



# THE STORMY REPORT

SUMMER, 2006

NEWSLETTER OF THE [THINK AGAIN. THINK BLUE. CAMPAIGN](http://www.thinkagainthinkblue.org)

[www.thinkagainthinkblue.org](http://www.thinkagainthinkblue.org)

WELCOME TO THE FIRST ISSUE OF *THE STORMY REPORT*, THE OFFICIAL NEWSLETTER OF THE [THINK AGAIN. THINK BLUE.](http://www.thinkagainthinkblue.org) MASSACHUSETTS STORMWATER CAMPAIGN! OUR NEWSLETTER IS NAMED AFTER STORMY, OUR 15' INFLATABLE DUCK MASCOT.

## Recent Highlights:

We created our "road show" with interactive exhibit booth, Stormy the Duck, [Think Blue](http://www.thinkagainthinkblue.org) materials, a commitment pledge, a grab-a-duck game and several fun [Think Blue](http://www.thinkagainthinkblue.org) promotional items.

With our booth featuring Stormy and the [Think Blue](http://www.thinkagainthinkblue.org) message, we reached out to thousands of people from the North Shore to Cape Cod.

We applied for more than \$150,000 in grants from foundations and other sources (see page 2).

We have welcomed an Asst. Director and three new partners as part of the [Think Blue Coalition](http://www.thinkagainthinkblue.org).

## What is Think Blue?

[Think Again. Think Blue.](http://www.thinkagainthinkblue.org) is a spirited and creative outreach and education campaign that inspires individuals to greater stewardship of the **Massachusetts and Cape Cod Bays**.

Our goal is to improve coastal water quality by reducing or eliminating polluted stormwater runoff. How do we do that? By increasing citizen awareness and action, and educating community officials on the importance of managing polluted stormwater

[Think Again. Think Blue.](http://www.thinkagainthinkblue.org) is a partnership between the **Massachusetts Bays Estuary Association** and the **Massachusetts Bays Program**. Together with a coalition of 17 government, nonprofit, and private sector organizations, we are a strong force for the protection and restoration of our estuaries.

[Think Again. Think Blue.](http://www.thinkagainthinkblue.org) works with **Dwell Creative** (formerly Rooks Communications), and follows the best principles of effective social marketing. We conducted a comprehensive telephone survey that has allowed the Coalition to identify and better understand our target audience ([www.thinkagainthinkblue.org/download/2005survey.pdf](http://www.thinkagainthinkblue.org/download/2005survey.pdf)).

Our goal is to do more than create public awareness, but actually change how citizens think and feel about our estuaries and translate that stewardship into simple behaviors that help protect the Bays.

THINK PICKING UP SPIKE'S POOP IS GROSS?  
TRY SWIMMING IN IT.

When you leave dog poop on the ground—or throw it down a storm drain—the rain carries Spike's mess into storm drains and straight to our rivers, beaches and bays making them unsafe for swimming.

THINK AGAIN.  
THINK BLUE.

Help keep our waters blue...pick up after your dog and throw the waste in the trash.

[www.thinkagainthinkblue.org](http://www.thinkagainthinkblue.org)



# Stormy Needs Volunteers!

On September 16 and 17, 2006, the *Think Again. Think Blue.* campaign will spread the word about stormwater pollution at its biggest event yet -- the Boston Folk Festival.

Thousands enjoy this annual festival at the UMass-Boston campus with several stages of music, a children's activities area, as well as food and crafts vendors. We need your help to staff our interactive exhibit booth (no experience necessary!). Volunteer a few hours to support *Think Blue* and then enjoy free admission to the Festival.

To volunteer, please call us at (781) 378-1610, or email Wendy Garpow ([wendy@massachusettsbays.org](mailto:wendy@massachusettsbays.org)).

## UPCOMING STORMY EVENTS:

SEPTEMBER 16: BOSTON FOLK FESTIVAL      SEPTEMBER 30: NAT'L ESTUARIES DAY  
 OCTOBER 7: NORTH AND SOUTH RIVERS WATERSHED ASSOCIATION DUCK RACE

### THINK BLUE AWARDED \$25,000 GRANT!

The Massachusetts Bays Program and Massachusetts Bays Estuary Association are thrilled to announce that they were awarded a \$25,000 grant from the EPA to further the development of the *Think Blue* campaign!

The three main elements of the grant are to 1) Create a three-year strategic plan including specific goals, funding sources, and target dates; 2) Create a "*Think Blue*-in-a-Box" to allow communities and organizations to easily adopt the many elements of the campaign; and 3) Update the travelling *Think Blue* event booth to ensure a professional public face for the campaign.

### JOIN THE THINK BLUE COALITION

The Think Blue Coalition is a partnership of organizations dedicated to developing and implementing the *Think Again. Think Blue.* campaign. Over the past two years the Coalition has helped to develop the campaign's image, messages, and our eye-catching ads (as seen on the MBTA this summer).

Join us as our campaign grows! Help us to shape the future of *Think Blue* by joining the Coalition—your input ensures an effective campaign.

Our next meeting is scheduled for October 4th at 12pm in Boston (bring a brown bag lunch, and we'll provide drinks and dessert). For more information on the meeting and the *Think Blue* Coalition, please contact Peter Hanlon at (617) 626-1230 or [peter.j.hanlon@state.ma.us](mailto:peter.j.hanlon@state.ma.us).



One of the 18 *Think Blue* posters displayed on the MBTA this summer