

ICEHI/PACE-EH
Environmental Health Assessment Team (EHAT)
MINUTES

Date: Thursday February 17, 2005
Time: 5:30pm – 7:30pm
Location: Heller Road Fire Station, Oak Harbor, WA

Present: Lisa Clark, Mark Lathrop, Laurie Mosolino, Jim Patton, Marie Piper, Linda Rhodes

Guests: Janet Hall, Bob McNeill, Elaine Woods

Staff Present: Celine Servatius, Nancy Farnsworth

Absent: Reece Rose

Excused: Phyllis Brett, Roger Case, Joline DeVos, Keith Higman, David Macys, Tim McDonald, Kristy Miller

Call to Order: Linda Rhodes called the scheduled meeting of the Environmental Health Assessment Team to order at 5:40pm.

Agenda Items:

1. Review Minutes from the January 2005, Introductions

- a) Correction made to David Macys email address: MacysDA@aol.com.
- b) Minutes were approved with correction.
- c) Guest introductions: Janet Hall, Bob McNeill, Elaine Woods.

2. Review "Litter & It Will Hurt" Program

- a) Presentation on the "Litter & It Will Hurt" Program by Janet Hall.
- b) Reviewed email from Anna Lewis explaining the intent in choosing the campaign slogan. The message behind the ad is that litter hurts your wallet, the environment, and the safety of our roadways. WA State focus group on litters showed that the main offenders are males from 18-24 years old. It was felt that they needed a persuasive campaign to bring about behavior change.
- c) The program doesn't cost anything or require any matching funds for start up.
- d) There is a 800 phone number to report litter violators. After they are reported, the State Patrol mails a letter stating that they were spotted littering.
- e) Signs with slogans can be posted on state and county roads.
- f) Resources are available for use: TV/radio spots, sign artwork, litter bags with logo, posters, bumper stickers, billboards, tabletop displays, and PowerPoint presentations.
- g) Discussed doing a press release, giving litter bags to hand out at car dealerships, schools, driver's education, mini-marts, and transfer station.
- h) EHAT discussed advertising to "Cover Your Load", when hauling a load to the transfer station.
- i) Discussed getting a baseline of data by partnering with Adopt a Highway groups.
- j) EHAT will review the program and decide which portions they will adopt. Agreed to be sensitive to selecting appropriate signage for the community and location.

3. Update on BOH & Review Changes in the By-Laws

- a) BOH meeting was rescheduled.
- b) EHAT approved Bylaw updates.

4. Discuss Dumping Work plan Timeline

- a) Discussed the Work plan/Action Plan and made revisions.
- b) Reviewed the results from the second Dumping Forum. Education- hotline/website, anti-litter campaign, outreach education. Economics-streamline enforcement and have funds stay within the department, establish financial incentives for legal disposal, provide disposal assistance. Enforcement -streamline and strengthen enforcement and fines, establish an anti-littering/dumping campaign.
- c) Discussed how the current solid waste enforcement is a judicial process through the court system. The proposed code revision will change the process to an administrative process.
- d) Discussed having draft code revisions by April, and EHAT to review and make suggestions April-June before presenting to the Board of Health.
- e) Adopt the "Litter and It Will Hurt" program. Need to inform and educate local law enforcement.
- f) EHAT will decide what part of the campaign to implement, and agree on appropriate signage. Implementation will be a gradual process.
- g) Staff will explore cost of signs being made by the road shop and private manufacturer.
- h) EHAT to Present Action Plan to the BOH. Discuss the results from the Dumping Forum. Review the Illegal Dumping Action Plan and emphasize the benefits to the community.

5. Discuss Social Marketing Training

- a) Time did not allow this item to be discussed.

6. Discuss EHAT Recruitment & Interviews

- a) Interview committee is interviewing applicants.
- b) Need representation from Camano Island and South Whidbey.

7. Closing Business and Homework

- a) Information will be sent out on upcoming Earth Day Activities.

Adjourn: The meeting was adjourned at 7:35pm.