

SCOPE OF PROJECT

The Audubon County Waste Management Commission (Commission) retained BARKER LEMAR to develop and implement a comprehensive education and marketing campaign for their RCC facility and services. The commission was required by the Iowa Department of Natural Resources (IDNR) to develop and implement a three-year educational campaign that targeted the general public, schoolchildren, conditionally-exempt small quantity generators (CESQGs), and household hazardous material (HHM) retailers.



IMPLEMENTATION

BARKER LEMAR developed a three-year education and marketing strategy that focused on differing target audiences each year. The first year activities focused on the development of RCC facility brochures, flyers, pamphlets, facility location maps, and other general HHM educational handouts. BARKER LEMAR also established media contacts and submitted regular press releases and public service announcements to notify the public of the RCC facility and the services available. The second year expanded off of the first and focused on developing general HHM education presentations to schoolchildren. The third year focused on establishing good communication with CESQGs and HHM retailers and helping these entities determine state regulations, as well as proper HHM management practices.

What Makes Products Hazardous?

- It can catch fire easily
- It can explode
- Corrosive (It can dissolve things)
- Toxic (It is poisonous)



SERVICES

Education services; media relations; grand opening event coordination; service presentations; site mapping; service procedure assistance.

TIMELINE

Project Start Date: May 2004
 Project Completed: September 2006