

A Brief History of BAPPG Public Outreach Campaigns 2014-2025



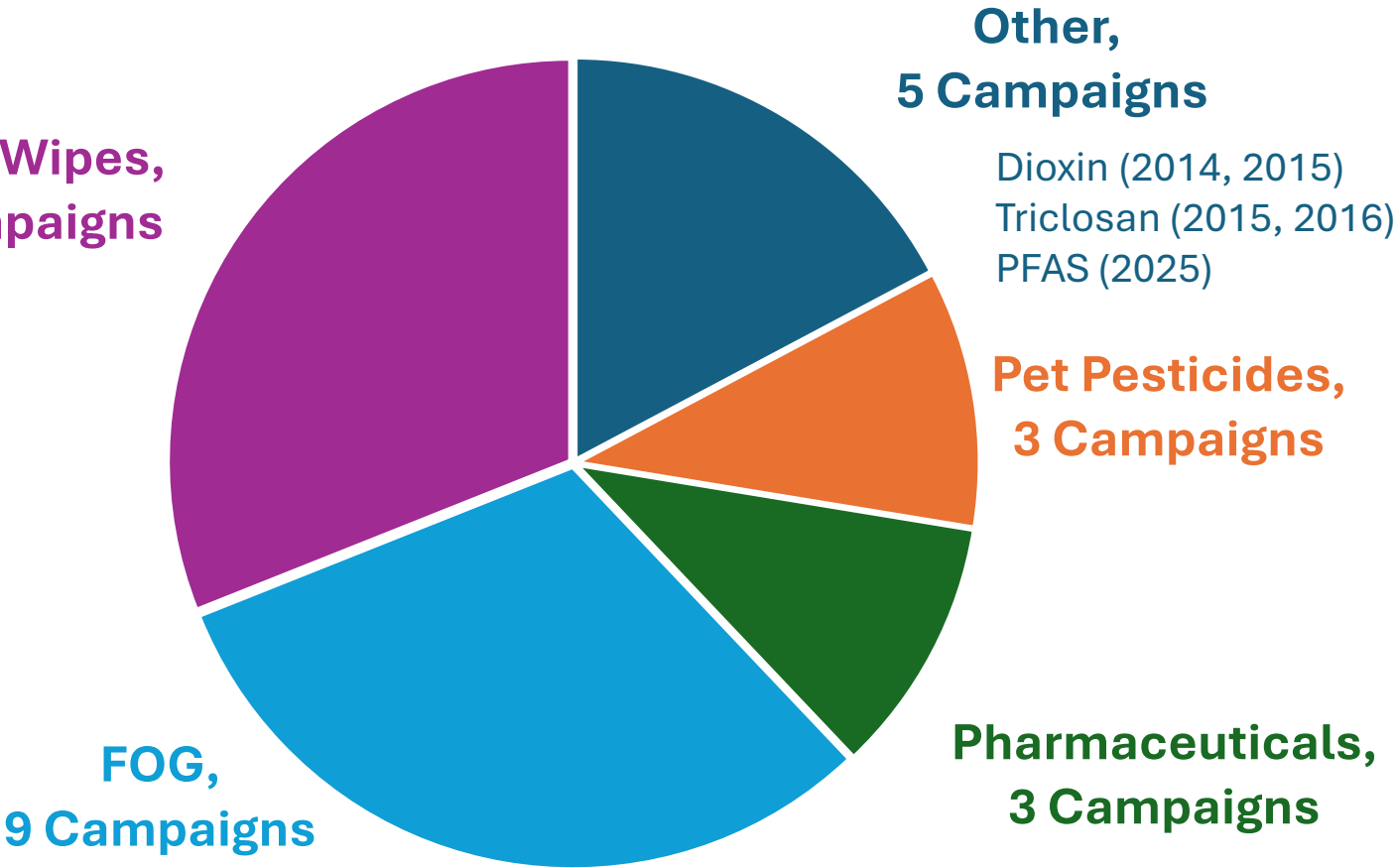
October 1, 2025

- 2014-2019: Radio, Online, and print
- 2019+: Online Only



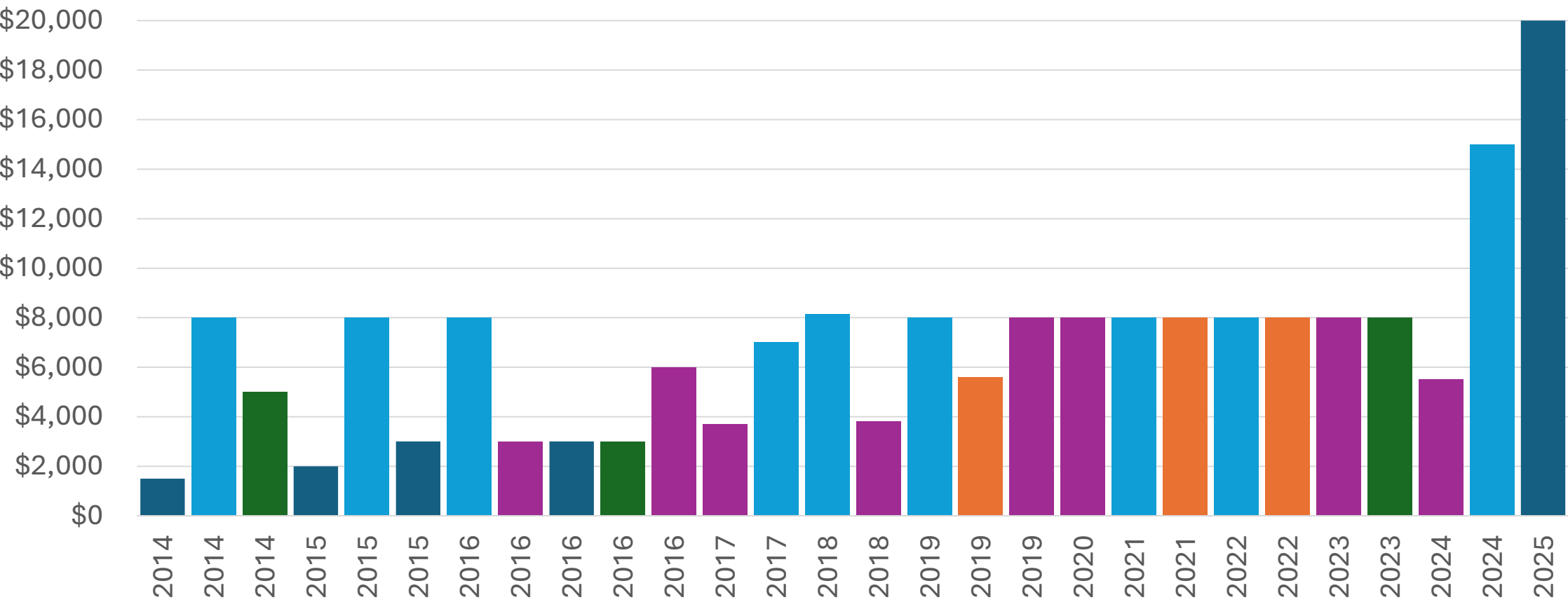
BAPPG Annual Reports →

BAPPG Media Campaigns, 2014-2025



2014	Online
2014	Radio
2014	Online
2015	Online
2015	Radio
2015	Online
2016	Radio
2016	Online
2016	Online
2016	Online
2016	Print
2017	Online
2017	Radio
2018	Radio
2018	Online
2019	Radio
2019	Online
2019	Online
2020	Online
2021	Online
2021	Online
2022	Online
2022	Online
2023	Online
2023	Online
2024	Online
2024	Online
2025	Online

Campaign Media Expenditures, 2014-2025



2015



Check Out Our Creative Shopping & Wrapping Station

We will show you how to choose and decorate gifts with people- and earth- friendly options this holiday season.



Anti-bacterial soaps and cleaners are more harmful than healthy.

Check the label for triclosan — a registered pesticide.



ALWAYS READ THE LABEL

To avoid exposing your family and the environment to harmful chemicals such as triclosan, chloroxylenol, tetrasodium and EDTA, always read the label on household products before you purchase!

Use alternative products:

- Vegetable-based, glycerin or castile soaps
- Less toxic or natural products without dyes or synthetic ingredients
- Hand-sanitizing gels with a minimum of 60% alcohol or peroxide



TRICLOSAN FACTS

- Triclosan is a registered pesticide and is commonly used in antibacterial household products such as hand soap, toothpaste, all purpose cleaners and detergents.
- Studies have found that using just regular non-antibacterial soap and warm water is just as effective as using antibacterial soaps.
- Overuse of triclosan contributes to bacterial resistance to antibiotics. Triclosan has been found in human breast milk, urine and blood.
- Triclosan passes through the sewer system and into the Bay because our wastewater treatment systems are not built to remove triclosan and other antibacterial chemicals.
- Triclosan has been found in the San Francisco Bay and is toxic to marine life.

For more information on pollution prevention programs visit Baywise.org



2016

**Never flush
unwanted
medicine!**

[Click here](#) to find
safe disposal
locations near you.



 **BAY AREA POLLUTION
PREVENTION GROUP**
A Committee of Bay Area Clean Water Agencies

Baywise.org

**Bring unwanted
medicine to a
drop-off
location
near you.**

BAYWISE.ORG



**Toilets Aren't
Trashcans**

Only flush
human waste
and toilet paper.



 **BAY AREA POLLUTION
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Baywise.org

2018



**Never flush
unwanted
medicine!**

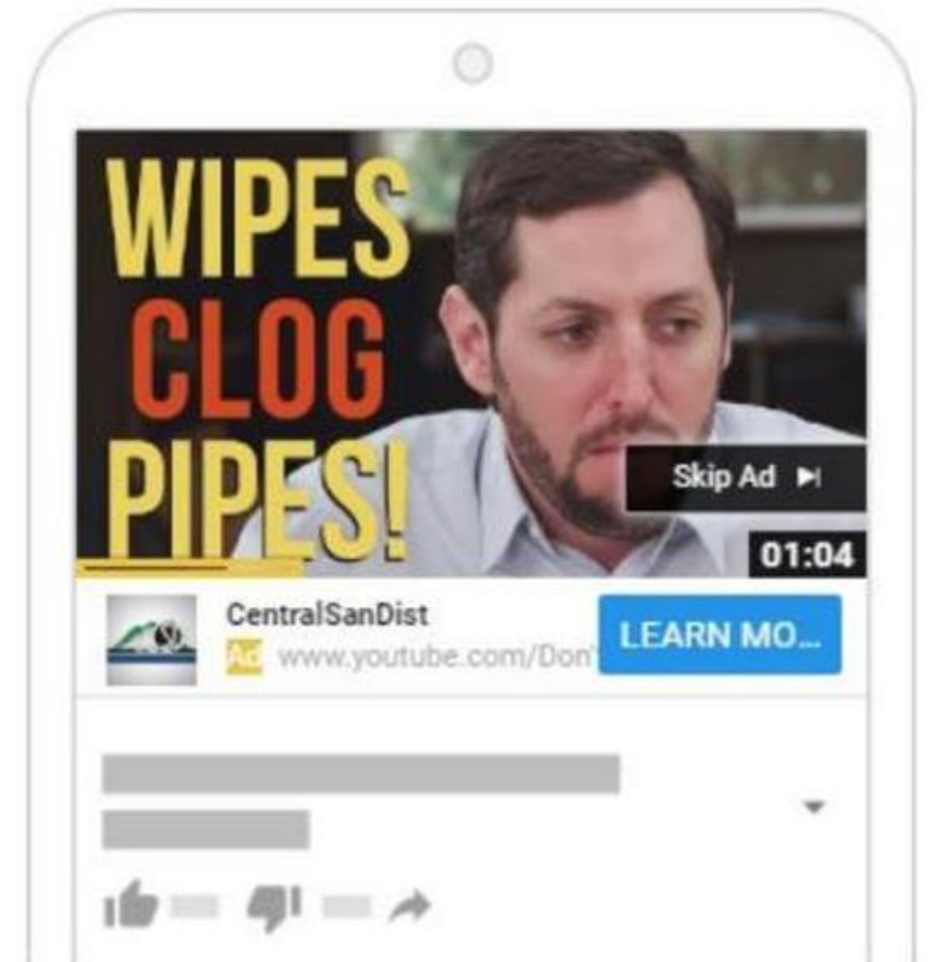
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 **BAY AREA POLLUTION
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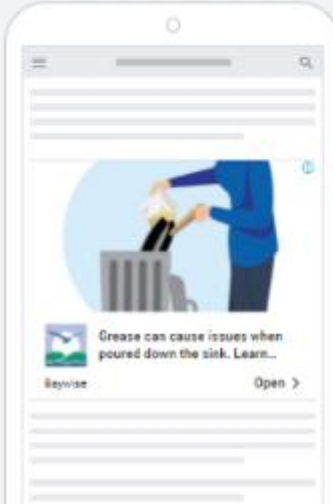
Baywise.org

2019



2021

Example of your native ad at 300x250




Grease can cause issues when poured down the sink. Learn...

Baywise

Open >

Example of your image ad at 300x210




Properly Dispose of Grease

Save money from clogged pipes and cause public health problems. Do your part. Baywise

Close

Open

Example of your image ad at 320x568




Proper Thanksgiving Clean-Up

No one is thankful for sewage backups. Prevent your turkey leftovers from causing one.

Close

Open

Example of your image ad at 160x600




Is Your Flea Medicine Safe?

Your Hands, Clothing, Carpets and Floors May be Exposed to Toxic Flea Control Products.

Baywise

>

Example of your image ad at 300x250




Is Your Flea Medicine Safe?

Your Hands, Clothing, Carpets and Floors May be Exposed to Toxic Flea Control Products.

Baywise

>

Example of your image ad at 160x600




Proper Thanksgiving Clean-Up

Trash the scraps and keep the sink turkey grease-free. Learn proper fat and oil disposal.

Baywise

>

Example of your image ad at 300x250




Proper Thanksgiving Clean-Up

Trash the scraps and keep the sink turkey grease-free. Learn proper fat and oil disposal.

Baywise

OPEN

Example of your image ad at 300x250



Learn How to Dispose of Grease

>

2022

KNOW YOUR FOGs

FATS • OILS • GREASES

Fats, oils, and greases, or FOGs, should never be drained in the sink because they can solidify and cause sewer backups into houses or streets, bringing with them health risks.

Did you know that FOGs include more than just cooking grease and frying oils? These are some of the less known FOGs that also need to be disposed of properly:

- Dairy Products (such as cheese and butter)
- Shortening
- Meat Fats (including bacon grease)
- Sauces, dressings, and gravies
- Icing

Make sure to dispose of these foods properly, by simply putting of them in your compost or trash bin instead of garbage disposal.

Or place them in a sealable container and discard them with your other garbage.

Dispose of FOGs properly to avoid costly pipe replacement and a greasy, smelly mess of pollutants entering your house or community!

Learn more tips about proper FOG disposal at BayWise.org/Residential/FOG



BACWA
BAY AREA
CLEAN WATER
AGENCIES



2024



Spring 2025 PFAS Campaign Metrics

Purpose of Campaign:

- Create awareness that PFAS source control is needed, but without stoking anxiety
- Update and share information about PFAS on the Baywise website

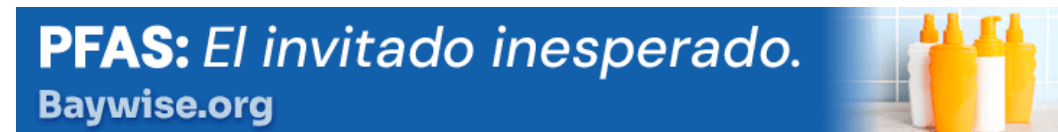


Spring 2025 PFAS Campaign Metrics

Tactic	Planned Impressions	Delivered Impressions	Clicks	Click Through Rate
Digital Display	881,273	883,804	1,315	0.15%
Spanish Display	473,333	473,082	234	0.05%
English Mobile Ad Messenger	588,200	589,532	18,642	3.16%
Spanish Mobile Ad Messenger	294,100	295,114	9,733	3.30%
Total	2,236,906	2,241,532	29,924	1.33%

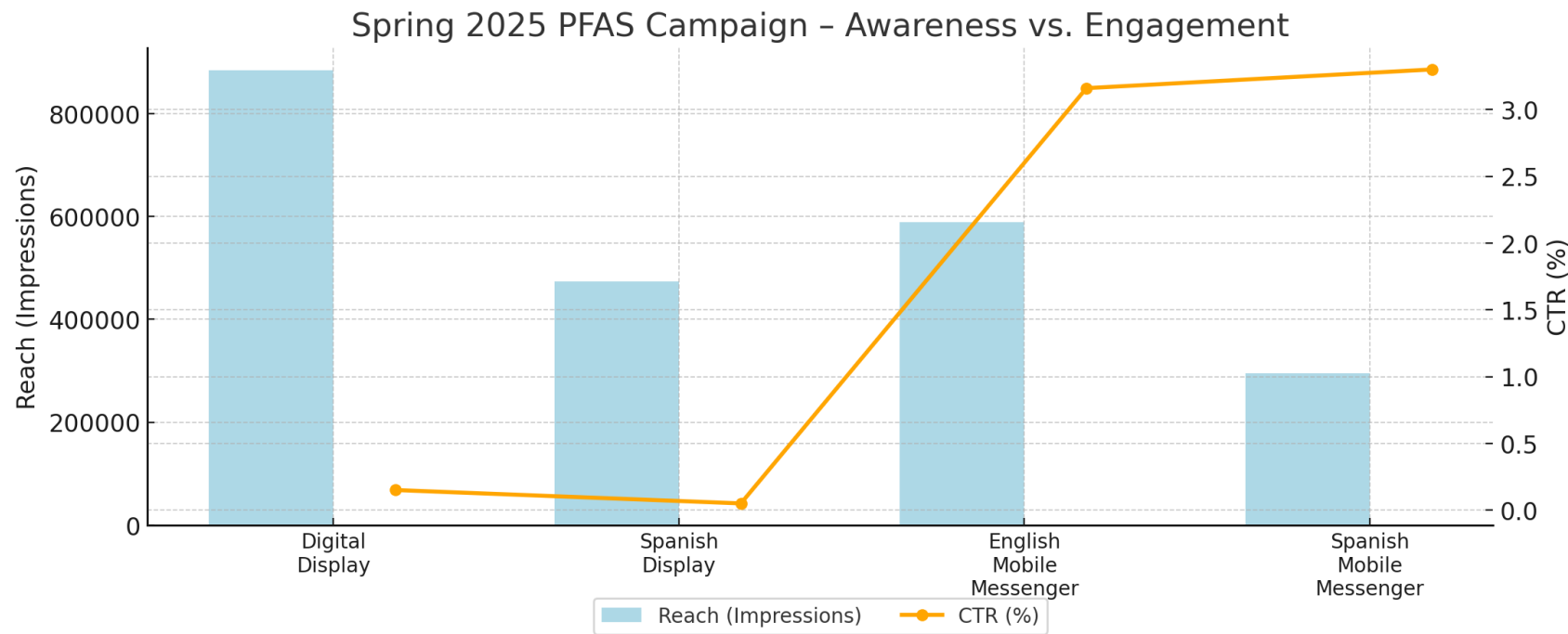


Display Ads



Mobile Messenger (Banner)

Spring 2025 PFAS Campaign Metrics



Summary:

Two kinds of ads created a balance of visibility (Display Ads) with engagement (Mobile Messenger)



Display Ads – low click rates, but high # of impressions; reached a wide audience; good for awareness

PFAS: El invitado inesperado.
Baywise.org



Mobile Messenger (Banner)

Stronger engagement / interest; better for engagement

Upcoming Fall 2025 Campaign - FOG

Media Budget: \$15,000

Timing: November 10-30

Tactics: Digital Display and Mobile Overlay



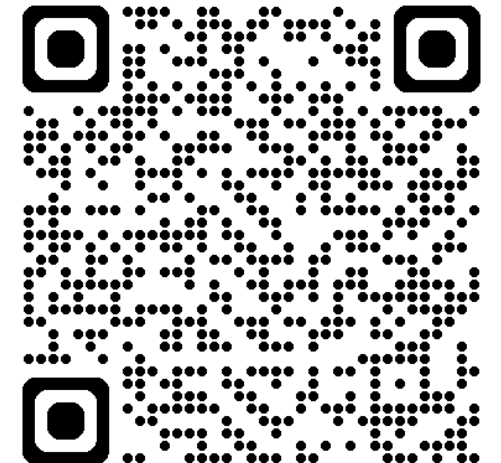
English Version:

**Grease in the Bin, We All Win!
Don't Clog the Sink**

Spanish Version:

**¡Grasa en la basura, una victoria segura!
Nunca en el fregadero**

Upcoming Fall 2025 Campaign - FOG



All materials are posted at <https://bacwa.org/bappg-fog/>

