

START HERE:

Thank you for volunteering to help “stop POollution in its tracks” in your community! Keeping excess bacteria pollution from pet waste out of our local waterways is going to require significant coordination across public, private, and nonprofit partnerships – and YOU are a part of the solution!

In this Starter Kit, you will find a range of print and digital resources that may aid you in your community outreach efforts. The Digital Templates – prepared using Canva – can be saved, edited, and published along with your social media and email posts related to the Anne Arundel County “Stop POollution in its Tracks” Campaign. You must create a free Canva account to use and save copies of the Canva templates. If you have questions or technical difficulties, please reach out to Anne Arundel County BWPR’s Education & Outreach Coordinator for assistance, whose contact information can be found on Anne [Arundel County’s Pet Waste Reduction webpage](#).

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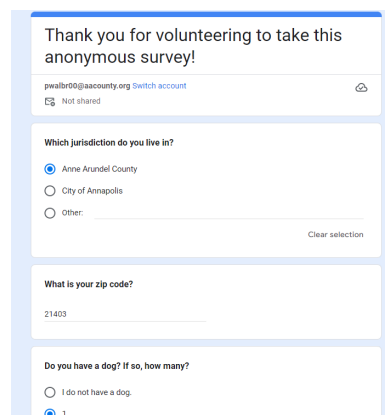
FACTS about POollution

- Anne Arundel County waterways are closed to human contact for 48 hours after EVERY rain storm exceeding 1 inch of rainfall¹. This is due to bacteria pollution – much of it from pet waste – that washes into the rivers and streams during each rainstorm.
- A single gram of dog waste can contain 23 million bacteria². When washed into rivers or streams by rainwater, this bacteria can cause serious health hazards. Pet waste also contains nutrients that can cause dead zones in the Bay.
- 2-3 days of waste from 100 dogs can contribute enough bacteria, nitrogen, and phosphorus to close 20 miles of the bay watershed to swimming and shell-fishing³.
- 79% of households in Anne Arundel County are within 1,000-feet of a mapped stream or shoreline
- 48% of County residents own pets (10% *more* than the national average, according to the Center for Disease Control⁶)
- Results from the 2017 Chesapeake Behavior Change Survey indicate that...
 - 18% of these pet owners reported never picking up pet waste on their property.
 - 70% of these pet owners reported letting their dog(s) swim in the Bay and/or local creeks/rivers,

[Visit the AACo BWPR “Pet Waste Reduction” webpage for citations!](#)

CAMPAIGN TOOLS

Anonymous Pre/Post Campaign Survey (Google Form)



Thank you for volunteering to take this anonymous survey!

prallr00@aaacounty.org [Switch account](#)

Not shared

Which jurisdiction do you live in?

☒ Anne Arundel County

☐ City of Annapolis

☐ Other: _____ [Clear selection](#)

What is your zip code?

21403

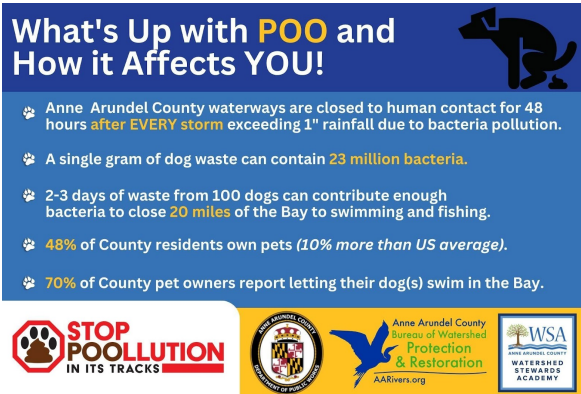
Do you have a dog? If so, how many?

☐ I do not have a dog.

☒ 1

Before you start your campaign, email WSA for a copy of the Google Form survey to learn about your community’s pet waste pick-up behaviors, as well as learn how they prefer to get information!

2-Sided Postcard



What's Up with POO and How it Affects YOU!

- Anne Arundel County waterways are closed to human contact for 48 hours after EVERY storm exceeding 1" rainfall due to bacteria pollution.
- A single gram of dog waste can contain 23 million bacteria.
- 2-3 days of waste from 100 dogs can contribute enough bacteria to close 20 miles of the Bay to swimming and fishing.
- 48% of County residents own pets (10% more than US average).
- 70% of County pet owners report letting their dog(s) swim in the Bay.

Logos: STOP POOLLUTION IN ITS TRACKS, Anne Arundel County Bureau of Watershed Protection & Restoration, WSA Watershed Stewards Academy

Use this resource if survey respondents say they get their information via "word of mouth," "printed mail," or "community meetings/events."

Request printed copies from WSA.



How YOU can Help "Stop POollution in its Tracks"

Take the Pledge to scoop every time there's poop!

Adopt a Pet Waste Station

FAQs & Tips for Bay-Friendly Pet Owners

Logos: Anne Arundel County Bureau of Watershed Protection & Restoration, WSA Watershed Stewards Academy

[Canva Template: 2-sided postcard](#)

Take the Pledge (Google Form)



Take the Pledge to Stop 'POollution' in its Tracks in Anne Arundel County!

Pet waste is more than just unpleasant to see and smell, it contains bacteria, viruses, and parasites that threaten the health of people, pets, and wildlife. The bacteria in pet waste does not disappear, it washes into and pollutes community waterways.

YOU can make a difference by pledging to scoop every time there's poop, both in your yard and on your adventures away from home!

For more information, please reach out to BWPR's Education & Outreach Coordinator, Sally Albright at pwalbr00@aaacounty.org or 410-222-0136.

pwalbr00@aaacounty.org [Switch account](#)

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

* Required

Email *

Your email

Use this tool when you encounter a resident that is already picking up regularly after their pets.

If residents report picking up often, encourage them to take the pledge via this [Google Form Link](#) to help normalize the behavior and encourage others to follow them.

Yard Signs (Lizzy & Cher)



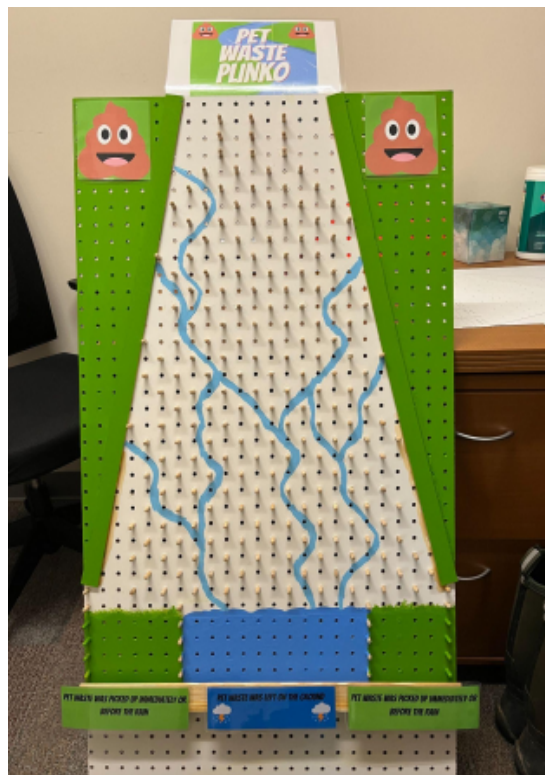
Use this tool if survey respondents report getting their information via "word of mouth" or "printed mail."

check to make sure your community allows yard signs



In communities where they are allowed, yard signs are helpful tools for encouraging neighbors through leading by example.

"Pet Waste Plinko" Game



Use this tool when survey respondents report getting their information via "word of mouth" or "community meetings/events."

Pet Waste Plinko is available for check-out on a first-come, first-serve basis.

PRO TIP: This is great for keeping kiddo's entertained while you talk to their guardians at a tabling event!

Pet Waste Bag Dispensers



Everybody loves a freebie! Reach out to AACo BWPR or WSA to request pet waste bag dispensers for your campaign.

Use this tool when survey respondents report getting their information via “word of mouth” or “community meetings/events.”

Adopt a Neighborhood Pet Waste Station



Consider using this tool if survey respondents report seldom or never picking up OFF their own property.

[Visit the AACo BWPR “Pet Waste Pollution Reduction” webpage to get started!](#)

“Pet Waste Friendly Bin” Stickers



Consider using this tool if your community would like to install a pet waste station and someone is willing to volunteer a household trash can to service the bin.

DIGITAL TEMPLATES

Scoop It, Bag It,
Trash It Graphic
(Facebook)



[Canva Template: scoop it, bag it, trash it fb 1200x628](#)

Scoop It, Bag It,
Trash It Graphic
(Instagram)



[Canva Template: pet waste guidance ig 1080x1080](#)

What's Up with
Poo Graphic
(Facebook)



[Canva Template: what's up with poo fb 1200x628](#)

What's Up with
Poo Graphic
(Instagram)



[Canva Template: what's up with poo ig 1080x1080](#)

Stop
POollution
Graphic with
Lizzy
(Facebook)



[Canva Template: stop
pollution image fb
1200x628](#)

Stop
POollution
Graphic with
Lizzy
(Instagram)



[Canva Template: stop
poollution images ig
1080x1080](#)

POollution Fact
Friday
Template
(Facebook)



[Canva Template: poollution
fact friday fb 1200x628](#)

POollution Fact
Friday
Template
(Instagram)



[Canva Template: poollution
fact friday ig 1080x1080](#)

Spokesdogs in
Life Preservers
(Instagram)



[Canva Template: dog life
preserver](#)

TALKING POINTS FOR COMMUNITY LEADERS

TABLING/WALKING EVENTS:

Hello! My name is [your name] and this is [dog’s name] and we’re here today sharing resources and information to help pet owners in Anne Arundel County make Bay-friendly decisions for their pets. **How do you feel about pet waste?**

- **If the person is a pet owner that claims to pick up all the time**, then ask if they’d be interested in signing a pledge to “Stop POollution in its Tracks” in exchange for a free pet waste bag dispenser.
 - **If they say yes**, ask if they’d be willing to snap a picture with you at the table to be featured on Facebook/Instagram and prompt them to tag @aacbwpr and use the hashtag #StopPOollution if they post anything themselves from the event!
 - **If they say yes but indicate that their neighborhood has a pet waste problem**, then let them know about the free materials available through the County to help a community launch a neighborhood-wide behavior change campaign. Materials publicly available for download/print include educational fliers, pledge cards, and yard signs featuring local Spokesdogs Lizzy (corgi from Severna Park) and Cher (pitbull terrier from Edgewater)!
- **If the person is a pet owner that doesn’t pick up all the time**, then say that you understand and kindly ask (without judgment) what barriers make it more challenging and/or less appealing to pick it up. **If they don’t pick up because...(Refer to “Responses to Common Barriers” below to proceed).**

COMMUNITY PRESENTATIONS:

- **Why are we talking about pet waste?**
 - Results from a 2017 intercept survey of County residents conducted by BWPR indicated that:
 - 48% of County residents own pets (*~10% more than the national avg.*);
 - 70% of these pet owners reported letting their dog(s) swim in the Bay and/or local creeks/rivers; and
 - 14% of these pet owners reported never picking up pet waste on their property.
- **What is this campaign hoping to accomplish?**
 - The goal of the “Stop POollution in its Tracks” campaign is to reduce bacteria from pet waste in Anne Arundel County waterways by encouraging dog owners to pick up and properly dispose of pet waste regularly on their property.

- **Who are the partners in the campaign?**
 - Anne Arundel County DPW Bureau of Watershed Protection & Restoration
 - Anne Arundel County Watershed Stewards Academy
 - Pinnacle Communications, Inc.
 - Local pet professionals (pet stores, vet clinics, groomers, pick-up services)
- **What resources are available as part of this campaign?**
 - Free downloadable/printable materials, including fliers, pledge cards, and yard signs that feature local Spokesdogs Lizzy (corgi from Severna Park) and Cher (pitbull terrier from Edgewater).
 - Adopt a FREE pet waste station for your neighborhood (to be installed and maintained independently by the community).
 - Learn more about and spearheading this campaign in your neighborhood and identifying your own community Spokesdog! Anne Arundel County will provide all training and materials to volunteer block leaders free of charge.
 - Hold a pet-centered event in your community and invite us to set up a booth!

RESPONSES TO COMMON BARRIERS

| | |
|----------------------------------|---|
| They believe its fertilizer. | <p>~Unlike cow manure, dog waste is not fertilizer! A cow’s diet of grass is fundamentally different from the high-protein, meat-based diets of most dogs. A single gram of dog waste can contain 23 million bacteria.</p> <p>~Anne Arundel County waterways are closed to human contact for 48 hours after EVERY rain storm exceeding 1 inch of rainfall. This is due to bacteria pollution, much of it from pet waste that washes into the rivers and streams during each rain storm.</p> <p>~2-3 days of waste from 100 dogs can contribute enough bacteria, nitrogen, and phosphorous to close 20 miles of bay watershed to swimming and shell fishing.</p> |
| It’s gross. | ~Picking it up is a lot less gross than swimming in it or stepping in it and tracking it into the house! |
| The dog only goes in their yard. | <p>~When a rain event comes through, it will pick up loose waste in the yard and wash it down the nearest storm drain, directly into your nearest stream or river and most likely without any treatment.</p> <p>~The only way to ensure that your dog’s waste stays in the yard is to pick it up before the rain carries it away.</p> |
| They don’t have time. | <p>~Suggest a local pick-up service (some in AACo include Doody Calls, Scoopers, Poop Happens, Dirty Deeds, POOP 911, and Southern Maryland Pet Waste Removal)</p> <p>~Recommend that they, at the very least, keep pet waste away from impervious surfaces and pick up before a rain event</p> |

| | |
|--|---|
| | ~ You can even go a step further and purchase your own personal on-call pet waste patrol, like the neat “rumba-esque” yard robot by Beetl. |
| There’s no pet waste station nearby. | ~Share contact information for BWPR Education & Outreach Coordinator (Sally Albright, pwalbr00@aacounty.org , 410-222-0136) to request a free pet waste station to be delivered to your community. ~Note that a community volunteer will need to be identified for installation and maintenance of the station. |
| They don’t have bags. | ~Here, take a pet waste bag dispenser! |
| They use “biodegradable” or “compostable” bags. | ~Most “compostable” and “biodegradable” bags still require industrial processing to break down and can still take anywhere from 10 to 1,000 years to fully decompose in landfills. ~If you’d like to try out compostable bags, look for corn-based bags and try to avoid petroleum-based products. These can break down in about 3 months if properly turned in a compost pile. ~No matter what bags you use, we always recommend the “back-up bag” method for disposing of pet waste, which means placing bagged pet waste into bag-lined household trash or a local pet waste station (just in case that first bag breaches). |
| They don’t use bags because the bags are harmful to the environment. | ~They are not wrong! This is a valid concern and make sure to commend them on thinking broadly about the topic of pollution. ~A landfill is never the best outcome, but picking up the poop in a bag that will not break down and leech bacteria from the trash can is the most immediate concern for your keeping your local waterways and groundwater aquifers clean. |
| They believe that the contribution of deer, fox, and other wildlife is more significant. | ~Dog poop is different from the waste created by the wild animals that inhabit our communities, such as deer, raccoons, squirrels, and foxes. These animals are primarily consuming nutrients that are part of the ecosystem where they live. ~There are way more domesticated dogs in Anne Arundel County than what the natural system is able to process. ~When the nutrients from pet waste are introduced into our local environment as dog waste, it introduces new matter into our ecosystem, and disrupts the natural balance. |

SOCIAL MEDIA POST EXAMPLES

1. We all want to live in a clean, healthy environment, and picking up after your dog is an easy way to make that happen. Let's all commit to this simple, yet important act today. #cleanoutdoors #dogfriendlyliving #stopPOOllution #annearundelcounty
2. A little bit of effort goes a long way. Picking up after your dog can prevent common illnesses, improve water quality, and reduce pollution. #smallactionsbigimpact #dogfriendlycommunity
3. PSA: Pet waste is not a natural fertilizer! In fact, leaving your dog's waste on the ground can have serious consequences for our environment. It can pollute our waterways, harm wildlife, and even spread diseases to other animals and humans. #stopPOOllution #annearundelcounty
4. Leaving dog waste on the ground can pollute soil with harmful bacteria, causing health risks for both humans and animals. So let's do our part in preventing this by picking up our dog's waste. #healthyenvironment #happycommunities #stopPOOllution #annearundelcounty
5. Being a responsible dog owner is about more than just providing food and water. It's also our responsibility to keep the environment clean and healthy for everyone. #responsiblepetownership #cleanupourparks #stopPOOllution #annearundelcounty
6. Picking up after your dog is an act of kindness for the environment and your community. Please be a good neighbor and do your part to keep our shared spaces clean and beautiful. #kindnesscounts #loveyourneighbor #stopPOOllution #annearundelcounty
7. Dog waste is not only unsightly but also harmful to our local ecosystem. It can contain harmful organisms and pollutants that can damage the local fauna. Let's help preserve our environment by picking up after our pets. #environmentalstewardship #dogfriendlycommunity #stopPOOllution #annearundelcounty
8. Dog poop is a significant source of water pollution, which can impact local waterways, wildlife, and even public beaches. Please show some love for the environment and remember to pick up after your pooch. #lovetheenvironment #stopPOOllution #annearundelcounty

ADDITIONAL RESOURCES

- [Anne Arundel County DPW BWPR's "Stop POOllution in its Tracks Campaign" Webpage](#)
- [Anne Arundel Watershed Stewards Academy's "Pick Up Pet Waste" Webpage](#)