


Cease the Grease


Galveston Bay Region:

Updates and Opportunities

Charlene Bohanon
Water Quality Program Manager



Funded in part by:






Galveston Bay Foundation

Mission: To preserve, protect, and enhance the natural resources of Galveston Bay and its tributaries for present users and for posterity.

Target areas:

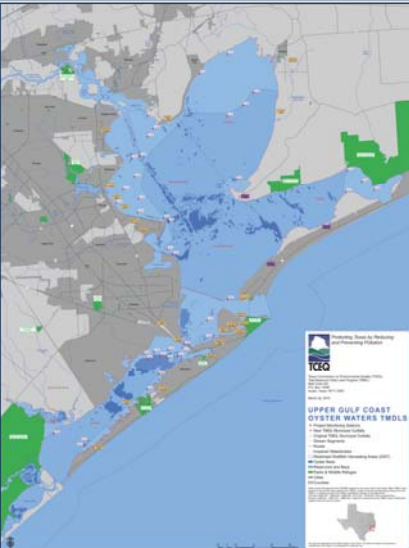
- Advocacy
- Conservation
- Education
- Research

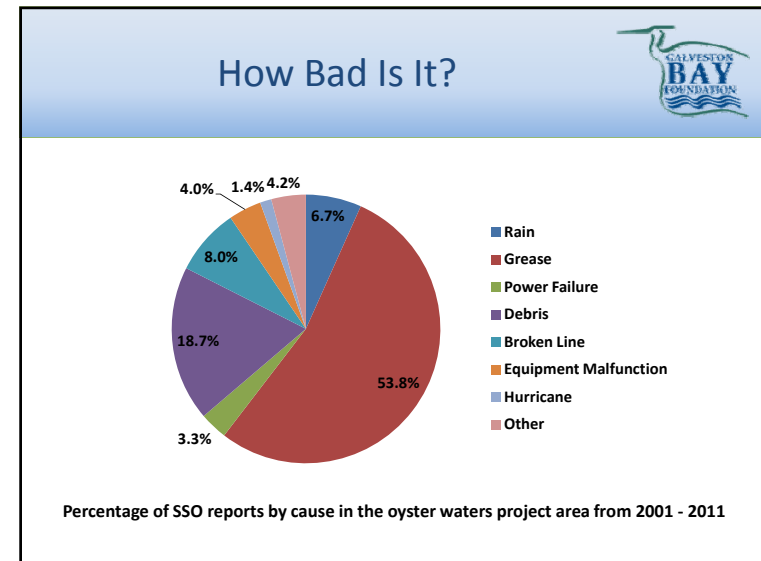




Galveston Bay Bacteria Reduction Plan

More than 50% of Texas surface water impaired with bacteria





FOG Impacts



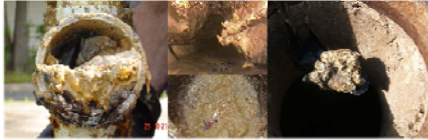
Environmental/Public Health



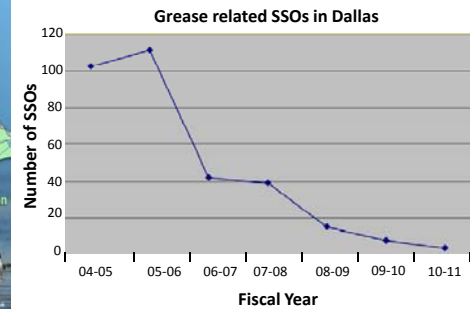
Social



Economic



- Stakeholder input
- Measurable results
- Watershed approach
- Cost-savings



Campaign Plan



- Form regional partnerships
- Adopt messages and graphics
- Design campaign website
- Create outreach programs
- Develop campaign strategy toolkit
- Launch pilot FOG recycling program





THE Grease Monster

WREAKS HAVOC IN YOUR SEWER...

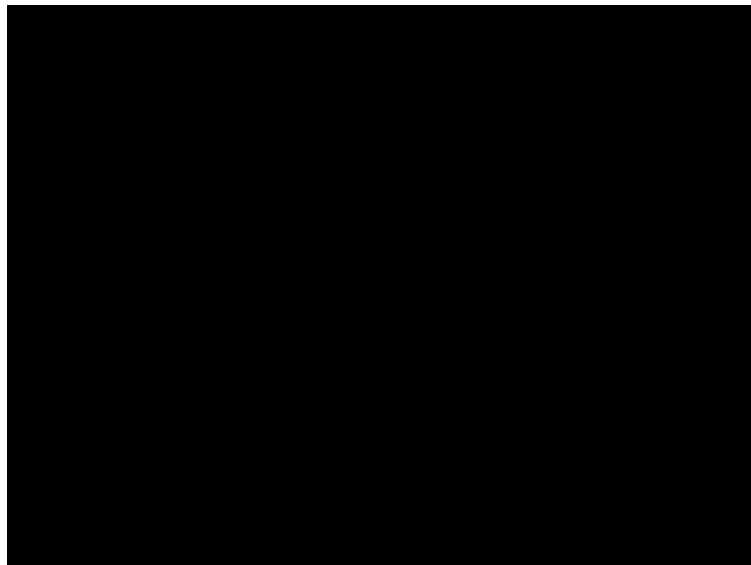
When cooking waste like fats, oils, grease (FOG) go down the drain, sewer pipes get blocked by the Grease Monster. Clogged pipes cause sewer overflows which introduce harmful bacteria into Galveston Bay and threaten your health. You can help fight the Grease Monster by following these recycling tips at home.

FIGHT THE GREASE MONSTER

- Once FOG has cooled, pour it into sealable, collection containers.
- Remove FOG from all dishes and pans and dispose in the trash.
- Never dump FOG down the drain or rinse with hot water.
- Discard food scraps into a trash can instead of a garbage disposal.
- Store used oil in the freezer to be recycled when the container is full.

PROTECT THE BAY

- Grease blockages lead to costly repairs, meaning higher rates for you.
- Recycle used cooking oil and properly dispose of kitchen waste.
- Visit www.ceasethegrease.net to learn how you can protect the Bay.



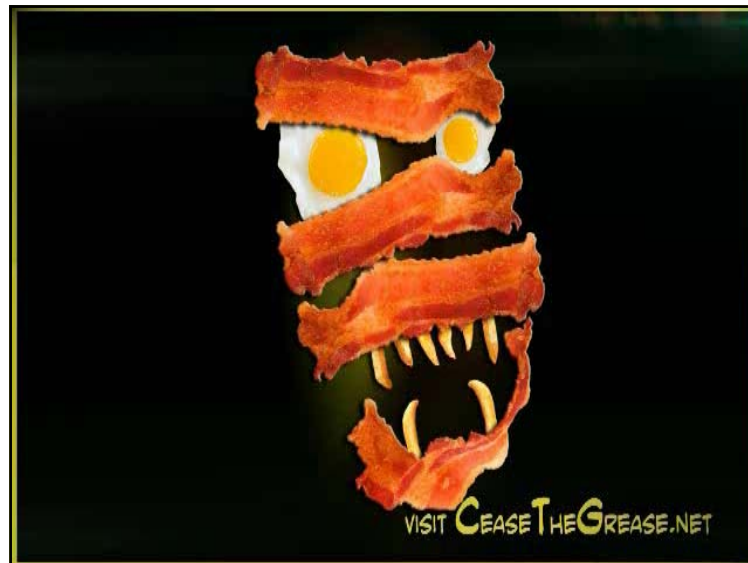
How The Grease Monster STOLE THE HOLIDAYS

Save the Holidays! Visit CeaseTheGrease.net

*A small bit of grease in the hot roasting pan,
Some leftover oil from old Uncle Dan,
"Pour it down the drain. What harm could it do?"
says dear old Aunt Bertha with the hair of light blue.
But under your home, in sewer lines and pipes,
the ads and grease hatch their evil plans.
How long you know a new guest arrives,
A sewage drain bubbles up and it's done!
Recycle your grease or just throw it away.
And this year we'll keep the Grease Monster at bay.*

Campaign Results to Date

Campaign	Asset	Impressions Served	CTR
Video Pre Roll/You Tube	15	33,456	1.49%
C2H.com-Leader Board	728x90	44,242	0.95%
C2H.com-Medium Rectangle	300x250	44,675	0.10%
KPRC Local 2 Morning News	:07 (6x)	255,752 Adults 18+	






www.ceasethegrease.net

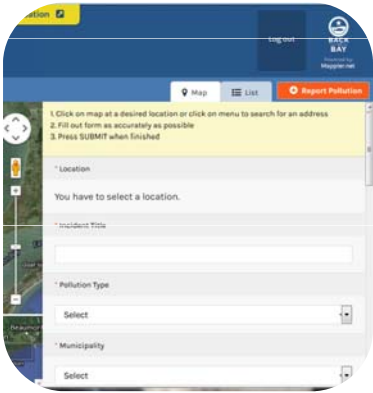

- Homeowners
- Apartment dwellers
- Restaurants
- Schools
- Two cooking oil recycling stations




Galveston Bay Action Network

Empower citizens. Protect the bay.

- State and county authorities receive reports
- Gaining state and national interest due to capabilities

GBAN Mobile Web App

What Can You Do?



- ✓ Tell your colleagues
- ✓ Become a campaign partner
- ✓ Join workgroup
- ✓ Tell us your ideas!




Questions?

Charlene Bohanon
Water Quality Program Manager
(281) 332-3381 x215
cbohanon@galvbay.org



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