Children and the HHW Outreach Equation

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Sustainable City Progress Report

Report Card	How to Use this Site	Sustainability Trends	Sitemap
Contact Us	Sustainable City Plan	How We Measure Progress	EPD Home

Santa Monica's visionary Sustainable City Plan provides a blueprint ensuring that our city meets its current environmental, economic and social needs without compromising the ability of future generations to do the same. The plan has concrete goals and targets for tracking Santa Monica's current progress on the Plan. This website, the Sustainable City Progress Report, is the single, most up-to-date resource for residents and policy makers alike in measuring that progress. Please take a moment and measure Santa Monica's progress for yourself.

Resource Conservation

Open Space & Land Use

Environmental & Public Health

Housing

Transportation

Community Education & Civic Participation

Economic Development

Human Dignity

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www.smepd.org/scpr

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Background on Santa Monica

Two-fold strategy for HHW sustainability:

- Reduce the volume of household hazardous waste purchased by residents.
- Increase household hazardous wastes disposal rates at the HHW Center.

Milestones:

- Permanent HHW Center (1988)
- Toxics Use Reduction Program (1993)
- Consumer Awareness Labeling Ordinance (1994-2004)
- Children's HHW Theater Project (2006)

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Current profile of children in the U.S.

- Children are directly targeted by an estimated $15 billion worth of corporate advertising annually up from $100 million in 1983. The top seven are: food, music, fashion, culture, electronics, hotels, and cars.
- 2001 Nickelodeon Study: avg. ten year old child has memorized 300-400 brands. Brand awareness breeds loyalty and is the key objective of child targeted marketing campaigns. Brand awareness intensifies at age seven.
- Tweeners (8-12 year olds) – 92% of product requests are brand specific.
- Estimates are that 4-12 year olds influenced $700 billion of adult purchasing activity in 2004. Influence growing at 20% annually.

Why should we consider reaching out to children with HHW related information?

- Children have become sophisticated consumers and influence family purchasing decisions; all due to the shifting marketing trends.
- Children are vulnerable to chemical exposure and should be given information promoting caution and safety at home, etc.
- Children understand or are capable of understanding complicated purchasing, handling and waste related issues.

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Children as decision makers

"Kids are really the chief technology officers of their household. They're the ones who have the answers and make the recommendations."
senior marketing manager, Sony Corp.

- Kids are being reached by TV, Web, video games, cell phone companies.
- Sony, HP, MS, Nintendo, Dell, KOL, Motorola, etc. have targeted tweens 8-12 year olds.

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Dell Dude

Energizer/
Disney

Energizer
Bunny

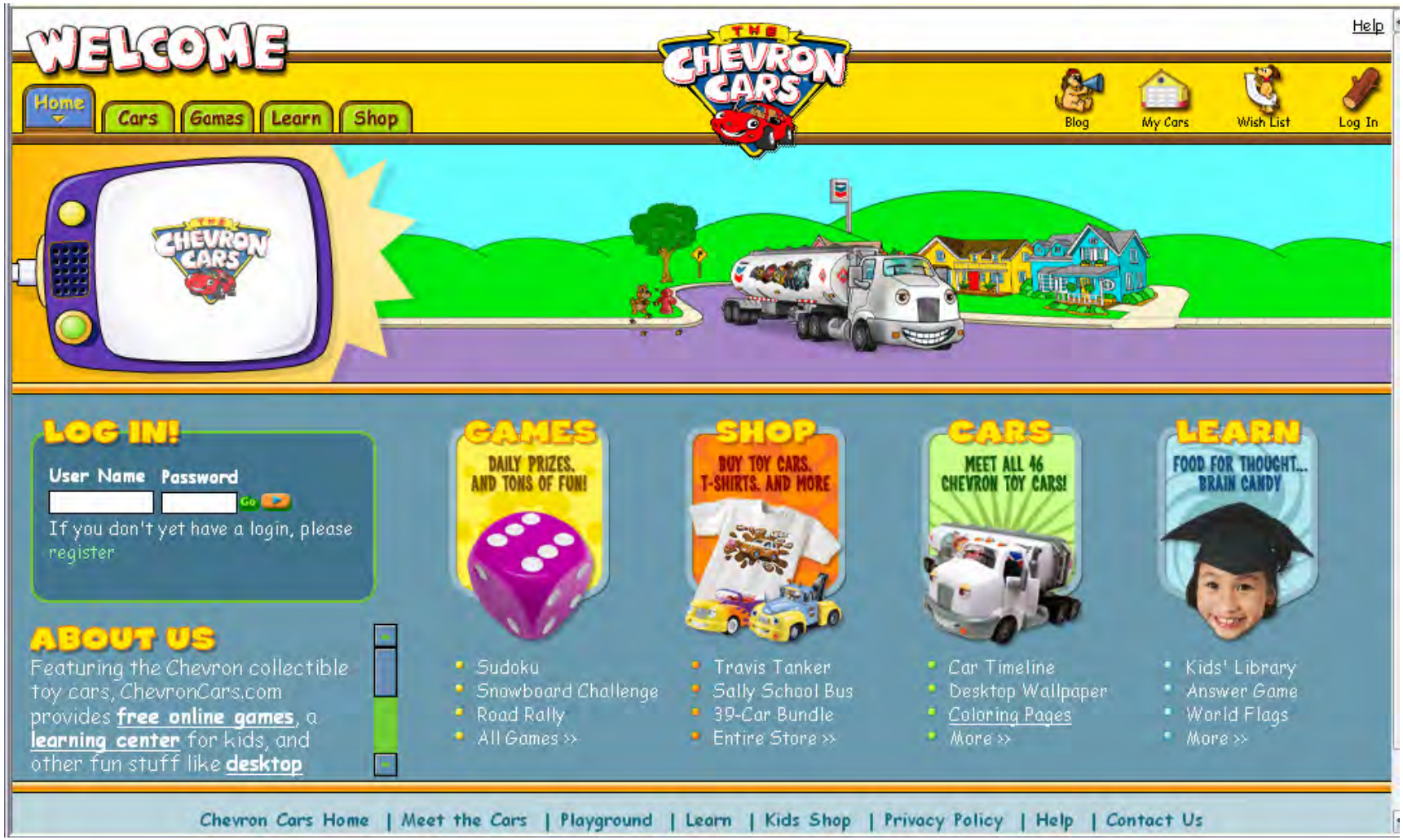
Raid Bugs

Pesticides

Scrubbing Bubbles

Mr. Clean

Cleaning Products


WELCOME
Help
THE CHEVRON CARS
Home
Cars
Games
Learn
Shop
Blog
My Cars
Wish List
Log In
LOG IN!
User Name
Password
Go
If you don't yet have a login, please register
GAMES
DAILY PRIZES. AND TONS OF FUN!
SHOP
BUY TOY CARS. T-SHIRTS. AND MORE
CARS
MEET ALL 46 CHEVRON TOY CARS!
LEARN
FOOD FOR THOUGHT... BRAIN CANDY
ABOUT US
Featuring the Chevron collectible toy cars, ChevronCars.com provides free online games, a learning center for kids, and other fun stuff like desktop
Sudoku
Snowboard Challenge
Road Rally
All Games >>
Travis Tanker
Sally School Bus
39-Car Bundle
Entire Store >>
Car Timeline
Desktop Wallpaper
Coloring Pages
More >>
Kids' Library
Answer Game
World Flags
More >>
Chevron Cars Home | Meet the Cars | Playground | Learn | Kids Shop | Privacy Policy | Help | Contact Us

Automotive

360° VIEWS ▸

Item #	9938
Inventory	In stock
Price	$22.99

Travis Tanker

Travis Tanker loves reading comic books that tell how his favorite hero always saves the day! That's why Travis grew up to be a big super tanker that delivers Chevron with Techron, a powerful fuel that makes his car buddies smile!

Travis is one of the largest Chevron Cars (along with Cary Carrier and Sally School Bus), and the cab is interchangeable with Cary Carrier so you can use both cabs on either Travis or Cary (sold separately)! And though he may not be faster than a speeding train, or stronger than an ox, when he sees a car in need of some refueling, Travis delivers.

Safety tested and recommended for children ages 3 and over.

Quickie
Cleaning Chart
Living Room
Dining Room
Bedroom
Bathroom
Kitchen
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
Quickie
TOY SOAP BOX
Quickie
TOY FLOOR CLEANER
Quickie

Automotive

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Public Sector Outreach Mix

General

Print, Radio & TV Advertising
Publicity
Mailers
Newsletters
Websites
Doorhangers
Direct Outreach & Promotions
Telephone Hotline
Education

Child Targeted

Radio & TV Advertising
Websites
Video Gaming Industry
Cell Phone Companies Promotions
Education

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Theater Project Content

- Basic Messsage: HHW Center awareness (what, where & when).
- Tie-ins: exposure, landfilling, water quality, air quality.
- Responsibility/Stewardship: collection/storage, proper disposal, safety, pet safety, and organics.
- Purchasing Issues: batteries, cleaning products and product avoidance.
- There is a first for everything: flammable, corrosive, reactive and toxic; automotive.
- Fun: lots of fun.

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Theater Project Scope

Development: $5,000

Script, script re-write, casting, backdrop, props, rehearsal.

Performances: $10,000

Director/Coordinator
Union Scale Actors (2)
10 sites, 20 performances
Target Audience: Elementary Schools; k-3, 4-5.
Library Children's Services
Community Festival
Proposed Reach: 4,500

Follow-up:

Total Cost: $15,000

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Time Related Problems

- **Electronics:** computers, pdas, mp3, gaming, cameras, TiVo, batteries.
- **Communications:** cell phones, internet connection, wireless connection, blue tooth.
- **Alternatives:** labels, pest control, shopping.

Coordination Opportunities

- **Message:** long-range planning, keynote, targeted populations, etc.
- **Communications:** coop public relations, coop advertising, etc.
- **Alternatives:** product category promotions, EPR- extended producer responsibility, etc.

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Recommended Reading

1. Born to Buy: Juliet B. Schor, Scribner, 2004.
2. The Preteen Tech Consultants, Terril Yue Jones. Los Angeles Times: Nov 25, 2005. pg. C.1

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