

# PUBLIC EDUCATION CAMPAIGN PLANNING

MAY 23, 2002



# DISCUSSION POINTS

- 1) Target Audiences - Georgia
- 2) Methods of Communication
- 3) Implementation
- 4) Lessons Learned



# HOW TO GET THE WORD OUT - THE "GA WAY"

Gather All Workers and YELL

Gain Awareness With All YA'LL

Get Audience Well Aware Year-Round

GET

ATTENTION

WITH

AUDIENCE

YOURSELF

# GEORGIA TARGET AUDIENCES

## TARGET AUDIENCE - BEGIN OUTREACH

*(Does not include time for material preparation)*

<b>Motorists</b>	3 months
<b>Inspection Stations</b>	4 months
<b>Media</b>	2 months
<b>Tag Offices</b>	2 months
<b>Internal Staff</b>	1 year
<b>(Repair Industry)</b>	4 months)

# TARGET AUDIENCE - MOTORISTS

- **Annual research study results:**
  - Of the 300 respondents, 66% replied that they *were aware that some vehicles have built-in computer systems that monitor the emission control system.*
  - When asked if they had *heard of OBD II in relation to emission testing*, 38% indicated that they had.
  - 17% of respondents connected the “Check Engine” light with emission control.
- **Key Message:**
  - If your "Check Engine" or "Service Engine Soon" light is on, your vehicle will not pass the inspection. This is an indication of an emission control system problem.

# TARGET AUDIENCE - MOTORISTS

- “Q&A” brochure
- Comprehensive radio advertising campaign
  - Developed and recorded “Acronyms” ad
  - Scheduled to air on four metro-Atlanta radio stations Fall 2002
- Extensive media coverage
- Registration Renewal Inserts
- OBD signage
- “Dear Georgia Motorist” letter



# TARGET AUDIENCE - INSPECTION STATIONS

- Level of OBD knowledge - Moderate
- Key messages:
  - If the “Check Engine” light is on, vehicle will not pass the inspection
  - Though no actual repairs may be required, your vehicle must be driven under certain conditions for the on-board computer to become "Ready"
  - Refer motorists to *RepairWatch* Report



# TARGET AUDIENCE - INSPECTION STATIONS

- 1/2-day OBD Inspector Upgrade Training required for re-certification
- “GAS Messages” (Georgia Analyzer System)
- Direct Mail - via quarterly *RepairWatch* report mailings
- OBD Sign to post for customers
- Call Center - Station Assistance

# TARGET AUDIENCE - MEDIA

- Conducted OBD Media Open House
  - TV, radio and newspaper coverage resulted in an estimated audience of well over 3 million
- Maintain on-going relationships with media contacts
  - Provide collateral materials and talking points
  - Offer updates on trends/program results
- Developed/distributed 2 press releases
- Radio/TV - public service shows

# TARGET AUDIENCE - TAG OFFICES

- Provided OBD overview at annual I/M Program Update meeting for all Tag Offices in 13 counties
- Conducted on-site training at each main office and satellite office
- Registration Renewal Inserts
- Tag Office websites - link to GCAF

# TARGET AUDIENCE - INTERNAL STAFF

- Attended OBD training and conferences
- Staff is continuously informed of all media activity and messages being sent to stations
- Intranet website
- Auditors reinforce “GAS Messages” and other key messages with inspectors
- Conducted OBD training with Call Center staff
- GCAF staff is assisting with fielding calls from motorists, inspectors and the repair industry

# TARGET AUDIENCE - REPAIR INDUSTRY

- *(Assumed!)* Level of OBD knowledge - High
- After OBD implementation, found that repair facilities were unfamiliar with how to “Ready” vehicles for inspection
- Some vehicle makes/models are frequently “Not Ready”
- Some dealerships/repair facilities are providing drive cycles to customers - Most are unable to explain “Ready” solution

# TARGET AUDIENCE - REPAIR INDUSTRY

- Conducted OBD Open House for dealerships (*prior to implementation*)
- Created “OBD Repair Tips” sheet
  - To be included in June RepairWatch Report
  - Fax as needed to repair shops/dealerships needing assistance with OBD repairs
- Develop articles for GADA, GIADA and other auto repair newsletters

# LESSONS LEARNED

- Consider ALL groups with which your program communicates on a daily basis as “Target Audiences”
- Levels of outreach may vary between the different audiences, but keep all of them in mind when planning campaign
- Plan some type of outreach for ALL audiences (modify accordingly)



**QUESTIONS?**  
**COMMENTS?**



# CREATING YOUR OUTREACH CAMPAIGN

- A successful outreach campaign can be accomplished by:
  - Planning SOME TYPE of outreach to all audiences
  - Developing verbiage for key messages EARLY in planning
  - Using consistent language with all target audiences
  - Molding your campaign to meet the needs of your target audiences (*go shopping!*)



# CREATING YOUR OUTREACH CAMPAIGN

- Go “shopping” for the perfect campaign package for your I/M Program
- Fill your cart with outreach items from various I/M Programs
- Consider your budget when shopping by selecting from the following three categories

# LET'S GO SHOPPING!

- Category #1 = \$-0
  - Letter to motorists (available at insp sta)
  - OBD sign (black/white, 8 1/2x11)
  - Fact Sheet
  - Talking Points
  - Messages to stations via analyzers
  - Radio/TV public service shows
  - Table display and information distribution at Clean Air fairs

# LET'S GO SHOPPING!

- Category #2 = \$\$
  - Media Open House
  - Dealership/Repair Industry Open House
  - Press Release development / distribution
  - Articles for automotive newsletters
  - Conference calls with key repair facilities and dealerships

# LET'S GO SHOPPING!

- Category #3 = \$\$\$
  - “Q&A” brochure
  - Radio/TV advertising campaign
  - Registration Renewal Inserts
  - Consumer / Station Assistance Hotline
  - Outsource PR and Advertising campaign development



**QUESTIONS?**  
**COMMENTS?**

