

MESSAGING CALENDAR RATIONALE

MESSAGE	TIMING	RATIONALE
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

Illegal Dumping (Post-Christmas)
Stormwater and Nonpoint Source Pollution

JULY

Littering – Independence Day
Illegal Dumping (Back-to-School)

FEBRUARY

Pet Waste Disposal
Lawn Fertilization Timing and Technique

AUGUST

Littering (Sorting of Storm Debris)
Disposal of Household Hazardous Waste

MARCH

Proper Disposal of Fats, Oils, and Grease
No Wipes in the Pipes

SEPTEMBER

Lawn Fertilization Timing and Technique
Maintenance of On-site Sewage Facilities

APRIL

Maintenance of On-site Sewage Facilities
Only Rain Down the Storm Drain

OCTOBER

Pet Waste Disposal
Disposal of Household Hazardous Waste

MAY

Disposal of Household Hazardous Waste
Littering – Memorial Day

NOVEMBER

Proper Disposal of Fats, Oils, and Grease
No Wipes in the Pipes

JUNE

Littering
Pet Waste Disposal

DECEMBER

Proper Disposal of Fats, Oils, and Grease
Only Rain Down the Storm Drain

MESSAGING CALENDAR AT A GLANCE (CALENDAR FORMAT)

CALENDAR LEGEND

PET WASTE DISPOSAL 	FATS, OILS, GREASE DISPOSAL 	NO WIPES IN THE PIPES 	MAINTAIN SEPTIC SYSTEM 
LITTER & ILLEGAL DUMPING 	HAZARDOUS HOUSEHOLD WASTE 	STORMWATER POLLUTION 	LAWN CARE 

A YEAR'S WORTH OF WATER POLLUTION PREVENTION MESSAGES

 January 	 February 	 March 	 April 
 May 	 June 	 July 	 August 
 September 	 October 	 November 	 December 