



# *Air Quality & Community-* **Based Social Marketing**



# Overview -Campbell River Woodstove Exchange Program

- Working on air quality issues since 1992
- Hot & Bothered about smoke video & pamphlet 2002
- Clean Air Bylaw banned open burning in 2006
- Recommendation to pursue the PWEP in 2008 - **moving beyond information**



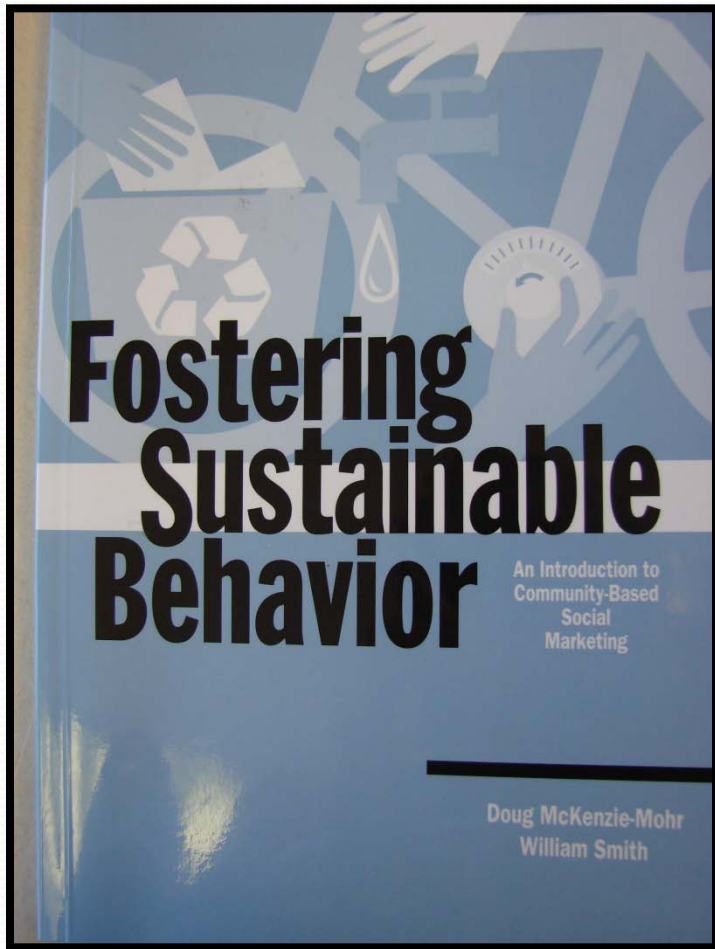
# Campbell River Woodstove Exchange Program



## Program components:

- 75 Wood stove exchanges
- Air Quality Monitoring
- *Burn It Smart* education
- Evaluation

# Applying Community-based Social Marketing (cbsm)



## Traditional approach:

- Attitudes = behaviour
- Economic self interest
- Information intensive

## Cbsm approach:

- Select behaviour
- Barrier & benefits
- Develop strategy
- Pilot strategy
- Implement broadly, evaluate

# Select Behaviour – Woodstove Swaps



## BC AIR QUALITY

The BC Air quality website has links to the Provincial Wood Stove Exchange Program and many other air quality programs such as the provincial production idle initiative. [www.bcairquality.ca](http://www.bcairquality.ca)

## Air Quality and the "Nephie"

The goal of the woodstove exchange program is to help reduce neighbourhood wood smoke by encouraging the replacement of old smokey belchers with clean burning appliances. Reduced smoke means reduced fine particulate air pollution — cited in a recent report by the Provincial Health Officer as the worst kind of air pollution in BC. Exposure to high levels of particulates can play a role in many kinds of respiratory diseases.

There are a number of poor air quality hot spots in Campbell River. These are low lying areas where wood smoke can collect during temperature inversions. As part of the Campbell River Woodstove Exchange Program we will be surveying air quality around town from late January to early March. Surveys will be conducted using a mobile nephelometer — or the "Nephie" — on loan from the University of Victoria's Spatial Sciences Laboratory. Air quality information will be used by the City, the Vancouver Island Health Authority and other project partners to guide future education and awareness programming.

## PARTICIPATING RETAILERS

**Bennett Sheet Metal & Heating Ltd.**  
1721 14th Avenue, Campbell River  
(250) 287-3108  
[www.bennetsheetmetal.com](http://www.bennetsheetmetal.com)  
email: [bennetsheetmetal@telus.net](mailto:bennetsheetmetal@telus.net)

**Just Gas Ltd./Just Wood Stoves**  
151-D Dogwood Street  
Campbell River, BC V9W 6B9  
(250) 830-WOOD (9663)/(250) 286-0718  
1-877-870-WOOD (9663)/1-888-286-0718

**Quality Stoves & Fireplaces Ltd**  
1702 Petersen Road, Campbell River  
(250) 286-0051  
[www.qualitystoves.ca](http://www.qualitystoves.ca)  
email: [qualitystoves@telus.net](mailto:qualitystoves@telus.net)

## Woodstove Exchange Program

Exchange your old, uncertified woodstove for a new CSA/EPA-certified wood, pellet or gas heating appliance.



For more information, and to mail or drop-off a completed voucher, contact:

**Terri Martin** Coordinator  
Environmental  
City of Campbell River  
Woodstove Exchange Program  
301 St. Ann's Road  
Campbell River, BC V9W 4C7  
Phone: (250) 286-5711  
Email: [terri.martin@campbellriver.ca](mailto:terri.martin@campbellriver.ca)

[www.campbellriver.ca](http://www.campbellriver.ca)



**\$250  
rebate**

*Burn Smart, Live Clean*



Behaviours need to be specific:

- One-Time
- End-State (Installed)
- Non-Divisible
- *Retail partnerships are key!*
- PWEPP has already worked through the cbsm steps

# The Retailers

## Simplifying the process:

- Inspecting
- Installing
- Decommissioning
- Recycling
- Liaising with the City
- Emailing photos
- Advertising



# Woodstove Swap Progress

15 in progress – target 75

- First rebate cheques issued
- New partnerships in progress



# Installed, **End State** Accomplished



# Select Behaviour – *Burn It Smart* Education

Problem – non specific  
behaviour

- Repetitive behaviour
- Not end state
- Divisible
- Information intensive

## Wood Heating Workshops


### ***BURN IT SMART!***


Two dates to choose from:  
Tuesday, Feb. 16      Tuesday, Feb. 23  
Willow Point, Fire Hall # 2  
261 Larwood Road  
**6:30 – 8:00 PM**

Learn clean burning tips and techniques.  
\$250 woodstove exchange rebate information available. (Exchange February through April 2010).  
Meet "Nephie," the mobile nephelometer being used to survey air quality in Campbell River's wood smoke hot spots.  
Have your firewood tested for optimal moisture content.

**FREE ADMISSION!**      **DOOR PRIZES!**

Please pre-register for this workshop.  
To register call Terri Martin at 250-286-5711 or email [terri.martin@campbellriver.ca](mailto:terri.martin@campbellriver.ca)

 [www.campbellriver.ca](http://www.campbellriver.ca)



# Burn It Smart Workshop



Poor attendance, despite:

- Free admission
- Refreshments
- Activities
- Door prizes
- Extensive advertising
- Recognized and respected presenters
- Retailer promotion

Where now??

# Lessons From Failure

**Don't panic!**

- Remember Einstein
- Reflect
- Build on aspects that interest the public
- Laugh



# *Burn It Smart* – Back to the Drawing Board

## Recall cbsm approach:

- Select behaviour
- Barrier & benefits
- Develop strategy
- Pilot strategy
- Implement broadly,  
evaluate



# Select Burning Behaviours



# People Love Wood

## Wood pile pride

- Stories about collection
- Qualities of wood
- Lifestyle, exercise
- Social experience
- Historical Haig-Brown connection



# Huge Interest in the Air Quality Surveys

“Nephie” is gaining popularity

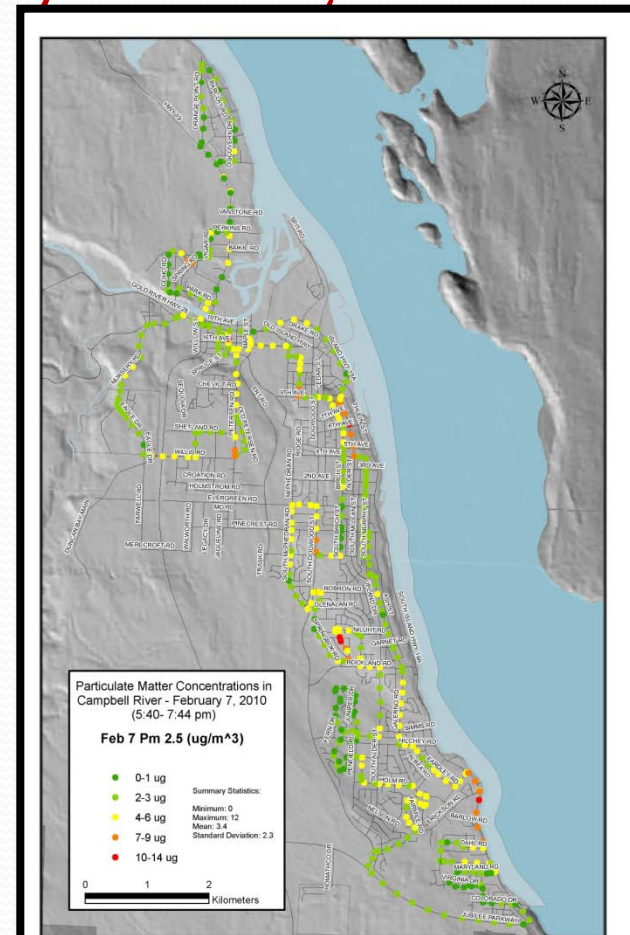
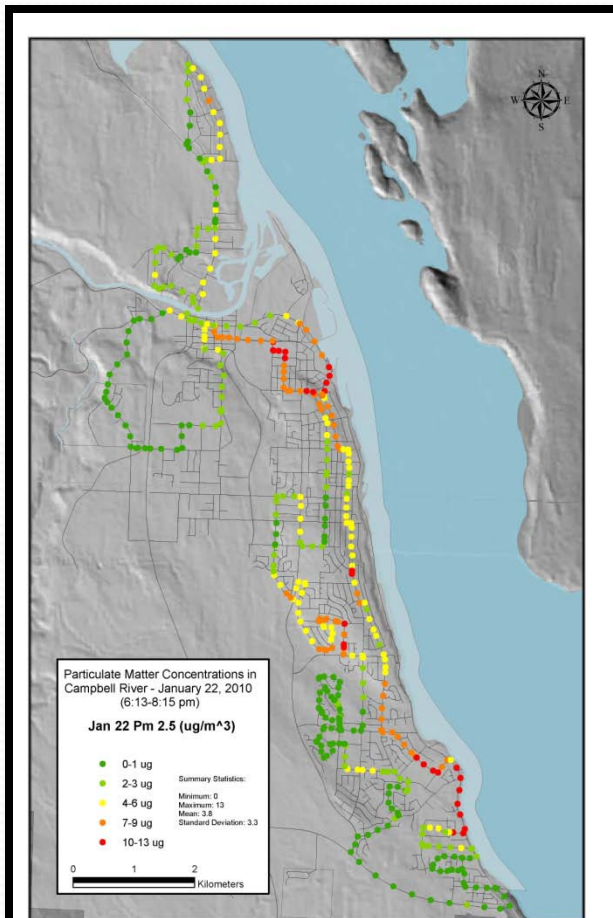
- Media coverage
- Public interest
- Mayor & Council
- Vacuum sales
- Where do I live (in relation to the route)



# The Survey Route – Vivid (not extreme) Message

22 January 2010

7 February 2010



# Delivering the Message

## The EAC & the experts

- Public outreach
- Media interest
- Community wood walks  
– unobtrusive observations
- *Burn it Dumb*
- Summary workshop highlighting air survey quality results



# Go to the People



## Other venues

- Bald Eagle Festival
- Spring Home Show
- Logger Sports
- River's Day – Haig-Brown Festival
- City Stewardship Awards

# New Strategies

## Looking towards winter 2010/2011

- Water shortages
- Regulated sprinkling restrictions
- Outreach team – strategy & barrier / benefit analysis
- Feedback loops
- Salt wood, wood supply, outdated technology, damping down ????
- Prompts, lawn signs, commitment surveys, well respected, social diffusion, norms, cut your losses

# Conclusion – Ralph Harris

