

Clog Alert Campaign from the Water Environment Association of Texas

WHY THIS?

Increasing awareness of the harmful effects of putting fats, oils, and grease (FOG) and unflushable items down the drain or toilet decreases painful sewer overflows. Because the average person is bombarded with 5,000 messages daily, WEAT created the Clog Alert campaign to cut through the noise using the same principles as an advertising campaign from Nike or Apple. The goal of the visuals is to capture people's attention, keep them hooked, and drive them to the website to learn more.

WHY NOW?

A statewide campaign run by a trusted source—WEAT—levels the playing field between utilities of all sizes. We can all come together to share the same message with our residents and help affect behavior change across the state. WEAT brought together partners to fund the development of the campaign, so cities or utilities like you could leverage a high-quality, creative campaign that would otherwise cost tens of thousands of dollars.

WHY YOU?

With your participation, we can ensure Texans in every corner of the state understand the impact of their decisions to put unflushables down the drain. For utilities without communication staff, WEAT provides a playbook to guide you through utilizing the Clog Alert campaign. Sophisticated communicators can enhance their existing efforts on the topic of FOG by using recognizable, statewide campaign materials. It's a win for everyone!

Visit unflushables.org to see for yourself what the campaign looks like.



Contact Alondra Hernandez at WEAT with your questions.
alondra@weat.org | 956-289-6559 | www.weat.org

What's Included?

SOCIAL MEDIA ADS



VIDEOS



SEASONAL ARTICLES

SEASONAL ARTICLES
We recognize that copying and pasting from a PDF can be difficult; therefore, we have provided a document download for easy-of-use. Download articles here.

A Greasy Super Bowl Sunday Story
Publication timing: early January

TALKING POINTS

Talking Points

Practice these talking points before heading out to a local event. Take this with you so you stay on message during each interaction.

POSTERS

