# MESSAGING CALENDAR RATIONALE

MESSAGE	TIMING	RATIONALE
WESSAGE	HIMING	KATIONALE
Pet Waste	February, June, October	Annual message for any time of year so this message can be moved to any month
Fats, Oils, Grease	March, November, December	Promote prior to traditional holidays where big family dinners are cooked with menu items containing large quantities of fats, oils, and grease are cooked; many in-home plumbing issues occur around these events
No Wipes in the Pipes	March, November	Promote prior to holidays where many guests may visit or stay overnight
OSSF Maintenance	April, September	Reminder to residents that maintenance should be done twice a year; annual message for any time of year so this message can be moved to any month if desired, but the EPA SepticSmart Week is usually in September
Illegal Dumping	January, July	Dumping of big items frequently increase after Christmas and right before the start of school due to new gifts and back-to-school items being purchased
Litter	May, June, July, August,	Litter can increase during summer months when more residents engage in outdoor activities; Memorial Day, July Fourth, Labor Day picnics, family reunions, and other parties at parks during summer months
Household Hazardous Waste	May, August, October	Removing these items from homes prior to the start of hurricane season can protect water quality in the event of flooding and or wind damage to homes and storage sheds; clean out old lawn care items at the end of the summer outdoor season
Lawn Fertilization	February, September	Proper timing and technique for applying fertilizers, herbicides, pesticides keep these chemicals out of waterways; timing is one month prior to common application deadlines
Only Rain Down the Storm Drain	January, April, December	Annual message so this message can be moved to any month; Reminds residents not to use storm drains or ditches for disposal of any item, and can be included with general nonpoint source pollution messaging about inadvertently contributing pollutants to waterways during everyday activities at home

# MESSAGING CALENDAR AT A GLANCE (LIST FORMAT)

## MONTH/MESSAGE

#### MONTH/MESSAGE

JANUARY	JULY
Illegal Dumping (Post-Christmas)	Littering – Independence Day
Stormwater and Nonpoint Source Pollution	Illegal Dumping (Back-to-School)
FEBRUARY	AUGUST
Pet Waste Disposal	Littering (Sorting of Storm Debris)
Lawn Fertilization Timing and Technique	Disposal of Household Hazardous Waste
MARCH	SEPTEMBER
Proper Disposal of Fats, Oils, and Grease	Lawn Fertilization Timing and Technique
No Wipes in the Pipes	Maintenance of On-site Sewage Facilities
APRIL	OCTOBER
Maintenance of On-site Sewage Facilities	Pet Waste Disposal
Only Rain Down the Storm Drain	Disposal of Household Hazardous Waste
MAY	NOVEMBER
Disposal of Household Hazardous Waste	Proper Disposal of Fats, Oils, and Grease
Littering – Memorial Day	No Wipes in the Pipes
JUNE	DECEMBER
Littering	Proper Disposal of Fats, Oils, and Grease
Pet Waste Disposal	Only Rain Down the Storm Drain

#### MESSAGING CALENDAR AT A GLANCE (CALENDAR FORMAT)

## CALENDAR LEGEND

PET WASTE DISPOSAL



LITTER & ILLEGAL DUMPING





HAZARDOUS HOUSEHOLD WASTE

NO WIPES IN THE PIPES



STORMWATER POLLUTION



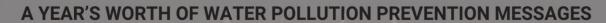


MAINTAIN SEPTIC SYSTEM

LAWN CARE









January



February





March









May





June





July





August





September





October





November





December

