering Sustainable Behavior” Doug McKenzie-Mohr



# CBSM Activities We Conducted

- Selected behavior: composting manure
- Survey: Why don't people compost? What are the benefits to those who do?
- Develop a strategy to reach people and diffuse what they learn to others later outside of the workshop. (Scientific experiment w/control?)
- Flyers with testimonials from horse owners from each area.

# Commitment

- **Purpose**
  - Emphasize social norm
  - Flyer serves as a reminder
  - Expand reach (social diffusion)
- **Elements**
  - Name Tag
  - Magnet
  - Horse blanket
- **Outlets**
  - Display Blanket at Events



## Testimonials

- Flyers – photos and quotes from local horse owners, helps promote composting as a social norm.
- Encourage speakers and property hosts to share their experiences.
- We are always open for other ways to use them!

## What's Next?

- Add RCD Greater San Diego County
- Website:  
[www.reduceyourhoofprint.org](http://www.reduceyourhoofprint.org)
- Keep looking for funding and ways to improve our program!