

# Appendix 1.1.AB - Salisbury sewer misuse pilot research

Wessex Water

September 2018

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# Qualitative Evaluation of the Salisbury Campaign (20/10 – 16/11/2014) Summative & Formative Findings

Wessex Water Research Project - Contract No. E7554  
Project 4: Engaging customers & communities

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*\*A 1<sup>st</sup> draft discussion paper was presented to members of  
Wessex Water's Campaign Steering Group on 7<sup>th</sup> January 2014*

The knowledge presented here is subject to terms of the Research Collaboration Agreement  
between the University of Bath and Wessex Water (1 July 2013).

# Executive summary (1)

**Context** - This report presents findings from a qualitative evaluation by the University of Bath School of Management of a behaviour change campaign, undertaken by Wessex Water in Salisbury from 20/10 - 16/11/2014. Wessex Water's primary aim for the campaign was to influence users to stop flushing of wet wipes in order to reduce the high number of sewer blockages in Salisbury.

**Method** – This report presents findings from thematic and comparative analysis of qualitative data generated through 6 focus groups with 35 (3 groups and 20 participants post-campaign).

## **Key insights**

- Wessex Water is perceived positively by its customers, in general, and specifically in its attempt to tackle the problem of sewer blockages in Salisbury.
- People respond well to the provision of candid information and are willing to engage in intelligent conversations on the issues and, in general, want to 'do the right thing'.
- The campaign activities that were thought to be effective included:
  - the 'loo lover' jingle on local radio (memorable, talked about)
  - some posters, where there was a 'captive audience' (e.g. in the cinema toilet)
  - explaining the problem WW faces and what can happen to people (both, in articles, although few had seen them either in print or on websites, and in discussions in the focus groups)
  - the local focus and personalisation – 'our problem in our town'.
- Education work in schools was thought to be very important, especially if it extended more into secondary schools to target young teenagers - the 'wipe generation'.

## Executive summary (2)

- Data suggests that a number of campaign activities did not achieve their intended aims. In the view of participants, the following activities were less effective:
  - outdoor posters - hard to understand when seen briefly in the street or when driving
  - news articles generally thought to be 'wordy' (few said they had received or read the WW customer magazine)
  - 'Cash for Christmas' promotion with Spire FM (only one had attended and made a pledge, although a few had heard about it on the radio)
- Most focus group participants felt that the poster did not communicate the key information and message clearly enough and that the images confused rather than clarified the issue. They appreciated the use of positive images, bright colours and the attempt to appeal to different people, although the images did not necessarily 'speak' to them personally.
- Most perceived the campaign to lack reach and visibility (e.g. no flyers to households, or information with bills) and presence on the street (e.g. at large local events in the city, visual demonstrations).
- Few had seen material online, or engaged with social media activities, although they were felt to be a useful tools to support the diffusion of messages through social networks.
- Considering future campaigns, participants identified a potential to do more with intermediaries such as midwives; plumbers and other trades working in people's homes; B&B owners; and property agents.
- Although they were not asked to do so, some individuals who had attended a group pre-campaign group cascaded the messages to family members, friends, and/or colleagues. Most spoke to at least 3 people, with several speaking to 10 or more (and one more than 30).

## Executive summary (3)

In conclusion, there wasn't clear support for some conventional assumptions about behaviour change:

- A market segmentation approach does not seem to fit well with a behaviour change intervention relating to the use of sewerage service. Behaviours, attitudes and motivations *within* target segments varied at least as much as *between* them.
- There was no clear evidence that social norms are effective in regulating personal and domestic hygiene practices. Similarly, intimate and 'taboo' behaviours are hard to tackle with a public information based approach. Understanding these practices is particularly important when designing or selecting campaign images, slogans and free items.

Yet, there was some evidence that relational approaches to behaviour change which engage customers and communities in more interactive and social learning oriented ways can be effective.

- Although the research methods do not permit conclusions about the causal relationship between activities and behavioural outcomes, some people reported changing their attitude and/or behaviour as a result of taking part in a focus group discussion or acting as designated campaign observers, and some said they had persuaded others to do so.
- In sum, relational approaches to behaviour change:
  - may appeal to different people
  - are potentially more effective than an information-based campaign alone
  - may have more sustainable outcomes in the longer term
  - are likely to be perceived positively by customers and communities.

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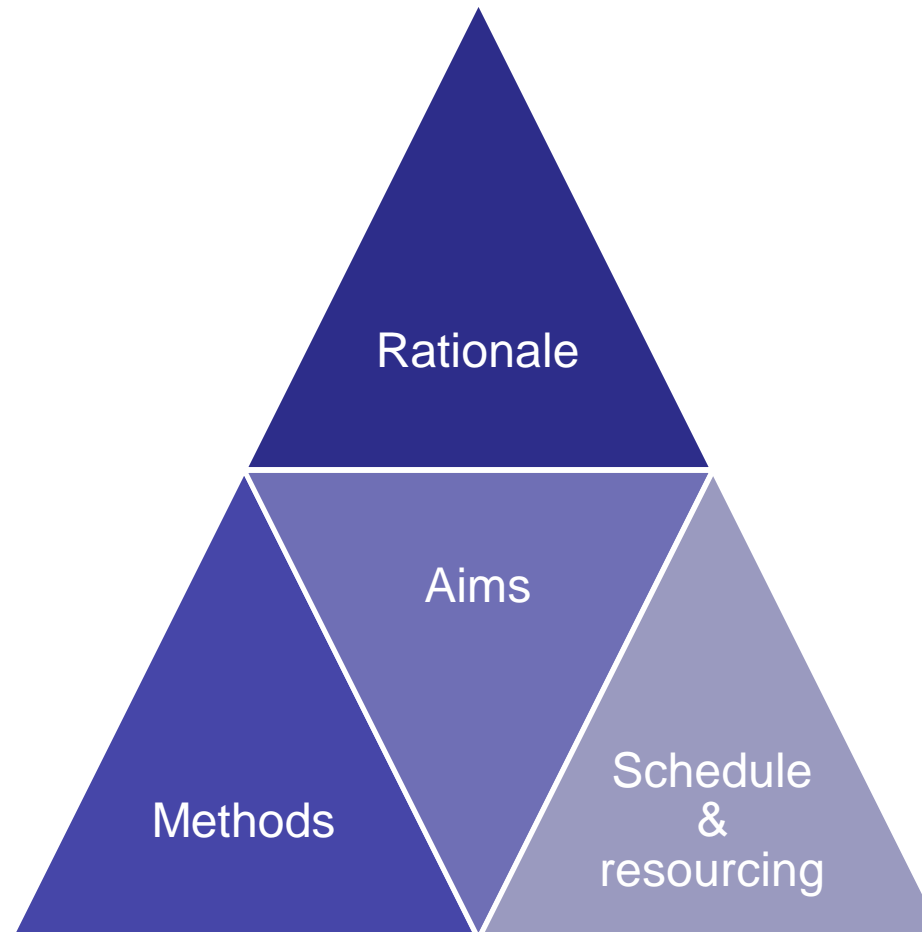
A1 Sample information

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# 1. How to interpret this report



# 1. How to interpret this report

Dimension	Consideration	Implication
1. Rationale	Presents <u>only one</u> aspect of the research partnership's larger aims of exploring how Wessex Water can engage users in managing demand and resilience in light of economic constraints, climate change, unstable energy prices and growing population.	Insights for Wessex Water's behaviour change strategy will consider a larger data set and research questions. To be completed by March 2015.
2. Methods	The research analysed qualitative data from focus groups. Results produced through focus group research <u>cannot be</u> interpreted like findings from survey research. Yet, results from both methods can complement each other.	Results can address exploratory research questions, such as 'Why has the campaign achieved/not achieved its intended goal?'; rather than confirmatory questions such as 'What proportion of people has noticed the campaign?'
3. Aims	Provide summative and formative insights for assessing the Salisbury Campaign (aiming to reduce sewer blockages). <u>Complement, rather than confirm or contest</u> results from the telephone survey.	The discussion of results, including difference of findings from quantitative survey data, can prompt questions to be explored through further research.

## 2. Aims of qualitative campaign evaluation

### **SUMMATIVE EVALUATION**

*Informing understanding of effectiveness of  
Salisbury campaign*

#### **Preliminary Evaluation** (6/1/2015)

Sharing initial indicators of  
campaign effectiveness

#### **Campaign Evaluation Report** (27/02/2015)

Systematic qualitative  
data analysis

### **DEVELOPMENTAL EVALUATION**

*Develop implications for design of behaviour  
change strategy and future activities*

#### **Workshop with project team** (March 2015 TBC)

Develop implications for fine-tuning  
future campaign activities and  
improving behaviour change strategy

#### **Developmental Evaluation Report** (31/03/2015)

Write up implications and  
ground in published evidence

### 3. Preliminary findings – focus groups



## 3.1 Preliminary findings - overview

Question	Preliminary evidence suggests	Ref.
Is there merit in campaigning on sewer blockages?	<ul style="list-style-type: none"> <li>• Participants suggest considerable lack of knowledge and awareness</li> <li>• WW is trusted more than manufacturers</li> <li>• People are behind WW on this issue, and the need for campaigning</li> <li>• People have a desire to do the 'right thing'</li> </ul>	4.1
What worked well for people? Why?	<ul style="list-style-type: none"> <li>• Local radio – especially jingle</li> <li>• Schools work</li> <li>• Some posters, in some (indoors) places</li> <li>• Explaining the problem WW faces and what can happen to people</li> <li>• Local focus – personalisation</li> </ul>	4.2

Question	Preliminary evidence suggests	Ref.
What didn't work for people? Why?	<ul style="list-style-type: none"> <li>• Lack of reach and visibility of the campaign</li> <li>• Poster design - aim /context</li> <li>• News articles</li> </ul>	4.3
In people's view, what could be done differently?	<ul style="list-style-type: none"> <li>• Poster design – address ambiguity of messages and images</li> <li>• Positioning of posters</li> <li>• Work with schools – more/different approaches</li> </ul>	4.4
In people's view, what should be added? Why?	<ul style="list-style-type: none"> <li>• Scale out - more media, freebies</li> <li>• Other activities – and more street presence</li> <li>• Provision of meaningful, useable and <i>candid</i> information (e.g. well-designed flyers addressing key 3 points)</li> <li>• Working with key intermediaries e.g. plumbers, midwives, <b>property agents</b></li> <li>• More public discussion groups</li> </ul>	4.5

## 3.2 Learning from the analysis - overview

Question	What we are learning	Ref.
What campaign messages are resonating with people?	<ul style="list-style-type: none"> <li>• “Love your loo” - partially</li> <li>• Positive images - in public</li> <li>• Salisbury focus &amp; inclusive language</li> </ul>	5.1
What do people think would resonate with other people <i>they know</i> ?	<ul style="list-style-type: none"> <li>• Protection from harm</li> <li>• Provision of meaningful, <i>candid</i> information</li> <li>• Countering misinformation</li> <li>• Communicating during / after ‘moments of catastrophe’</li> </ul>	5.2
What are we learning from people about the effectiveness of the posters?	<ul style="list-style-type: none"> <li>• Need a ‘captive audience’ and ‘critical mass’</li> <li>• Targeted images don’t ‘speak’ that clearly when message is unclear</li> <li>• Should privilege WW logo, to prime context</li> </ul>	5.3

Question	What we are learning	Ref.
Were there any striking differences across the 3 focus group subsamples?	<ul style="list-style-type: none"> <li>• Parents – potty training wipes (not baby)</li> <li>• Make up wipe use - teenagers' habits largely unknown</li> <li>• Preferred messages and images do not appear to vary by demographics</li> </ul>	5.4
What are we learning about local partnering?	<ul style="list-style-type: none"> <li>• Working with radio is effective</li> <li>• Schools work is well received and people think it could be extended and developed</li> <li>• Potential to partner via local trade associations and trusted intermediaries</li> </ul>	5.5
What are we learning about engaging with people at the community level?	<ul style="list-style-type: none"> <li>• The power of group conversations as a process for 'signing up' people to issue, and mobilising them to pass on the message</li> <li>• Some people are keen to help; those who have 'signed up' will disseminate through their social networks</li> </ul>	5.6



## 3.3 Questions to be explored through further analysis

AFTER COMPARATIVE ANALYSIS OF THE DATA FROM ALL GROUPS , INCLUDING THE COMMUNITY (CO-DESIGN) GROUPS THE QUESTIONS IN SECTION 3.3 WILL BE ADDRESSED IN THE FINAL EVALUATION REPORT, WITH REFERENCE TO THE RELEVANT EVIDENCE AND LITERATURE

### 3.3.1 What are we learning about the applicability of 'behaviour change' theories (e.g. social norming) to the sewer blockage issues?

- Seemingly paradoxical finding - images of different characters in posters do not appear to resonate neatly with different segments.

Unclear if this is due to:

- the ambiguity in the message or the need for a clearer context/explanation;
- because they are too stereotypical;
- or because presentation of a visual 'norm' in the form of a static image, doesn't work very well (compared to a person modelling behaviours, on video)

- Asking people to 'Love their loo' appears ambiguous, and is interpreted in different ways

*"...so does that mean...clean your loo with a wipe?"*

## 3.3 Questions to be explored through further analysis

### 3.3.2 What are we learning about users that is relevant to our ability to involve them in addressing the sewer blockage issue?

- Binning and handling soiled hygiene wipes is seen to be 'taboo'/unthinkable by many - *"You're not going to wipe your bum and then put it in the bin, are you?"*
- Therefore asking people to bin soiled hygiene or potty training wipes appears unlikely to be effective.
- Stated practices and norms around personal hygiene and cleanliness need to be explored further, including attitudes towards *changing* practices and how this might be supported through appropriate free items e.g. introducing bathroom bins ('win a bin?'), liners (with WW wrappers?), dispensers (design challenge?)
- To increase the effectiveness of future campaigns and influence behaviour change in everyday practice, it appears that, from a user-perspective, two contradictory aims – personal hygiene *and* responsible use of water sewage services – need to be *jointly* considered. We sum up this user perspective as follows:  
*"how is it possible to have a clean bum and not block the sewer?"*

## 3.3 Questions to be explored through further analysis

### 3.3.3. How can Wessex Water mobilise local community actors and partners in this type of campaign or other behaviour change initiative - in order to build local resilience?

People seem likely to talk about the issue to others (choosing their own context and methods) if engaged in meaningful conversation first:

- How might opportunities for initial conversations be created?
- What would people require in terms of practical tools and information to support these conversations?

Can key partner organisation be identified (and engaged) *through* individual community actors?

- Which partners and organisations are thought to be the most 'on side', accessible and (potentially) effective?
- What methods of engagement are thought likely to be most effective for these actors/partners?

THESE QUESTIONS WILL BE EXPLORED IN MORE DEPTH DURING ANALYSIS OF THE COMMUNITY (CO-DESIGN) GROUP DATA, AND DETAILED IN THE FINAL EVALUATION REPORT

## 4. Supporting evidence for preliminary findings



## 4. Note on qualitative findings

The following sections contain key findings (Section 4) and learning (Section 5) from the focus group data. The direct quotations included are intended to be illustrative and should not be taken to be representative of the full data set, the whole sample, or of the wider population.

Some quotations have been edited to reduce repetition, verbal fillers, deviation, or interruption, and in this case the missing text is indicated by 3 dots (...). Words added for clarification are in [square brackets]

Most quotations are comments from individual participants, rather than two or more in conversation. It must be borne in mind that all focus groups are conversations and that this has an impact on the contributions of individuals, and the collective sense-making of the topics under discussion. We have not analysed the data from the perspective of group dynamics, or the co-construction of meanings and responses.

Findings from the post-campaign groups report what people were *aware of* in terms of the campaign. While participants were asked, post-campaign, to comment on some campaign materials and activities that they may not have personally noticed, not all aspects of the campaign were addressed in this way. Therefore these findings can be seen as an evaluation of all campaign material, channels and activities.

## 4.1 Is there merit in campaigning on sewer blockages? (1)

- Considerable lack of knowledge and awareness:

- 'Flushability' – a 'natural assumption', especially in the case of toilet (hygiene) wipes. Various lay theories / rationalisations (e.g. thickness, strength, abrasiveness). When considered more carefully, all accepted that its not the same as toilet paper, but many struggled to understand how wipes can be marketed this way.

- Role of wipes in blockages – very few knew.

Main awareness through personal experience of one or more blockages (not necessarily wipe related), some second hand via friends /family.

A few mentioned the 'Watermen' TV series. Some who knew not to flush, weren't sure *how* they knew – instinct/ received wisdom .

- *These are flushable but I wouldn't expect toilet wipes not to be flushable (older adult)*
- *For me it is more the texture, so I think some that have 'put down the toilet', perhaps they feel more papery as opposed to say like the cleaning wipes which are a bit more thicker (older adult)*
- *You hear or you see on the TV or written on the packet where it says 'flushable...so you just take it that you can flush those (parent)*
- *I was very aware probably two years ago about the effects of wipes because of the blockage that we'd had (parent, B&B owner)*
- *I used to put my makeup wipes down the toilet and then our drain got blocked (young adult)*
- *Unless something happens you don't really think about it (parent)*

## 4.1 Is there merit in campaigning on sewer blockages? (2)

Considerable lack of knowledge and awareness:

- Sewer system – generally little idea of what it looks like and how it works, a few lay theories.
- Also questioning as to why Salisbury experiences more blockages than other towns, and offering of possible explanations including:
  - the Salisbury sewer system is old
  - its something to do with the geography of the town (hills, rivers)
- Any knowledge of the system mostly based on own experiences of blockages (including Victorian interceptors, overloaded system in a village, pipe misconnection in a new housing development).

- *I don't think people realise, I think they think the sewer is as big as this room and anything can just swim down it (older adult)*
- *A: Why is Salisbury the worst then?  
B: Not a clue. Why us?  
A: Is it something to do with our system?  
B: It might be our system isn't as good as others (parents)*
- *In Salisbury there's lots of Victorian interceptors that haven't been replaced ...they started replacing them in our road [after a blockage] (parent, B&B owner)*
- *It was a problem with the system anyway – it was just too small – but it's been an additional problem that people have been then clogging up what we do have with the wrong things (parent, village)*

## 4.1 Is there merit in campaigning on sewer blockages? (3)

- WW is perceived as a trusted organisation, in contrast to wipe manufacturers. While some expected WW to try to work with manufacturers, to improve labelling, or come up with more 'flushable' alternatives, others were more 'realistic' about the likelihood of this happening.
  - People are supportive of WW trying to tackle the issue – for the benefit of them as customers and residents, and their community. There appeared to be considerable interest in the issue, and the research. Many took a positive 'problem-solving' approach to the subject, and offered various practical suggestions.
- *You'd probably listen to Wessex Water more because they're the ones dealing with it where the wipes are just out get your money so they won't always be 100% honest with you (young adult)*
  - *Presumably the water companies have spoken to the producers of this stuff... to try and persuade the manufacturers to produce a more soluble product (older adult)*
  - *It's down to Wessex Water I think, it's their problem. You know, they're not going to be able to get any help really I don't think, from the wipes [manufacturers] (young adult)*
  - *I have spoke to people explaining what Wessex Water is trying to do. (parent, observer , written diary)*



## 4.1 Is there merit in campaigning on sewer blockages? (4)

- Most people seem inclined to do the 'right thing', when they understand the problem. A number of people reported their own changed behaviour since attending the pre-campaign groups.
  - Others reported an intention to change, where they felt it was reasonable and feasible to do so. (see 3.3.2, 5.4)
  - Most people are likely to encourage others, especially family members, to 'do the right thing' too. Some, who feel strongly about the issue and the need for change are likely to tell a larger number of people, including friends, colleagues and other social contacts. They generally expect to be listened to and taken seriously, although they would be careful in their choice of place and timing. (see 4.5, 5.6)
- *I don't flush anything down the loo now, any wipes. And I'm more conscious about looking at packaging...and I'm like, 'That's not true' (parent, attended pre- and post- campaign)*
  - *You don't realise what harm it can do by flushing a wet wipe...I have done it before, now I know I've not done it and I really don't think I would ever do it again (young adult, attended pre- and post- campaign)*
  - *I definitely wouldn't put it in a toilet now...I've told people as well; I've actually lectured people ... "Make sure you bag your wipes" (young adult, campaign observer)*
  - *I'm definitely not flushing any of my wipes any more. After speaking to my family they will not either, but I don't think this would have been the case if I had not told them [about] the blockages issues (older adult, campaign observer, written diary)*
  - *I have explained all about the campaign and the damage wipes can do to friends and family. The 8 people who said they flush wipes in the past would never do it again – result. (parent, campaign observer, written diary)*

## 4.2 What worked well for people? Why? (1)

- Local radio: The Spire FM jingle appeared to be very memorable, if possibly annoying, and effective - even those who didn't hear it were impressed by others who described it. Some children have been singing it. It was thought hard to miss if you listen to Spire at home, in the car, or at work, although not everyone listens to local radio. Perhaps less likely to resonate with young adults who may 'flick' through stations.
  - Some people listened to the Spire FM news items / interviews, but mostly those who had attended the first focus group, or were campaign observers.
  - Working with children in schools – universally thought to be a good thing to do. A few had heard about the issue this way via their child, or because they work in a school. There were various suggestions made as to how to extend activities through schools (primary and secondary) and nurseries, and which might be most effective. (see 4.4)
- *Spire FM, it's probably advertised three or four times a day...the tune, the jingle, catches you straight away (older adult)*
  - *It's like "Loo lover, loo lover, loo lover" and then it goes "Face wipes, baby wipes; be smart, don't flush it." So by the end I knew pretty the whole thing. I mean it was playing a lot (young adult, observer)*
  - *My ten year old talks about it all the time, because if she hears it going to school she'll start singing it and then brings up the discussion of, do I not put them down the toilet? So, she's, sort of, learning (older adult)*
  - *My daughter comes home when she sees something at school and she can't wait to tell me and loves to tell you what you're doing wrong (parent)*
  - *I work at a school and when I was talking about it someone mentioned that Wessex Water had come in and given a talk which is a shame because I'd like to have known before (older adult)*

## 4.2 What worked well for people? Why? (2)

- Some posters – if seen by a ‘captive audience’, for example bus stops, outside a busy local shop, in the cinema toilet (although few saw this one all though it was a good idea).
  - *I can’t remember which one it was but it was a massive one on the side of a shop, the one-stop in Bishop Down; and that was a really big poster, literally the size of that wall... They’ve got three posters in there but every guy would read something right in front of them when they’re going to the toilet. (young adult)*
- Some people liked some aspects of the poster e.g. eye catching colours; use of dog to draw attention ; the modelling of ‘good behaviour’; the different images on different posters.
  - *.. they are putting it in a bin which is what they want you to do (parent)*
  - *I think if you just had one it would’ve just blended in to the background but because they were changing – not that I saw them all (parent)*
- Some mentioned that they liked the local focus on Salisbury, and the use of inclusive language (e.g. ‘our’).
  - *I liked the fact that it says “Let’s keep our pipes in Salisbury”. It makes it personal. It makes it feel like it’s our problem. Because things like that normally we kind of push onto other people... something that we all need to do to protect our city (young adult)*
- Messages explaining the problem WW faces and what can happen to them, and their neighbours, family, friends - and their city. Although these were largely delivered, or explained, in the groups themselves, a few had read articles using this approach (Salisbury Journal, WW magazine, Love your loo website).
  - *It makes it more personalised so we’re thinking about our town ...so it might sink in...obviously we’re caring about our local community (parent)*
  - *I thought that doing the discussion groups were good...making us aware that word of mouth would probably spread a lot easier than some of the campaign stuff (older adult)*

## 4.3 What didn't work for people? Why? (1)

- Lack of reach and visibility of the campaign - most **new** focus group participants had not noticed much of the campaign, and the same was true for some repeat participants and observers, who felt that they had to actively seek it out.
  - Some comments about lack of 'presence':
    - not that many posters around the city (most observers noticed one or more posters, but few others did, or didn't realise what they were for).
    - no WW staff on the streets
    - no activity in the city centre, or at big events
  - Very few participants had heard about the 'Cash for Christmas' promotion (only one, a parent of young children and a campaign observer, had been along and made the pledge).
- *I knew absolutely nothing about this campaign until I came here tonight or when the [recruiter] mentioned it (young adult)*
  - *I barely saw anything at all over the whole four weeks... I was really excited about doing the diary, which is stupid, ...thinking I was going to see loads of stuff...one poster in four weeks (older adult, parent, observer)*
  - *I was quite disappointed ...it seemed to be two or three weeks before I even saw it in the journal. I thought there was going to be loads of things going on... I expected there to be a much more visual campaign, as in, almost like a roadshow-type thing (older adult, parent, observer)*
  - *If I hadn't been to this meeting... I don't think if I'd seen the campaign and was flushing them - I don't think I'd change it because I wouldn't realise what a problem it is (young adult)*

## 4.3 What didn't work for people? Why? (2)

- Poster design – context and aim ambiguous:
  - Generally thought to be too wordy and poorly visible at a distance
  - Key message not clear - focus felt to be on wrong statement (HAND) - most thought it should be WIPE
  - Confusion with anti-littering ad (on buses) or 'catch it bin it' flu posters (on toilet doors in flu season)
  - Not clear it's about bathrooms/toilets (e.g. Matt the only one thought to be in a bathroom; Barbara thought to be cleaning up after her dog)
  - Wipe image variously interpreted as a tissue, paper, a doggy bag, a shirt
  - 'Jolly' colourful style and images of smiling people doesn't reflect that there's a serious problem
- News articles – few had seen them, felt to not be 'eye catching' enough, very few were likely to read them in full (unless like the observers they were already interested /'primed'). A couple had noticed the 'i-pad' reference but did not follow it up, either because they didn't have time, or didn't see the relevance. Few read the WW magazine.
  - *It's small and it's long-winded. Like if you were driving or something there's no way you're going to see that (older adult)*
  - *People are so rushed and walking past...it's not shocking and I think it's not catchy enough for you to stop (young adult)*
  - *Just got the 'hand it to Sarah' is big and then you've got the 'bin the wipes' really small, haven't you? So like you say, if you were driving along all you'd see is 'hand it to Sarah' (parent)*
  - *It says, she bins her wipes but from that you just think it's baby wipes, so it doesn't say anything about toilet wipes (older adult)*
  - *Yeah, you think it's more like a littering problem, like make sure you put your rubbish in the bin, rather than anything to do with toilets because there's nothing to do with toilets on that (young adult)*



Just before Wessex Water's campaign, we found that other organizations were running related campaigns in Salisbury, using similar slogans and images. (The bus displays a campaign inviting people to bin their chewing gum. The Chewing Gum Action Group (CGAG) is a joint initiative supported by Defra to assist local authorities to change the behaviour of gum-droppers through local campaigns.)

## 4.4 In people's view, what could be done differently? (1)

- Poster design – streamline text and clear contextualisation:
  - Make it clearer, it's in a bathroom, about the toilet, and about a problem with toilet wipes specifically
  - WW logo should be more prominent to give a shortcut/clue to the issue (see also 4.1 on trust )
  - Male and female versions of the same poster – more impact?
  - Could do more with the 'love your loo' strapline, by making it more prominent
  - Should be 'hard-hitting' (but see 5.1 on use of images)
- *Make the posters more punchy and more toilet wipe related (older adult)*
- *But I think it needs to be something more to do with the toilet and the wipes that you use to wipe your bum (young adult)*
- *The "Wessex Water" is quite small so you wouldn't look at and think it was Wessex Water immediately because you don't look at that banner at the bottom, your eyes are drawn to the picture (parent)*
- *If there were two versions of each of the posters, one with a male and one with a female, I think that would be more effective especially if they made the backgrounds the same colour because you'd walk by one and see Sarah and then just down the street you'd see Sam and you'd go "Hang on a second, what?" (parent)*
- *Maybe "Love your loo" - it's at the bottom - maybe that should be more... maybe at the top or something (young adult)*

## 4.4 In people's view, what could be done differently? (2)

- More carefully positioned posters – to take advantage of 'captive audiences' e.g.:
    - pub/club toilet doors (young people)
    - leisure centre (families)
    - bus stops (older adults)
  
  - Work more (or differently) with schools:
    - Pass flyers through books bags in primary schools and nurseries – most parents will read them, and engage in conversation with their children (a few were parents of primary age children and had not seen these)
    - target younger teenagers (especially girls)
    - work with secondary school Eco teams
    - enlist young students and teenage 'mavens' to target their peers, parents and the wider community
- *Yeah it's like eye level, that's what you see. But I suppose if it was on the street on a lamp post...or a bus stop you would just walk past it. I don't think you would notice it as much (parent)*
  - *[I] walked past it [billboard] a few times without even realising (parent, observer, written diary)*
  
  - *Every mum reads the book bag no matter what leaflets are in there... if I'd have seen one of those [flyers] in the book bag I'd have remembered it (parent)*
  
  - *It should be coming into secondary schools because I think the teenagers... they're the kind of wipe generation, aren't they?... teenagers are really good at launching campaigns... they're very good at getting their peers on board ...they like it even more if they think that they're on the good ship and they're changing their parents whose behaviour is bad. They love that (older adult, teacher)*



## 4.5 In people's view, what should be added? Why? (1)

- Need to 'scale out' the campaign, through a wider media and activities. Three campaign observers had seeing/shared something on Facebook/Twitter and some people thought more could be done with social media.
  - *They should have tied in with a big local event...light switch on...there were thousands of people in that square, all in one go... It's things like the lantern parade tomorrow. Massive captive audience (older adult, observer)*
- Tying in with local events is a good idea – there were some 'missed opportunities' (lantern parade, Christmas lights switch on).
  - *Have little tables...on a market day maybe...entice people over ...give away free things. / Give out – I don't know – bars of soap or something (two young adults)*
- Need to have a presence on the streets, engage people in conversation, give out goody bags.
  - *I thought that people would be going around – Wessex Water with clipboards ...I didn't see any of that and I was surprised to be honest (young adult, observer)*
- Visual demonstration of the problem with wipes not dissolving, or getting stuck in pipes (none had seen the 'shake test' video, or the schools talks using this approach).
  - *If when I went to go onto my [online] account to look at my bill it came up with more in your face [information]...but it needs to be an active, 'You've got to read this box' (parent)*
  - *Or even just advertising on the envelopes for the bills so it's like subliminal (parent)*
- Add other, more standard, campaign activities (mailshots; freebies through the post; information with bills or payment books).

## 4.5 In people's view, what should be added? Why? (2)

- Many participants wanted more provision of key information, which they could make sense of, and use to talk to others. Need to be *candid* about the problems faced by WW:
  - the role of people and wipes (challenge 'flushability')
  - 'non-ideal' sewers (inc. local issues, FOG problems)
  - costs of dealing with blockages (and potential savings, even if collective rather than individual)
- There were several suggestions about potential work that could be done with interested parties (e.g. plumbers, B&B owners, property/rental agents) or trusted intermediaries (e.g. midwives).
  - *A: So if it was aimed at Salisbury then they've probably got the statistics of how many incidents have been in Salisbury. So if you know there was lots of stats you'd be more keen to keep those stats down and not let it happen to you...*
  - B: But then I would be wondering whether those stats were real or whether they were just figures that water companies want to pass on*  
*(two parents)*
  - *I've always wondered why the sewerage charges were higher than the actual water usage charges but it doesn't say anything on there as to why* (parent)
  - *And if they said how much it cost them just for Salisbury per year sorting out blockages and things like that, because then we could go, "Ooh, oh that's a lot of money, how much could we knock off my bill if by doing that?"* (parent)
  - *Why couldn't all the local midwives just hand out information on it when they do home visits, because by the time you're home you're maybe going to retain information a bit better than when you're in hospital* (parent)

## 4.5 In people's view, what should be added? Why? (3)

- Groups like this help people to understand the issues, and give an opportunity to ask questions.
  - Passing on the message via 'word of mouth' can be efficient and effective.
  - For some people talking about the groups, and their involvement in the research, became a natural reason to talk to other people about the issue.
- *If I hadn't been to this meeting... I don't think if I'd seen the campaign and was flushing them I don't think I'd change it because I wouldn't realise what a problem it is (young adult)*
  - *It's probably better advertising bringing them here, campaign in here, than it is the posters...it spreads the word...for every six coming out of here you're going to sell six each again. How many people have seen the poster? (older adult)*
  - *We probably had more effect from talking to my colleagues about it, trying to find out if they'd seen anything, than there was the stuff that was out there (older adult)*
  - *I think people are quite interested ...to find out what it was for and what you spoke and about and what you'd learnt (young adult)*

## 5. What we are learning



## 5.1 What campaign messages resonated with people? (1)

- “Love you loo” has some ‘stickiness’, but is ambiguous – need to contextualise, i.e. in direct contrast to “bin (your) wipes”. (‘Bin wipes’ has the advantage of a double meaning – i.e. ‘ditch them’). It might resonate more if it were more visible, or represented in a more graphic form.
- “Loo lover” jingle seems very sticky, and people are likely to pay attention to the message in the song.
- Some slogans that weren’t used in the campaign were used by participants to describe the messages in the campaign, indicating some exposure to previous campaign or information material, and /or resonance of these phrases, including “Bag it and bin it” and “the 3 Ps”.
- Some contradictory evidence on images: positive images may be preferred in public places, but shock tactics may be accepted in more ‘private’ contexts (own home, social media) or where the images can be explained and set in context (presentations, or discussion groups). See also 5.4 (3).
- *Maybe just put like the shock factor, you know, like you have on cigarettes and things, like the man with the tumour ...have something like that .... on your water bill (parent)*
- *I think you need something to shock and you need something that can go onto YouTube and goes viral (older adult)*

## 5.1 What campaign messages resonated with people? (2)

- Salisbury focus 'brings it home' – 'caring' about their city. This type of message appears to appeal to a sense of collective responsibility for some people (several made a comparison with not flushing toilet paper on holiday).
  - *It makes it more personalised so we're thinking about our town rather than it being a national thing. So it might sink in...we're caring about our local community (parent)*
  - *A: If you live in Salisbury and you read that you think "Well, I need to look after Salisbury because that's my town"*
  - *B: Yeah exactly, "My pipes; my town" (two young adults)*
  - *When I've gone on holiday with friends ...and they're like, "Oh, I'm not putting it in the bin, that's disgusting". And it always really bugs me because it's like, well, okay, you can put that down the toilet but you don't have to deal with the consequences there? It's like the local people that have to (young adult)*
- Finding out that blockage rates were higher in Salisbury was a strong motivator for some:
  - *I read that .....they have one blockage in Salisbury a day and Salisbury was recorded as the worst...this made me angry – that we're the worst ... I don't like the idea of Salisbury being the worst. I was shocked to actually hear that. So maybe [the focus] should be on that. (parent)*

## 5.2 What do people think would resonate with other people *they know*?

- Messages about protection from the harm of blockages – ‘caring’ about people you know.
  - *You care about those people, like family and friends and that, so you don't want them to have a toilet explode (young adult)*
- Presentation of meaningful, candid information (including number of blockages and costs, and ‘non-ideal’ aspects of sewer system) within group setting conveyed “*why we should care*” and contextualised images of the problem:
  - i.e. wipes in toilets → blockage in sewer → mess in garden → clean up costs  
(While we have evidence that this narrative was persuasive when presented within group context, it is likely to also be relevant for a well-designed flyers that can be passed on to others)
  - *A: The people that I spoke to were quite shocked about the statistics that you said about... was it 90% [caused by people ]? ...*  
*B: People were really shocked that it was down to us why all these blockages were happening (two parents who attended the pre-campaign focus group)*
- Countering “misinformation” of wipe manufacturers around the contested notion of ‘flushability’.
- Communicating with people at ‘moments of catastrophe’:
  - individuals, when they experience a blockage and neighbourhood, with well designed materials
  - ‘victims’ may help with this, if supported to do so by Wessex Water

## 5.3 What have we learned from people about the effectiveness of the posters?

- May work best when there is a 'captive audience' (inside venues, on bus stops, where people queue) AND/OR they are instantly understandable (on the street).
- Images of different types of people don't 'speak' that clearly to different groups of people when the message itself is unclear. (NB there may be additional reasons for this – see 3.3.1 on paradoxical findings)
- A more prominent display of the Wessex Water logo could help people shortcut to the topic and context, as it is generally recognised (blue = water).
- There is a need for 'critical mass' for people to notice posters – size helps. But location (public bathrooms, bus stops) may be more important given the time it takes people to read the text, process the information and understand the message(s).
- They may lose their effectiveness over time - need to repeat the message. Conversely, may also need to change certain messages (e.g. the jingle) as they become overly familiar and/or annoying.



## 5.4 Were there any striking differences across the 3 focus group subsamples? (1)

- Parents felt that potty training/toilet wipes are likely to be more of an issue than baby wipes. Most would not think about flushing baby wipes, as they would put them with the nappy, in a nappy bag, in the bin.
  - *When you're doing a nappy you've got a nappy sack, you tend to have it all there ready don't you?*  
(parent in general group)
- Toilet/potty training wipes seem 'different':
  - They work well for young children who are learning to wipe
  - Children can use them unsupervised (easier for parents than checking)
  - Children are 'trained' to use toilet paper, and parents need to (re)train children to bin wipes
- *She needs her bottom wiped, and sometimes the toilet paper just doesn't cut the mustard*  
(older adult, talking about her niece)
- *You're trusting your child to go to the loo by itself, to wipe its own bottom. They're going to put it in the loo because that's where they see you put toilet paper* (parent)
- *My little girl uses them because she's been toilet trained for just over a year now but we don't want to give her toilet roll yet because she just tends to throw it so it goes everywhere, but she quite likes the toddler wipes .... she learnt quite quickly not to put them down the toilet...she's got her own bin next to the toilet*  
(parent)

## 5.4 Were there any striking differences across the 3 focus group subsamples? (2)

- Make up wipe use cuts across all groups. Teenager's disposal habits are largely unknown, even within families. Some parents suspect they flush (especially younger teenagers who are not as 'clued up' and more self-conscious).
  - *I've got a daughter who uses the makeup wipes... sometimes she does [her makeup] in front of the mirror in the bathroom... I might put a little bin in the bathroom as well, just to make sure she doesn't [flush them].... I suspect my daughter is to be honest...she's a bit lazy really, so she'd just bung it down the loo (older adult)*
  - *My other friend at work...was telling me that she went out to her washing line and saw a blockage in her drain and there was wipes and everything coming out of it. But she says she doesn't do it but she thought her teenage daughter might flush her make-up wipes down, so obviously she's going to sort that out (older adult)*
  - *I've not got a young girl, but twelve, thirteen, up I'd have thought they'd be using make-up wipes because they're all wearing make-up...I think they'd be more likely to stuff them down the toilet ... because they would be less responsible. Once you get to sixth form they're probably a little bit more savvy (parent of younger children)*

## 5.4 Were there any striking differences across the 3 focus group subsamples? (3)

- In the data there are calls for both visual 'shock tactics' (see 5.1 (1)) and more information-led messages, across all groups, with no identifiable demographic pattern .
- There seemed to be more calls for the use of shocking images and/or statistics, from those who:
  - knew about the campaign beforehand
  - had already been exposed to some 'shocking' images (toilet overflowing, sewage and wipes round a manhole) and statistics (the proportion of sewer blockages caused by people)
  - and had had time to consider how this type of image might be used.
- *The poster has no shocking element to it at all and then when you actually go on the website and read how bad it is, that's what makes you – for such a massive problem, they haven't put it on the posters at all (young adult, campaign observer)*
- *A: And you need to be a bit more graphic ...*  
*B: You don't really want to see someone wiping their bum do you?...when I saw the picture I was just like, oh god, like I don't want to be the one that causes your garden to go hideously horrible so I've stopped [putting oil down the sink]. However it was the picture, and maybe the other people round the table would make me feel really bad. But it was the picture mostly.*  
*C: The picture, was the trigger. But also as you say there were people in the room.*  
*(three older adults, observers)*

## 5.5 What did we learn about local partnering?

- Local radio seems very effective – especially the jingle (created by the radio team)  
Data suggests little evidence about people noticing other radio activities, including the Cash for Christmas promotion.
- Schools work is expected, welcome and people think it could be extended and developed further (especially in secondary schools, working with young teenagers).
- People think there is potential to partner with relevant professional groups through their professional or trade associations, for example plumbers & other domestic trades, midwives and health visitors, B&Bs (in addition to schools and nurseries).
- Other potential partners mentioned were property or rental agencies which could reach people when they move home, particularly young people.

THE FINAL EVALUATION REPORT WILL EXPLORE PARTNERING IN MORE DETAIL, WITH REFERENCE TO FINDINGS FROM THE COMMUNITY (CO-DESIGN) GROUPS

## 5.6 What are we learning about engaging with people at the community level?

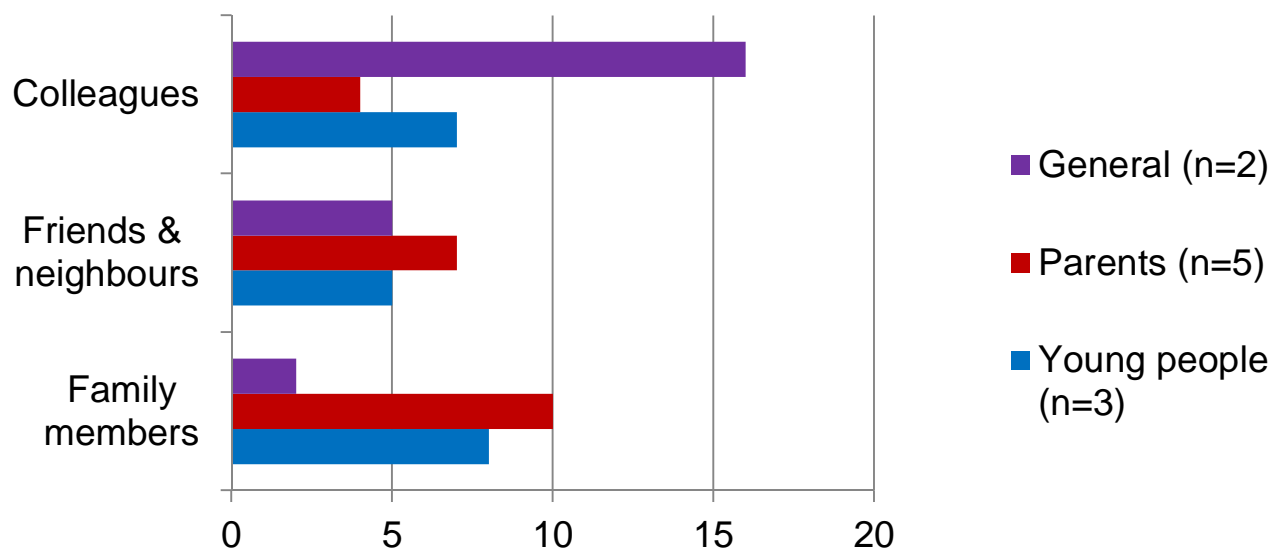
- Group conversations:
  - can be enjoyable (social learning) and 'sticky' in terms of messages
  - are valued for the transmission of information and the opportunity for a dialogue
  - groups become an activity about which participants speak to other people (thereby indirectly passing on the message) in a fairly natural way (rather than 'forcing' the conversation)
  - *I think people are quite interested when you say – when we first came we didn't know what it was about and you sort of said "I don't know what it is and we're going" but they were really interested to find out what it was for and what you spoke and about and what you'd learnt (parent , attended pre-campaign group and returned post-campaign)*
- Some engaged people are very keen to help ('natural talkers') . Some have wide social networks and are likely to disseminate through them *particularly* if engaged in this role and supported to do so – with well-designed tools including learning activities that engage them, information materials and free items.
  - *I run a charity shop ...cleaning wipes for us are a godsend. So whether it's a baby wipe, a proper Dettol domestic type wipe, we use them all and we go through a packet a day... like all of my volunteers, we bin them. But it's easy to go, 'Do you bin all your wipes at home?' Because it is just a link for me. So, it feels quite a natural conversation (older adult, campaign observer)*

Much of this 'diffusion' is likely to be in person, via word of mouth, with some use of social media.

**THE FINAL EVALUATION REPORT WILL EXPLORE DIFFUSION OF MESSAGES IN MORE DETAIL,  
WITH REFERENCE TO FINDINGS FROM THE COMMUNITY (CO-DESIGN) GROUPS**

## 5.6a Reported diffusion, after first group/workshop and/or campaign

This chart is a snapshot of participants in round 1 focus groups (pre-campaign) who returned in round 2, and who they diffused the message to in between.



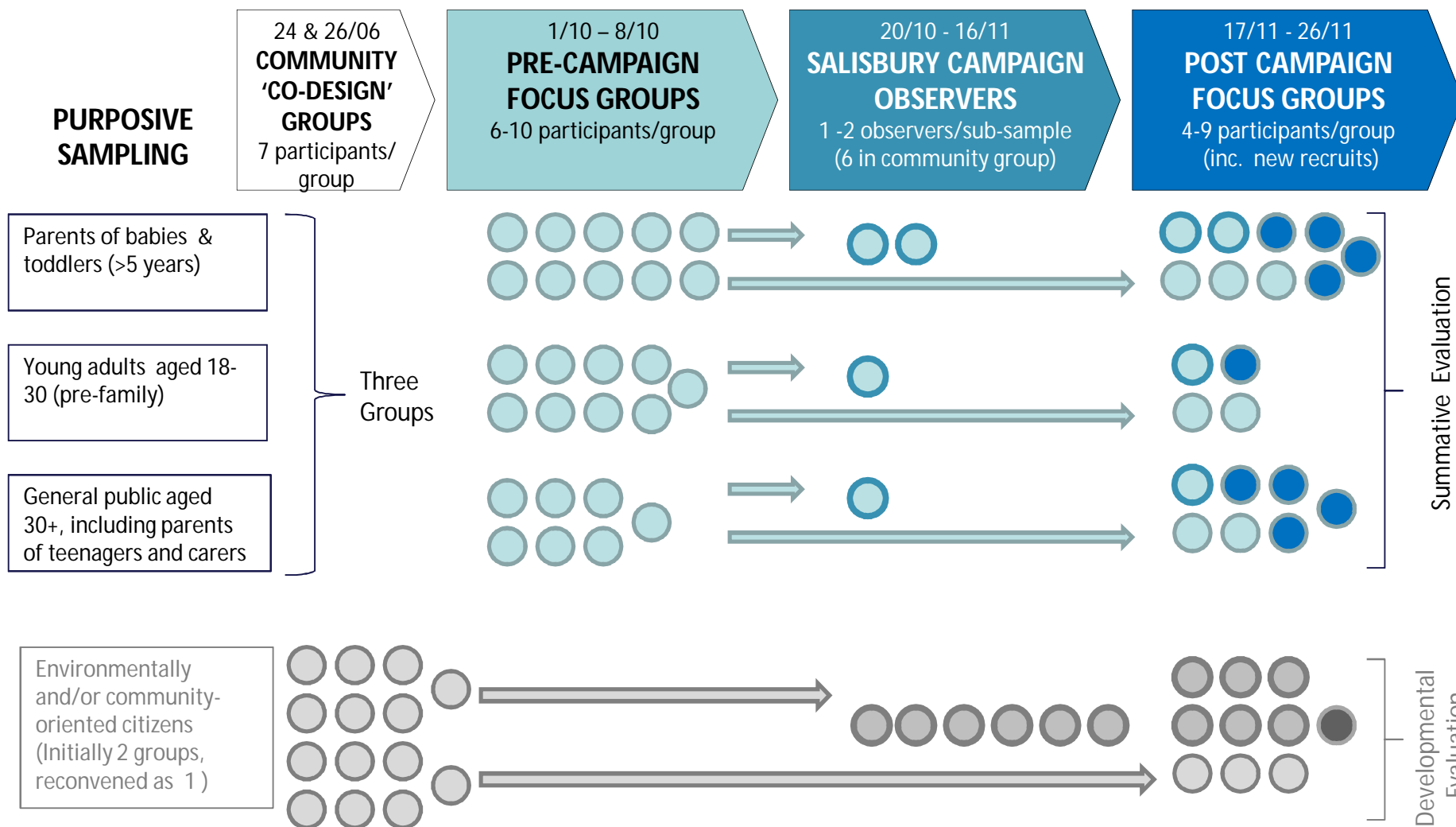
NB All figures are 'raw', not averages or proportions (Total approx 62, av. 9 pp) and are a sum of those reported in discussion activities in each group.

The actual number of people spoken to may have been higher, where people could not give an accurate number for each category, or where they focussed on those who they knew had changed their behaviour. One parent observer noted in her diary that she had spoken to 32 people, 24 of whom didn't flush wipes, and the remaining 8 agreed to change their behaviour - see 4.1(4).

## APPENDIX A1 - Sample information



# A1.1 Sample over pre and post-campaign data collection





## A1.2 Recruitment criteria for focus groups

### Requirements:

- All users of wet wipes, specifically those used in bathrooms, i.e. at least one of: baby wipe, make-up, antiseptic/body wipe, cleaning wipe, hygiene /toilet wipe
- All residents of specified Salisbury post codes (served by Petersfinger)
- All on mains drainage (not septic tanks)
- All resident in Salisbury for the duration of the campaign, and willing to be re-contacted for focus group in November
- Some to have personally experienced a sewer blockage, or know someone who had

### Excluded:

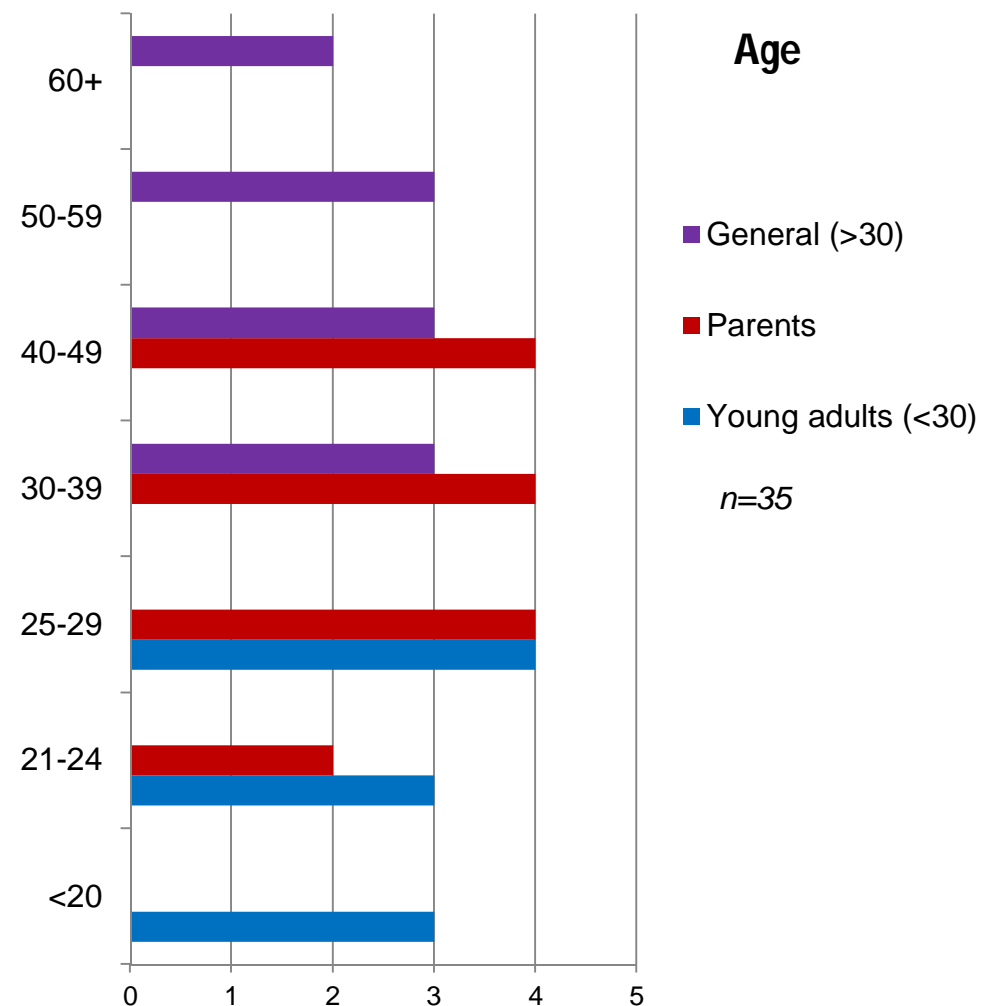
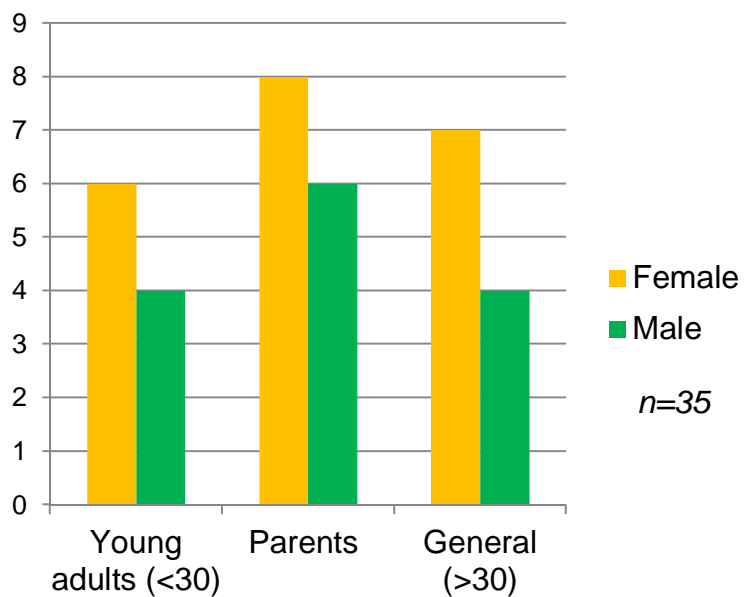
- Those who have participated in research in previous 12 months, or knew someone participating in this project (including 'co-design' groups)
- Employees of water companies/consultants, journalists/media

## A1.3 Sample by demographic groups

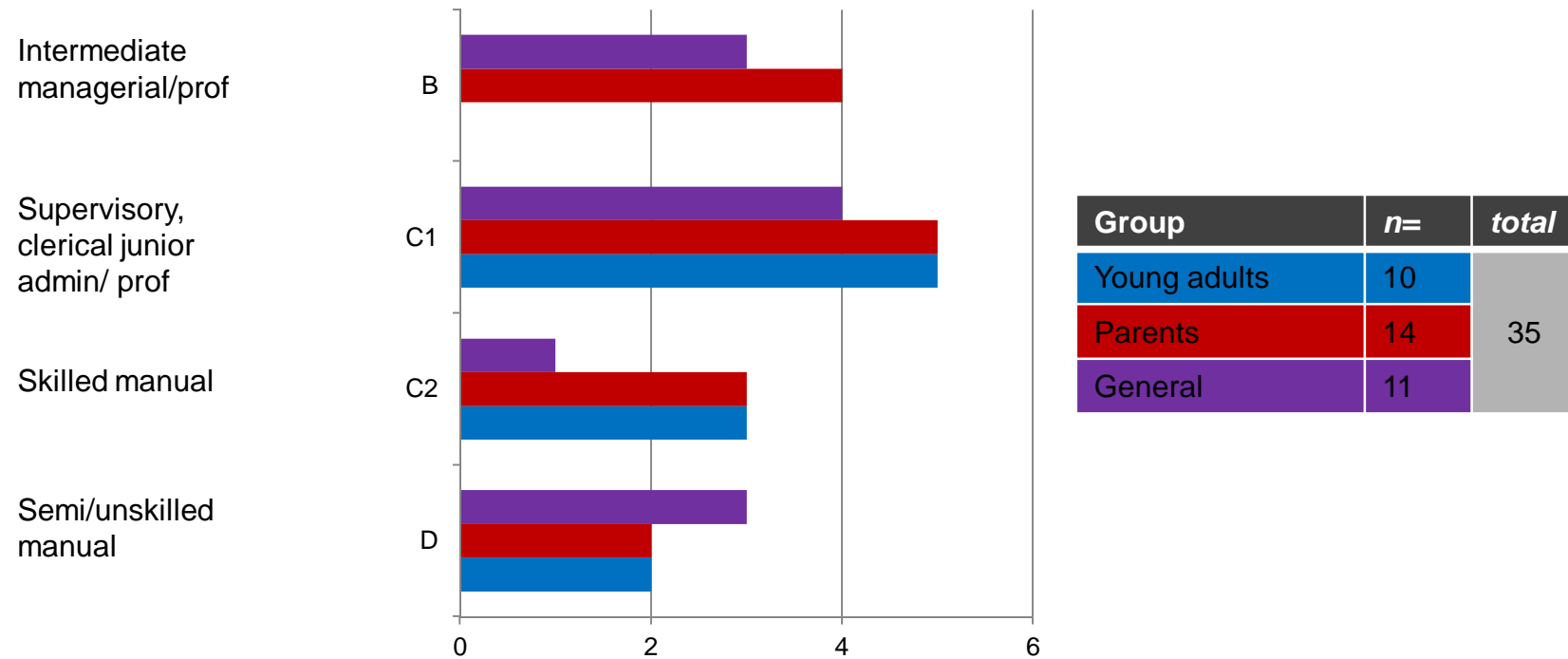
Group	<i>n=</i>	<i>total</i>
Young adults	10	35
Parents	14	
General	11	

## A1.4 Sample – by gender and age

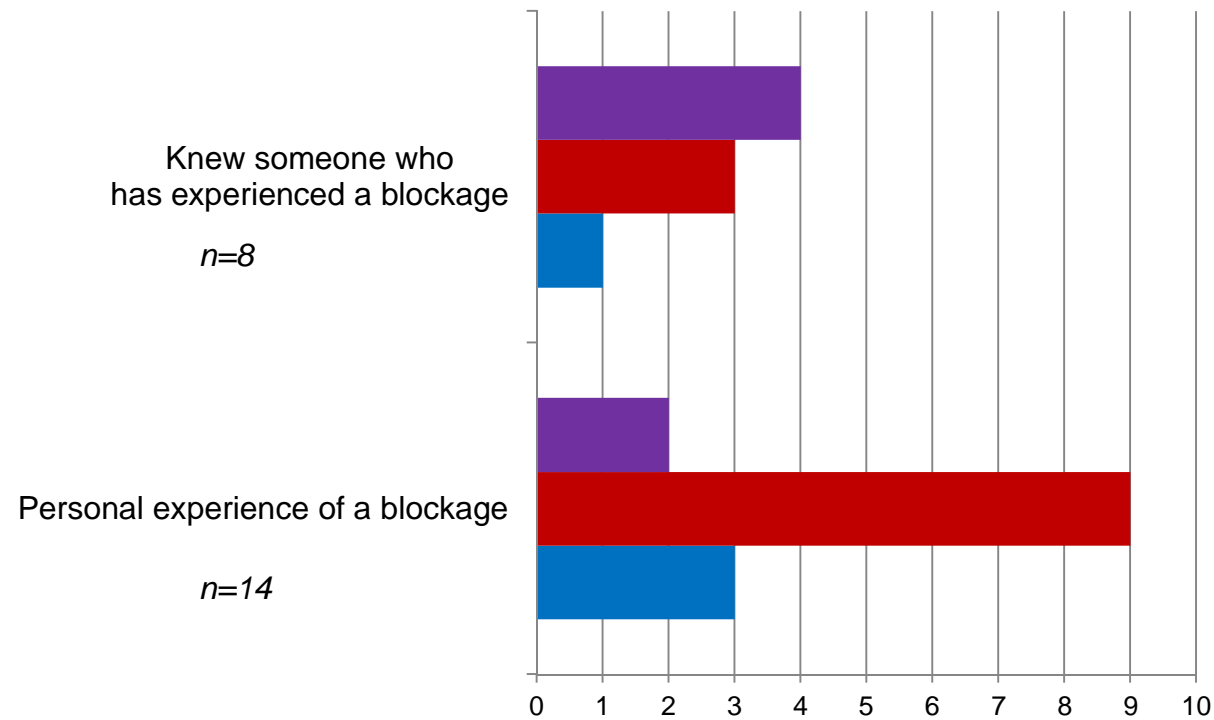
Group	n=	total
Young adults	10	35
Parents	14	
General	11	



## A1.5 Sample – by socio-economic group

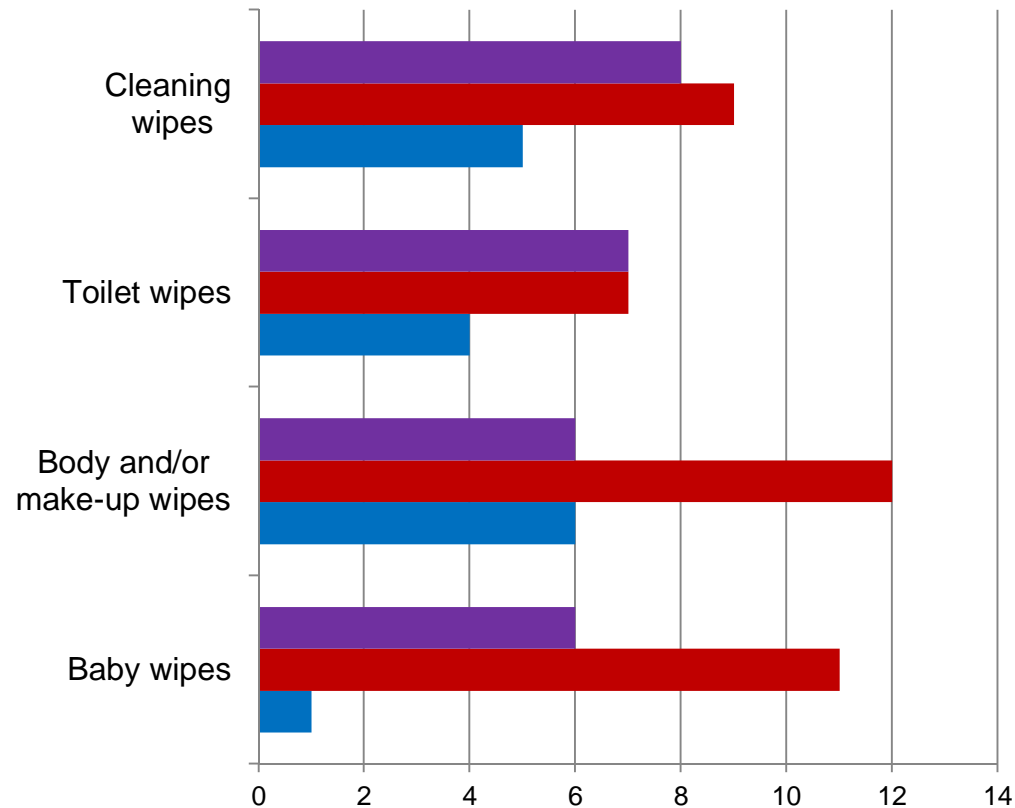


## A1.6 Experience of blockages



Group	n=	total
Young adults	10	35
Parents	14	
General	11	

## A1.7 Household use of wipes



Group	<i>n</i> =	<i>total</i>
Young adults	10	35
Parents	14	
General	11	

## APPENDIX A2 – Methodological considerations informing design of evaluation activities



## A2.1 Approaches to evaluation

Evaluation aims	Objectives	Key audiences	Research aims	Typical approach
Summative	Has the intervention <b><i>achieved its intended outcomes?</i></b>	CFO & decision makers	Confirmatory	Quantitative
	<b><i>How</i></b> has the intervention achieved its intended outcomes, or why may it not have done so? – <b><i>Testing hypothesised theory of change</i></b>	Decision makers & designers	Confirmatory	Quantitative
	<b><i>How</i></b> has the intervention achieved its intended goal, or why may it not have done so? – <b><i>Exploring variables affecting effectiveness of the intervention</i></b>	Decision makers & designers	Exploratory	Qualitative
	<b>What are people’s perspectives on the intervention?</b> And, in light of their other life experiences?	Decision makers & designers	Exploratory	Qualitative
Formative	How can the <b>effectiveness</b> of the intervention be <b>improved?</b>	Decision makers & designers	Exploratory	Qualitative
Developmental	How can decision makers <b><i>build on and scale</i></b> future interventions?	Decision makers & designers	Exploratory	Qualitative



## A2.2 Comparison of research methods used ...

... to evaluate the use of a mass media campaign as a means to manage sewer blockages

		Research question	Method	Limitations
Summative	Confirmatory	Has the use of the mass media campaign reduced sewer blockages in the community?	Longitudinal quantitative measurement of sewer blockages	No explanation of outcomes
		Was the community population exposed to the mass media campaign's range of different channels of communications?	Longitudinal, cross-sectional population-based survey of recall of different campaign elements	Does not test outcomes
		Was exposure to the campaign associated with attention and cognitive impact of the campaign, knowledge related to campaign content, and wastewater-related cognitions and behaviour/intentions?	Longitudinal, cross-sectional data permits conclusions about correlation (Matched-sample data permits conclusions about causality, this was not used here)	Only tests behavioural intention
Formative & developmental	Exploratory	<b>Was the community population previously exposed to campaigns related to the issue?</b>	<b>Qualitative data permits finer-grained understanding and clarification of the above population-level outcomes</b>	<b>Does not test outcomes</b>
		<b>What issues, experiences and perceptions may have affected outcomes– i.e. citizens' exposure to the campaign; their attention to and interpretation to campaign channels, content and sender; knowledge related to campaign content; campaign-related behaviours (e.g. peer-to-peer communications) ; and wastewater-related cognitions and behaviours/intention?</b>	<b>Qualitative data permits finer-grained understanding and clarification of the above population-level outcomes</b>	<b>Does not test outcomes</b>

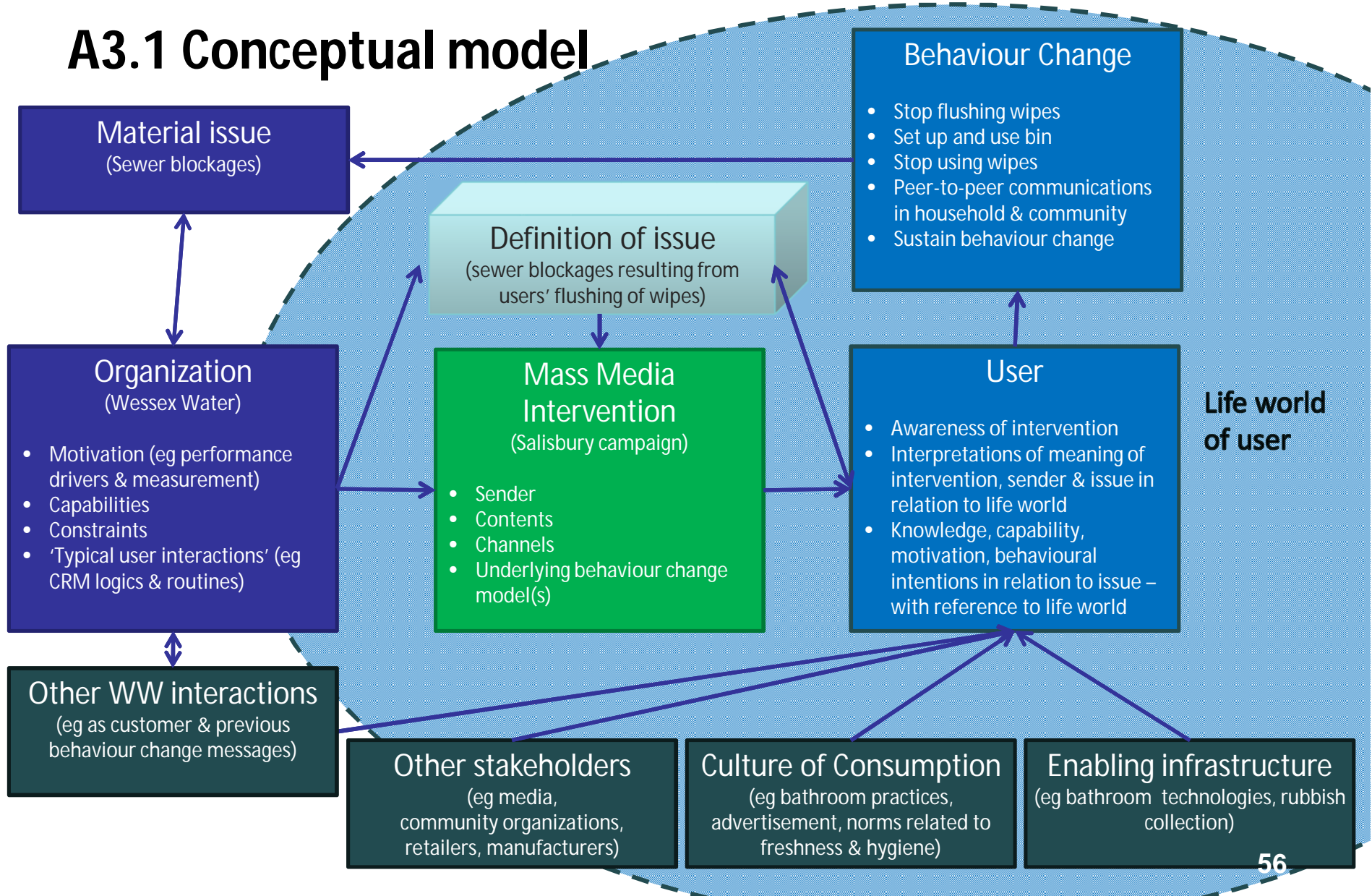
## **APPENDIX A3 – Conceptual model underpinning campaign evaluation activities**

Slide A3.1 presents the overall conceptual model informing campaign evaluation activities, as informed by published behaviour change research.

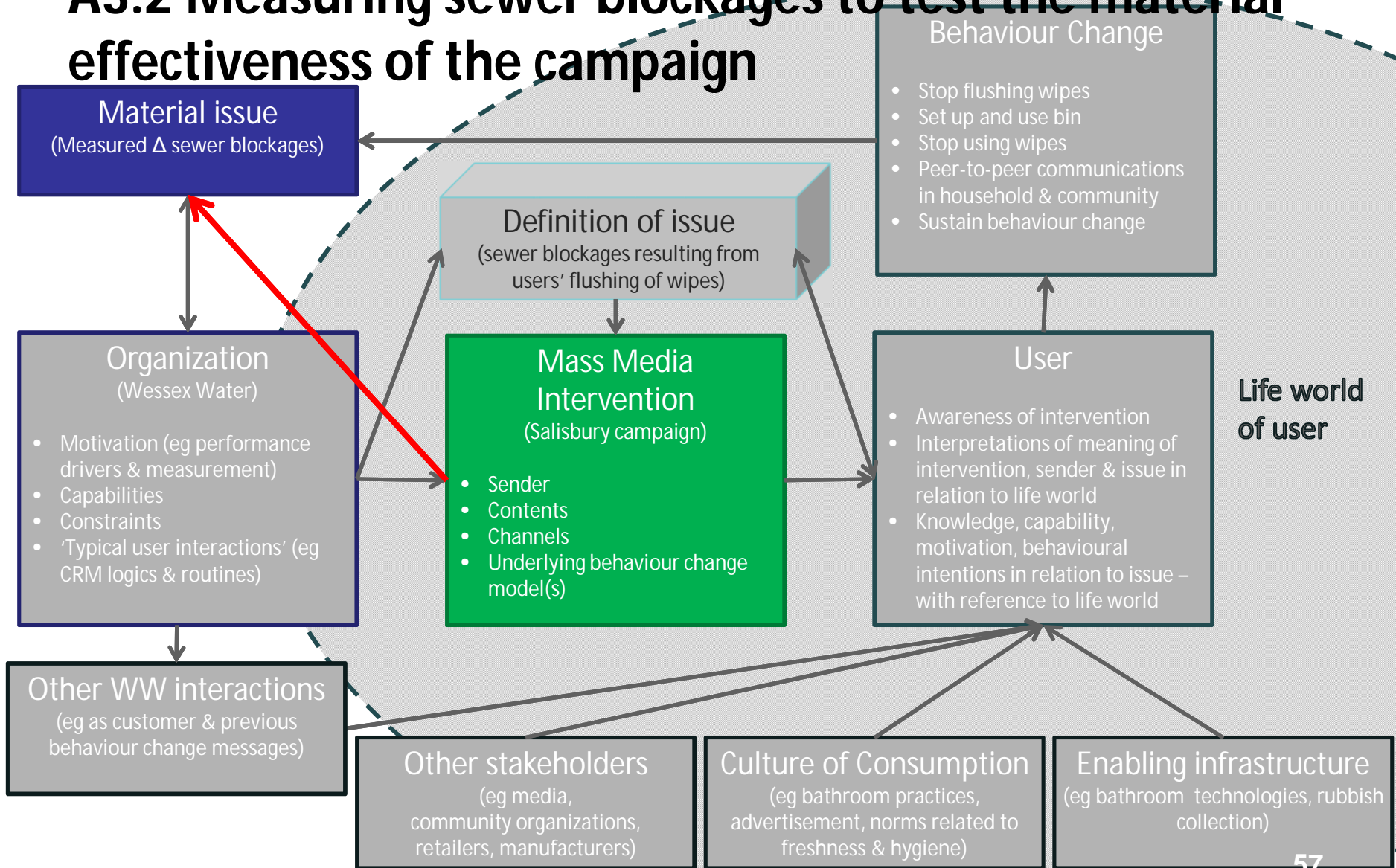
Slides A3.2 – A3.4 highlight which aspects of these models are tested by the three different research methods employed in this evaluation, with slide A 3.4 focusing on the focus group research.

Slide A3.5 maps how pre- and post-campaign focus groups explored the research questions

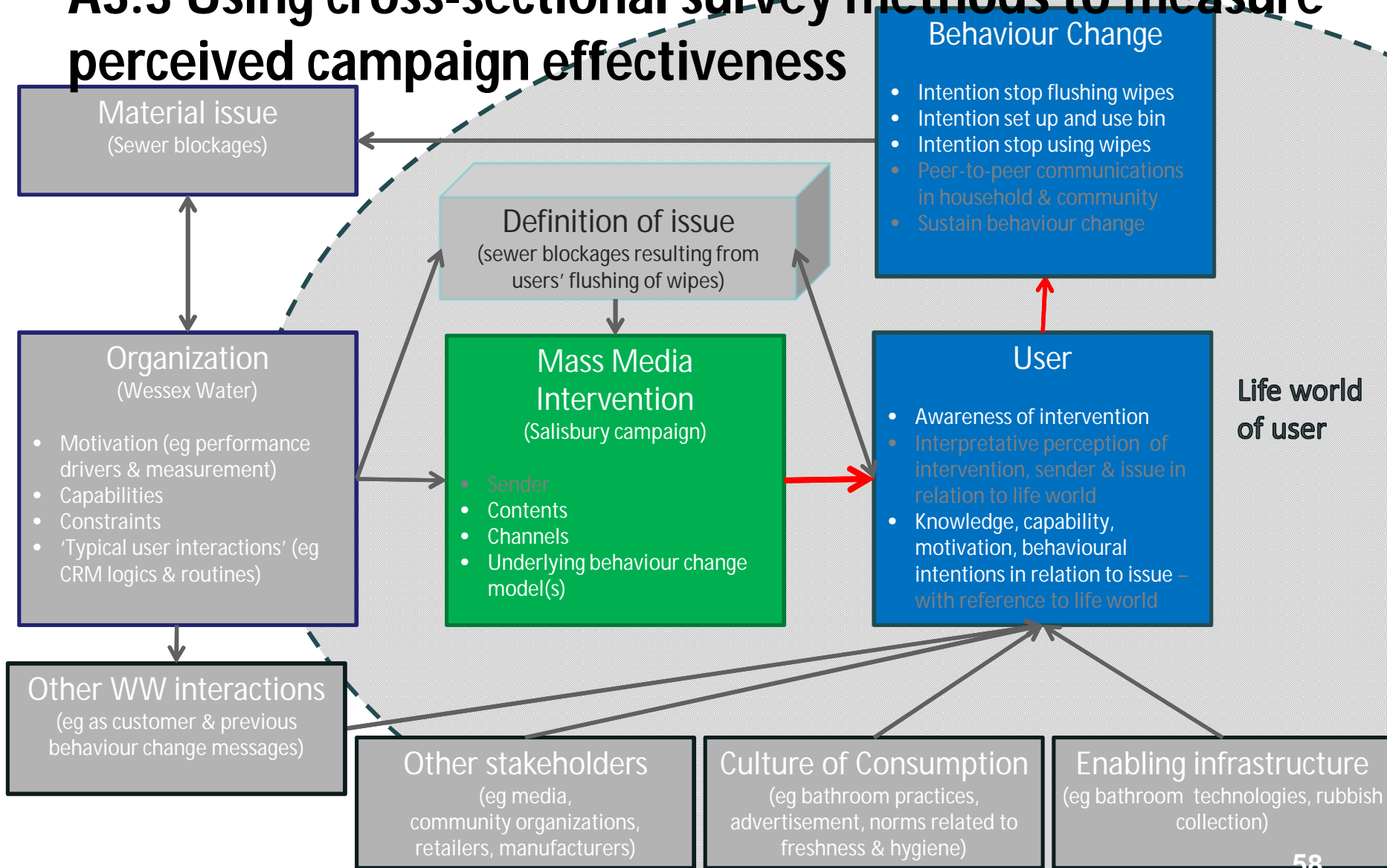
# A3.1 Conceptual model



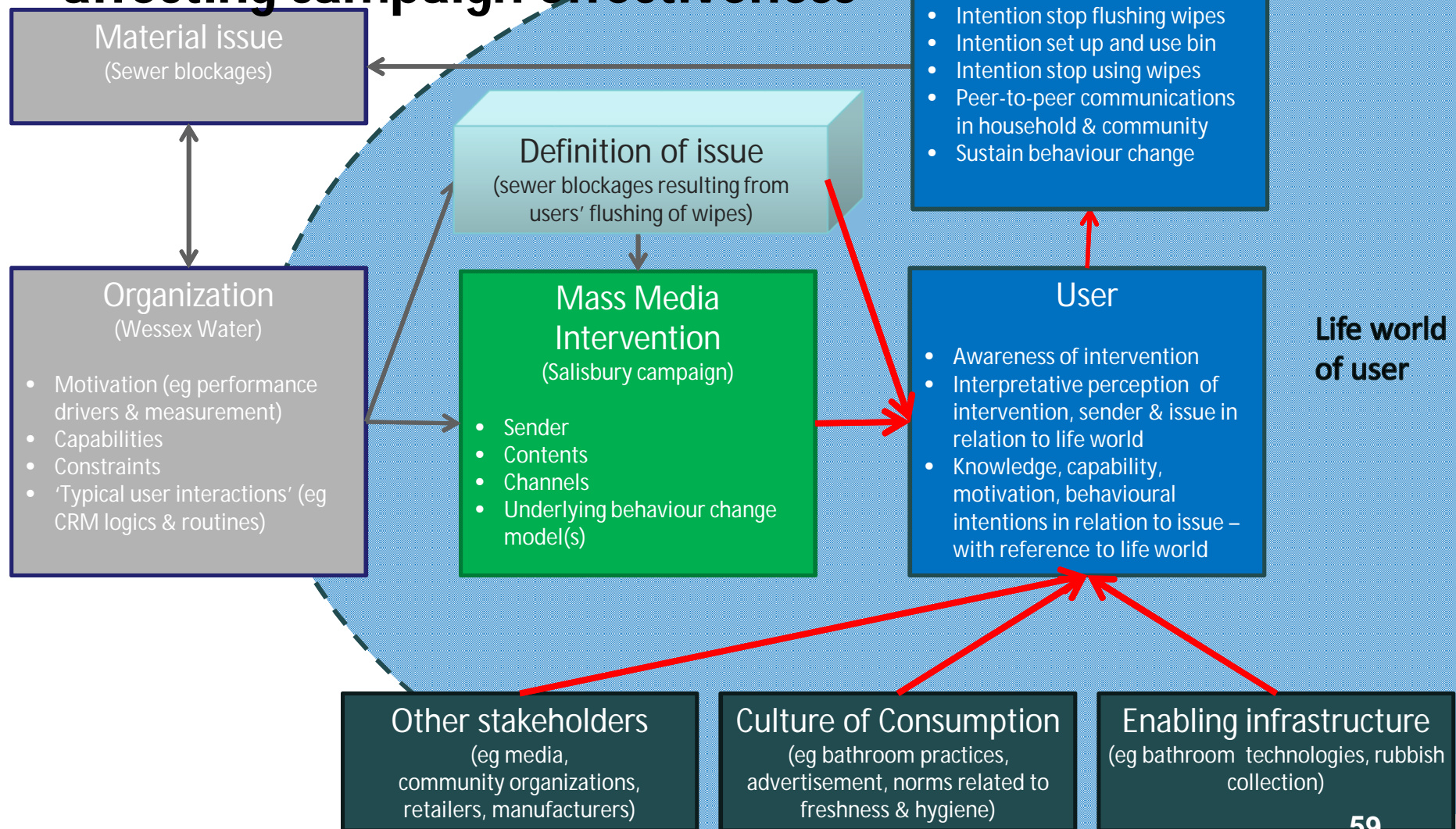
# A3.2 Measuring sewer blockages to test the material effectiveness of the campaign



# A3.3 Using cross-sectional survey methods to measure perceived campaign effectiveness



# A3.4 Using focus-group research to explore issues affecting campaign effectiveness



## A3.5 Focus group data collection

Research question	Illustrative focus group themes	Pre-campaign	Post campaign
Wastewater-related cognitions (knowledge, motivation, self-efficacy) and behaviours (intention to act)	<ul style="list-style-type: none"> <li>• Knowledge about disposing/flushing products down the loo/sink (&amp; impacts)</li> <li>• Own disposal behaviour and perceptions about the behaviour of others (norms)</li> <li>• Identification of motivations and barriers to behaviour change (self and others)</li> </ul>	X	X
Previous campaign knowledge	<ul style="list-style-type: none"> <li>• Exposure to and familiarity with WW materials (e.g. customer magazine article )</li> <li>• Recollection of previous anti-blockage campaigns (WW and others)</li> <li>• Other sources of knowledge/awareness (e.g. TV programmes)</li> </ul>	X	
Exposure to campaign	<ul style="list-style-type: none"> <li>• Awareness of campaign</li> <li>• Awareness of specific campaign activities – location, timing, frequency</li> </ul>		X
Users' attention to and interpretation of campaign	<ul style="list-style-type: none"> <li>• Impressions of campaign (general and specific impacts)</li> <li>• Acquired knowledge/learning on issue</li> <li>• Awareness of methods and channels of communication</li> <li>• Individual evaluation of campaign (positives and negatives)</li> </ul>		X
Users' campaign-related identification and behaviours	<ul style="list-style-type: none"> <li>• Change(s) in behaviour (personal / household)</li> <li>• Diffusion of messages (family/neighbours/friends/colleagues/others)</li> <li>• Methods of diffusion (word of mouth/via materials/social media etc)</li> </ul>		X
Fine-tune and improve future campaigns	<ul style="list-style-type: none"> <li>• Suggested changes to campaign/ activities</li> </ul>		X



# Sewer Misuse Salisbury Campaign Evaluation

17<sup>th</sup> December 2014

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blue marble  
MARKET RESEARCH & PLANNING



## Research context

- In 2012, Wessex Water launched the 'Bag it and Bin it' campaign (now 'Don't flush it, bin it'), designed to inform and educate its customers about the issue of sewer misuse and its implications. Ultimately, Wessex Water is aiming to reduce the number of blockages caused by customers misusing toilets and kitchen sinks.
- In October to November 2014, Wessex Water trialled a campaign in Salisbury to evaluate the impact of heightened communication and engagement activity on this issue. Salisbury was selected for the trial specifically because it has the highest proportion of sewer blockages in the Wessex Water region.

## Research objectives

- A broad evaluation of the campaign was commissioned by Wessex Water encompassing secondary literature review, qualitative and quantitative research.
- The evaluation objectives were to explore awareness, attitudes and behaviours in relation to sewer misuse and to provide robust, reliable data that enables Wessex to take decisions about the roll-out of the campaign across the region.
- This research forms the quantitative element of the evaluation programme.

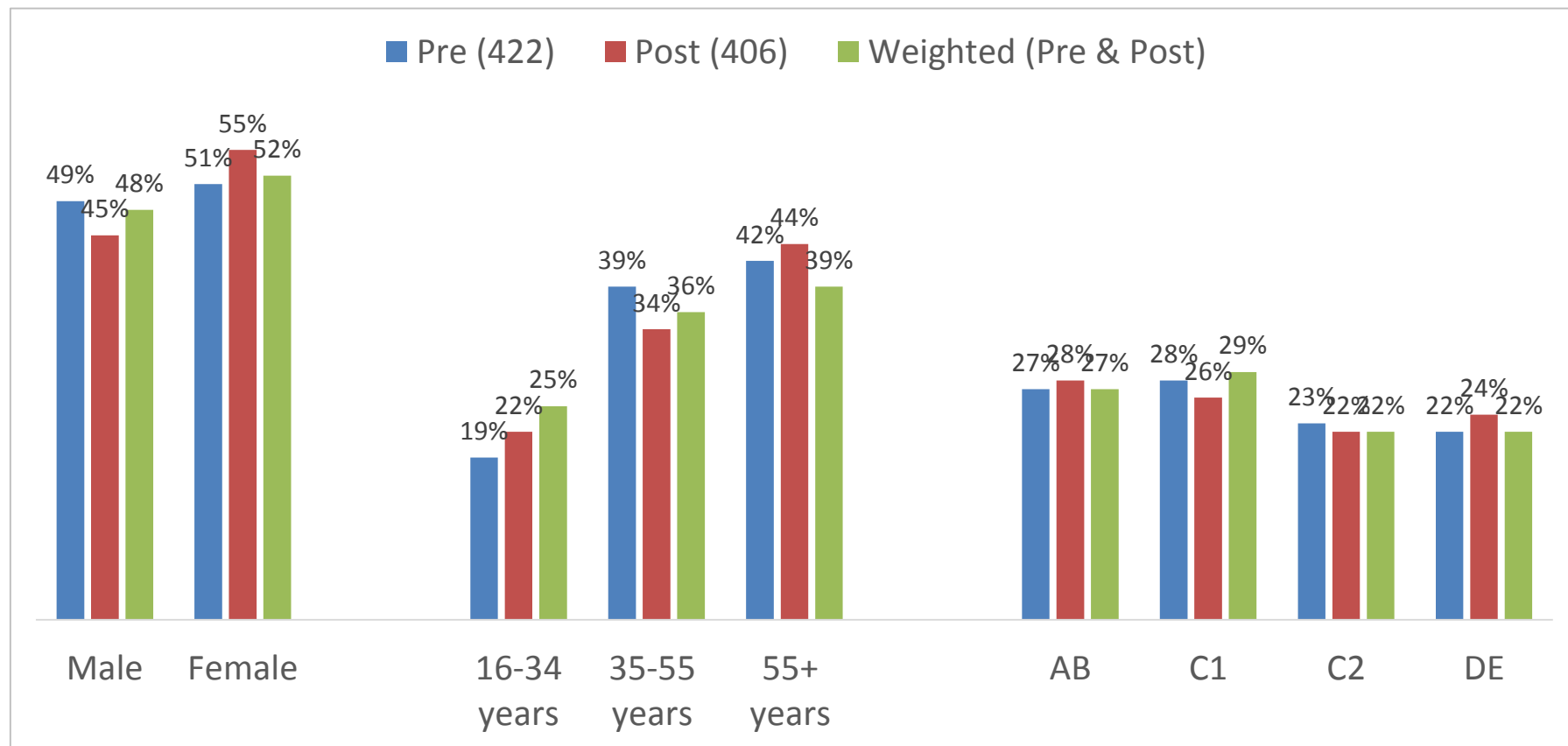
## Method

- Repeat cross-sectional research design encompassing 400 interviews with residents of Salisbury before the campaign activity began, and a further 400 interviews (with a fresh sample) one month after campaign activity began.
- 10 minute interviews conducted via Computer Assisted Telephone Interviewing (CATI), to ensure a representative sample could be reached.
- Quotas applied to age, gender and social grade in line with the demographic profile of the Salisbury region.
- Fieldwork took place during w/c 6<sup>th</sup> and 13<sup>th</sup> October (pre-trial), and w/c 17<sup>th</sup> and 24<sup>th</sup> November (post-trial).

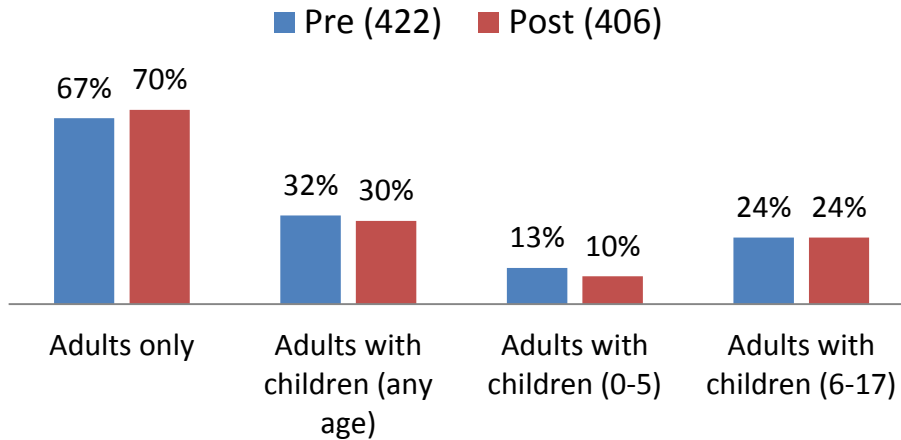
# Salisbury residents

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Quotas were set for gender, age and social grade.  
 The final samples were weighted to be representative of the Salisbury area and to ensure direct comparability of the two samples.

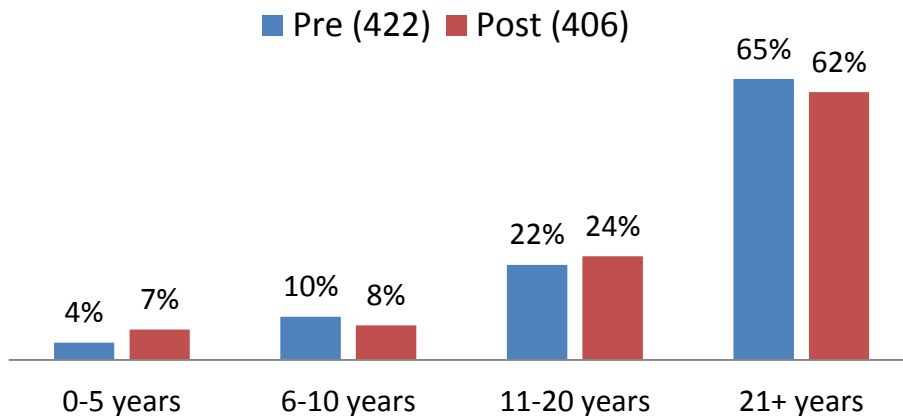


## Household composition



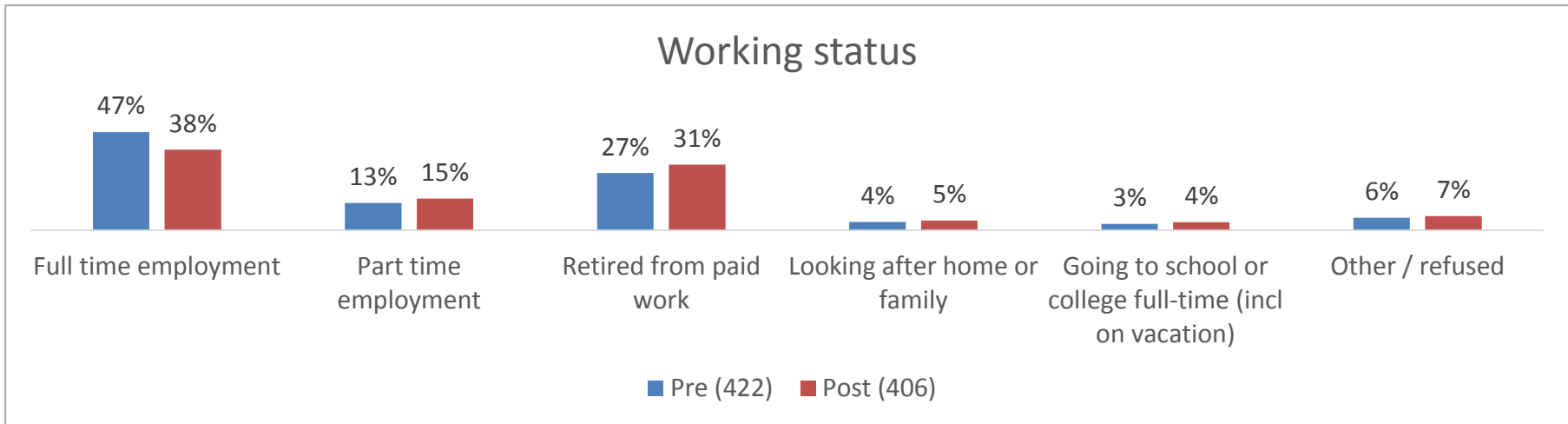
Around two-thirds residents are in adult-only households. Around one in ten have children aged 0-5 years and one quarter children aged 6-17 years.

## How long have you lived in the Salisbury area?

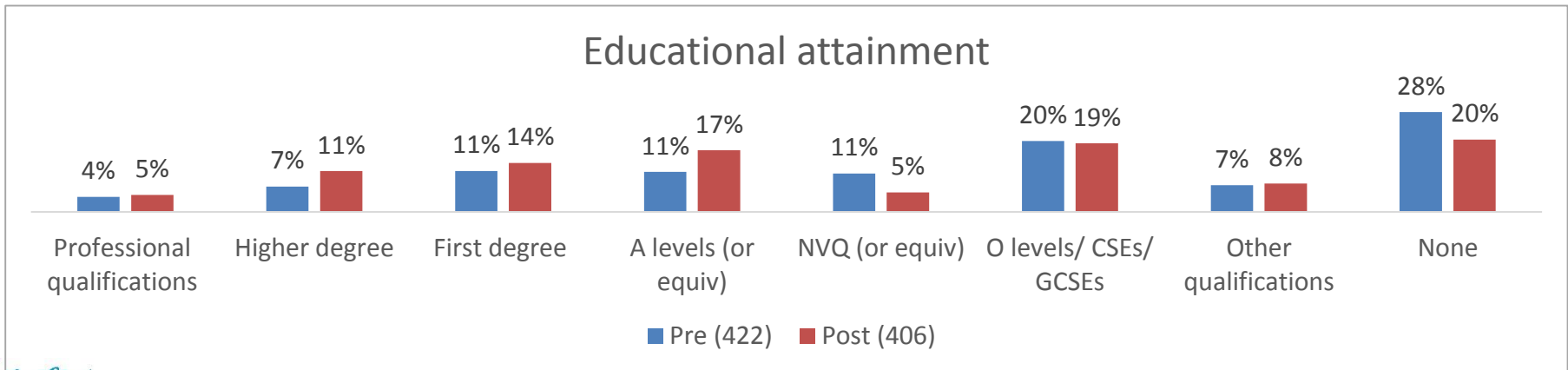


This is a very stable population. Just over three in five residents have lived in the Salisbury area for over 20 years. Very few have lived locally for under 5 years.

Majority of sample in employment (full or part time), or retired from employment.

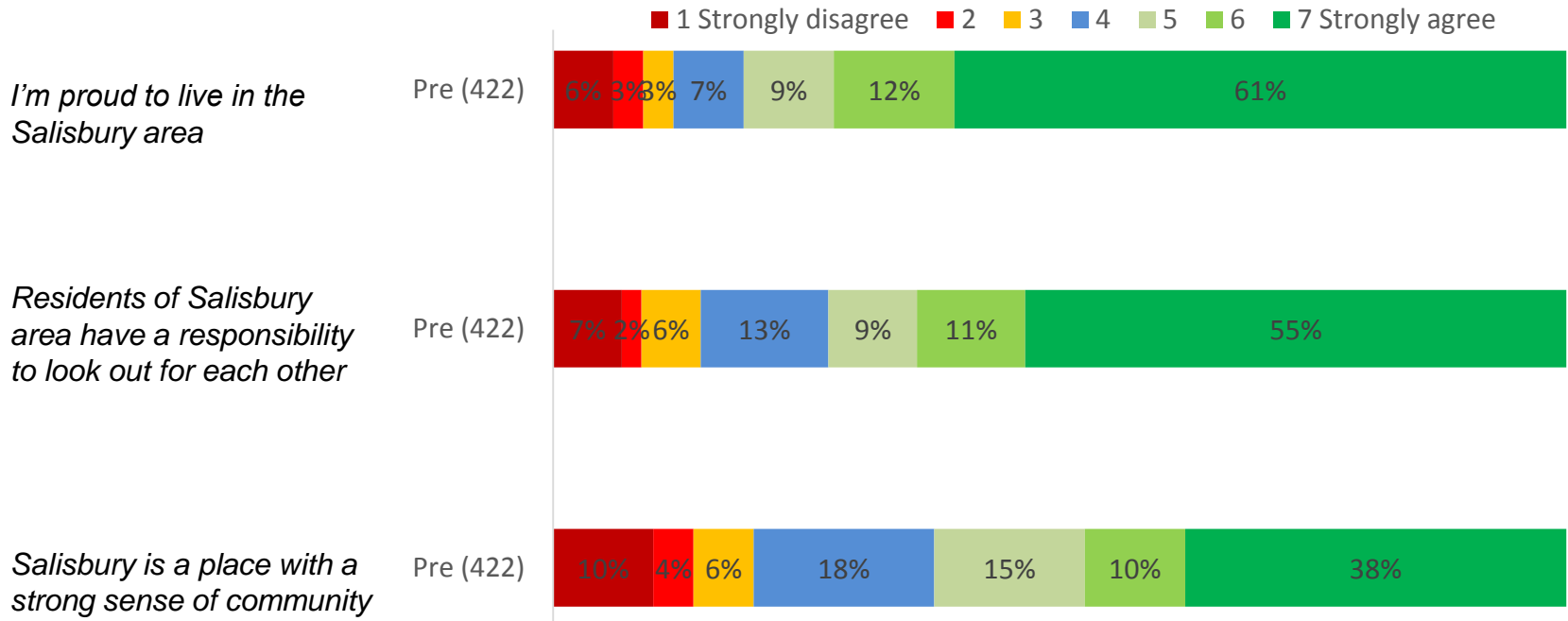


Spread of educational attainment in both the pre and post samples.



The majority of residents are proud to live in the Salisbury area (around three in five strongly agree).  
Generally Salisbury residents think they have a responsibility to look out for each other and to a lesser extent that there is a good sense of community.

To what extent do you agree or disagree with these statements?

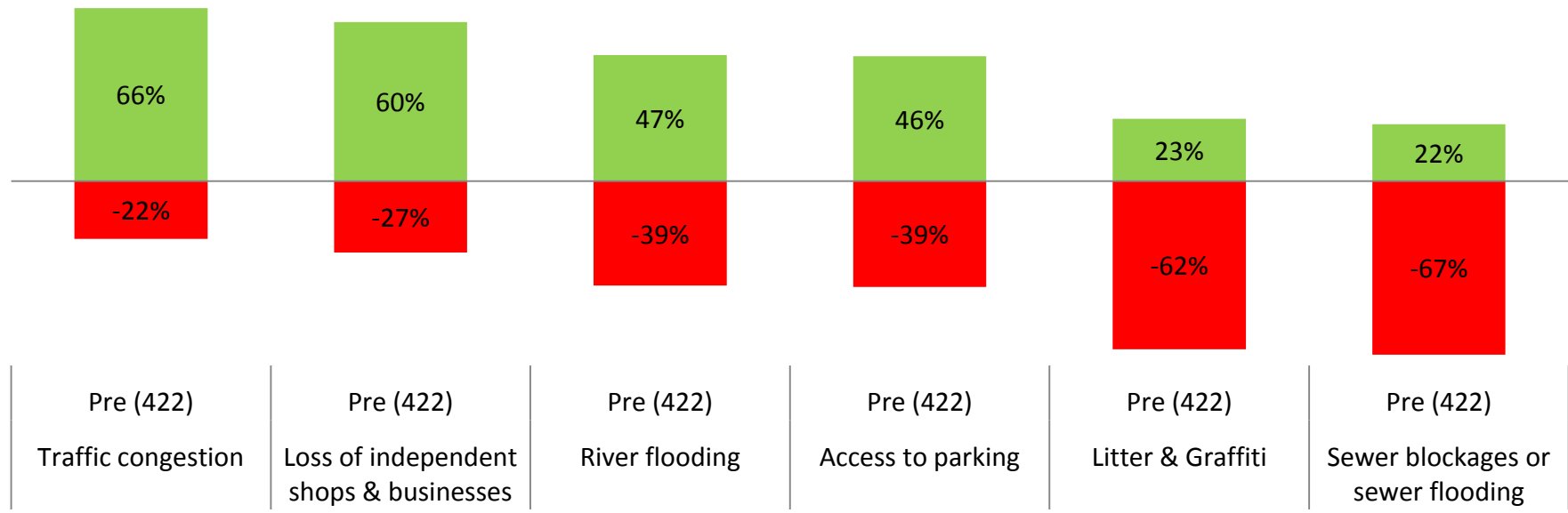


Traffic congestion and the loss of independent shops are perceived to be the biggest issues in Salisbury. All issues were consistently rated as more significant than sewer blockages & sewer flooding, with the exception of litter and graffiti.

N.B. Response to all these items are correlated – residents who think sewer blockages are a problem are also more likely to think all other issues are a problem.

To what degree are the following a problem for the Salisbury area?

■ Net agree ■ Net disagree



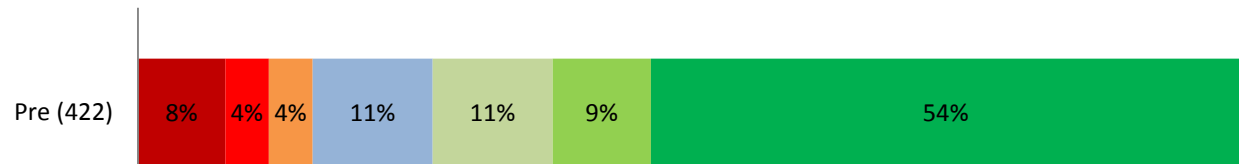
The majority of residents believe that if everyone in Salisbury ‘does their bit’ it will make a difference to local issues and problems (just over half ‘strongly agree’). This indicates the majority are ready to act for the communal good. There are no significant differences by age, gender, socio-economic group or length of time living in Salisbury.

However, a significant minority think changing their own behaviour will have little impact (26% strongly agree). This indicates there is a group of residents who will be more difficult to reach with messages about self efficacy.

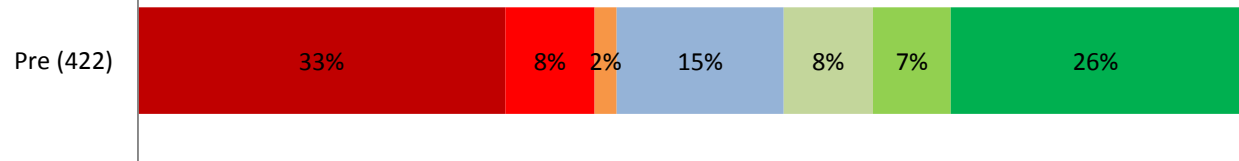
To what extent do you agree with....?

1 Strongly disagree 2 3 4 5 6 7 Strongly agree

*If everyone in Salisbury does their bit then together we can make a real difference*



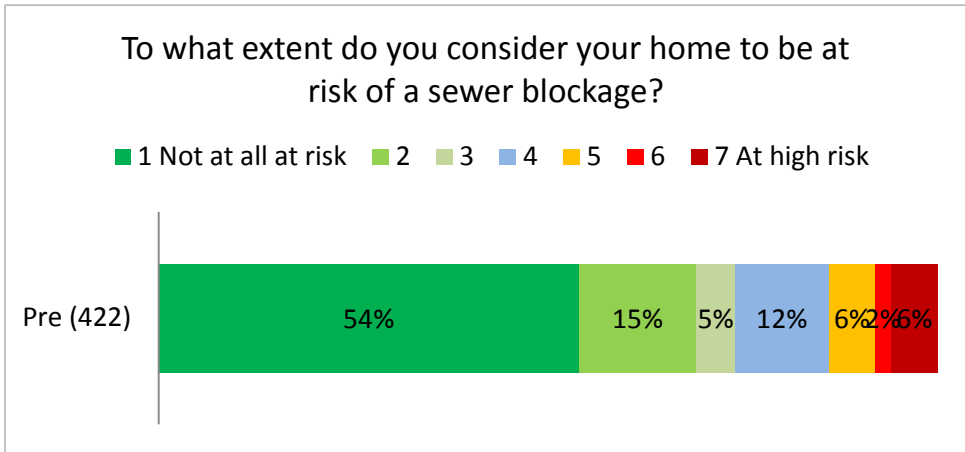
*Changing my own behaviour will have little impact on solving local problems in Salisbury*





# Knowledge and understanding of sewer blockages

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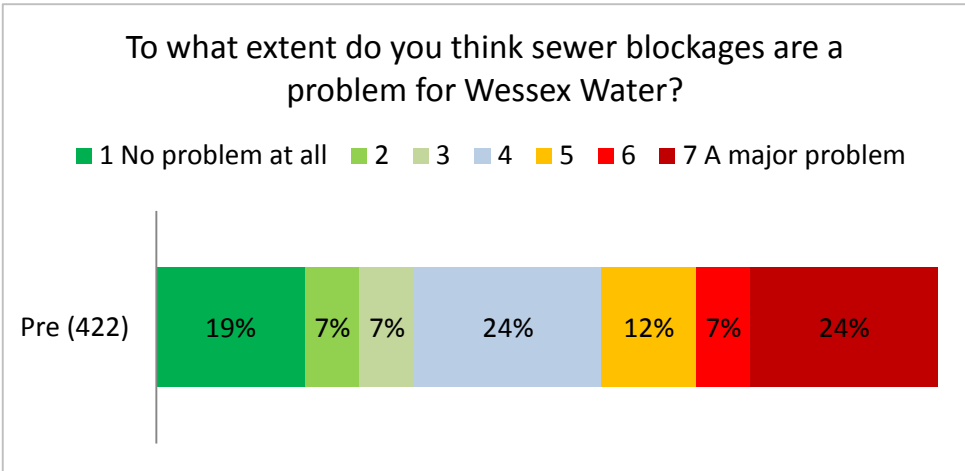


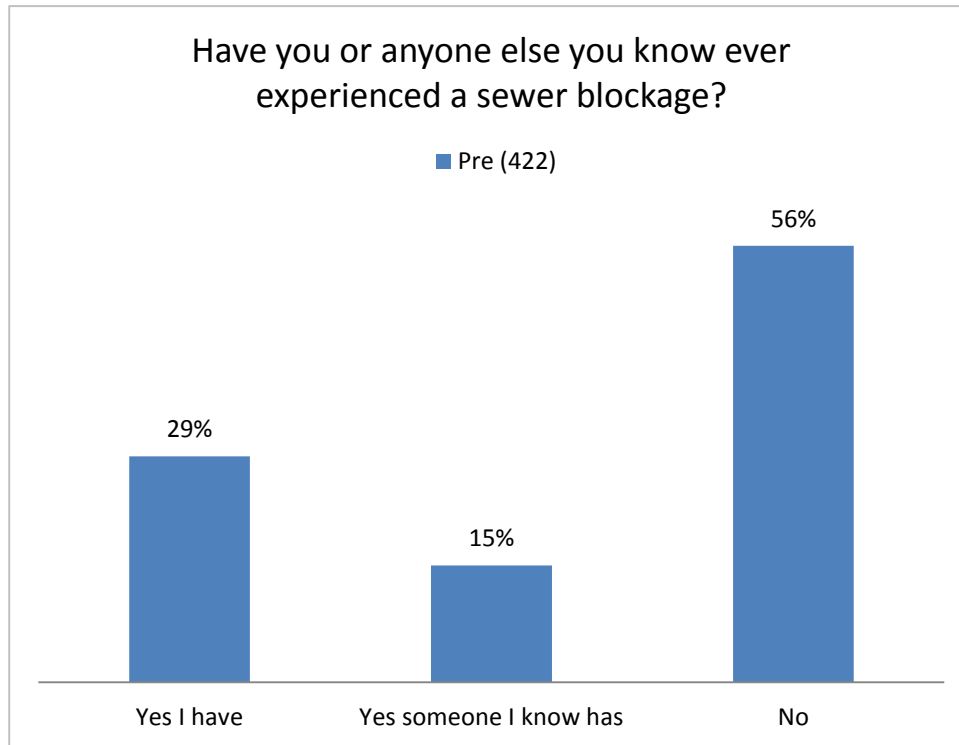
The majority of residents do not think their home is at risk of sewer blockage; including 54% who think it is 'not at all at risk'.

No significant or consistent patterns by socio-demographic characteristics.

A third of residents (33%) think sewer blockages are not a problem for Wessex Water compared to 43% who think they are a problem.

Those from higher socio-economic groups (AB) are more likely to think sewer blockages are a problem for Wessex Water.





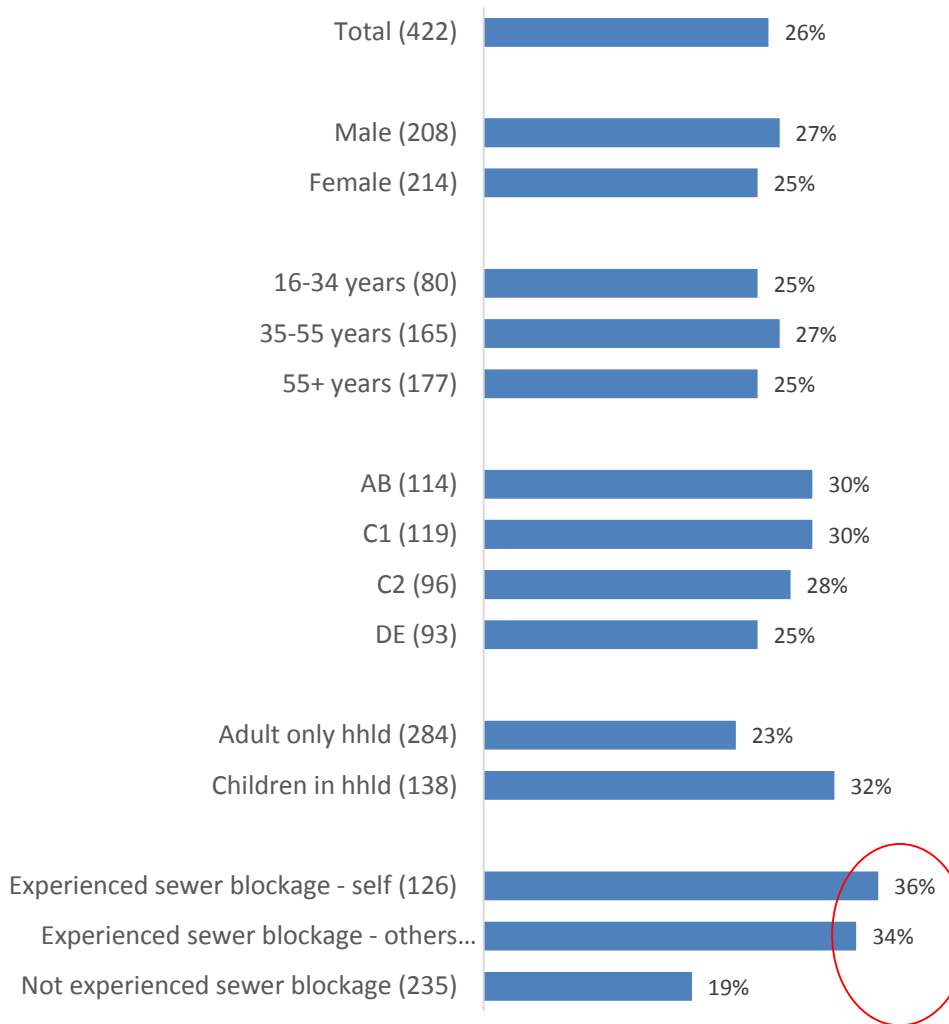
Around one in three residents report having experienced a sewer blockage.

There are few significant or consistent socio-demographic differences in experience of sewage flooding.

Having personal experience of sewage blockage has a significant impact on attitudes and beliefs. They are more likely than those with no experience to:

- think sewer flooding is a problem in Salisbury area (47% vs. 20%)
- think their property is at risk of sewer blockage (20% vs. 8%)
- think sewer blockages are a problem for Wessex Water (64% vs. 47%)

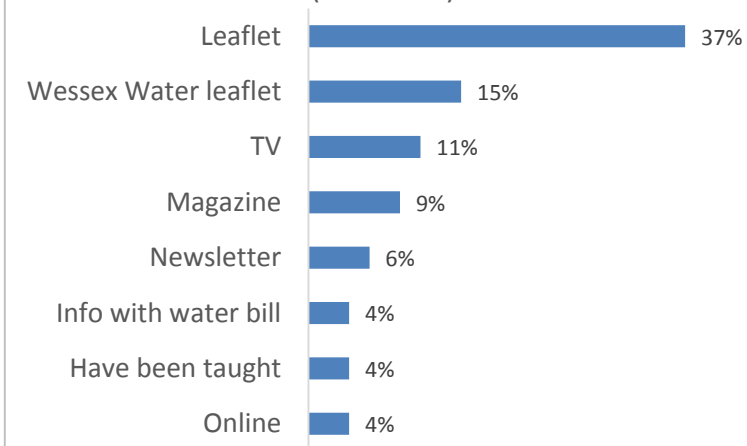
Have you ever seen any information or advice anywhere about how to prevent sewer blockages?



Before the campaign one quarter of residents (26%) had seen some form of information or advice on preventing sewer blockages.

There are very few significant demographic differences, although those who experienced blockages more likely to have seen information.

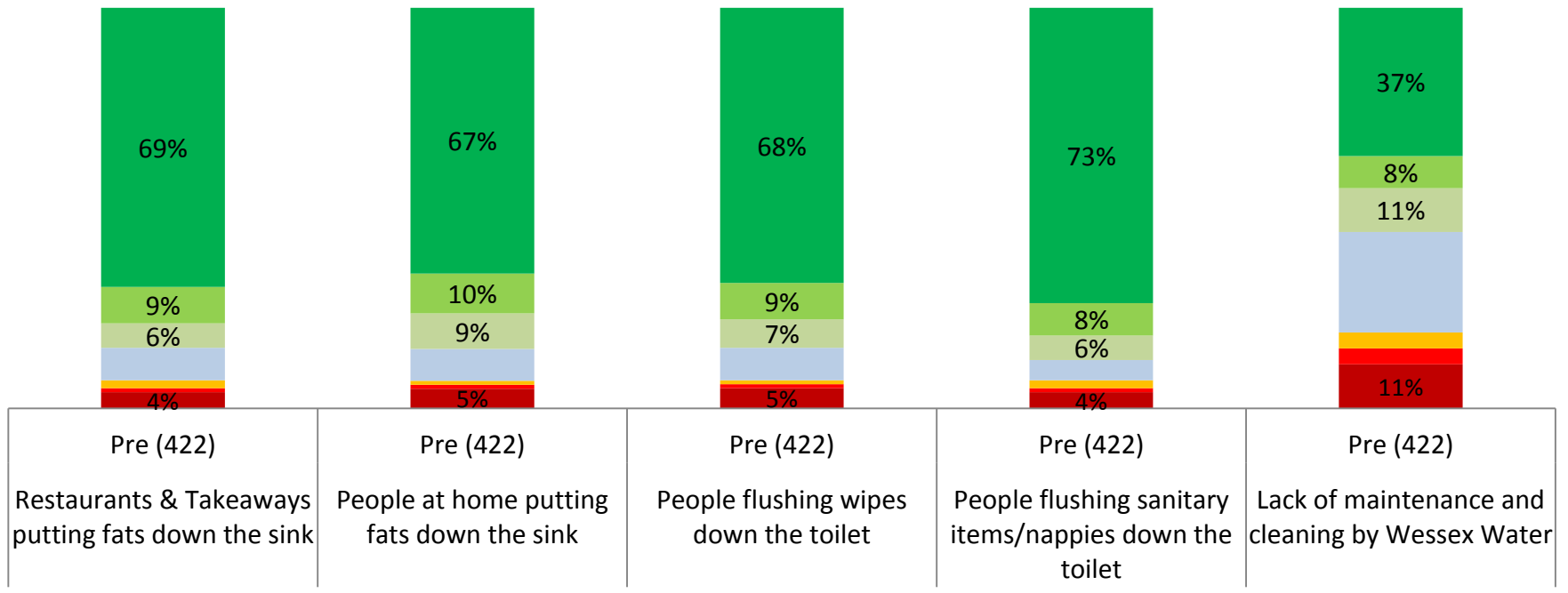
Where did you see this information?  
(Base: 111)



Residents think sewer blockages are caused by range a range of actions; FOGs from catering outlets, FOGs from domestic properties, wipes and sanitary products flushed down toilet are all equally likely to be considered the cause of the problem.  
Fewer residents think lack of maintenance by Wessex Water is a cause of sewer blockages.

To what extent do you think the following factors contribute to the problem of sewage blockages?

■ 1 not at all ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 a great deal

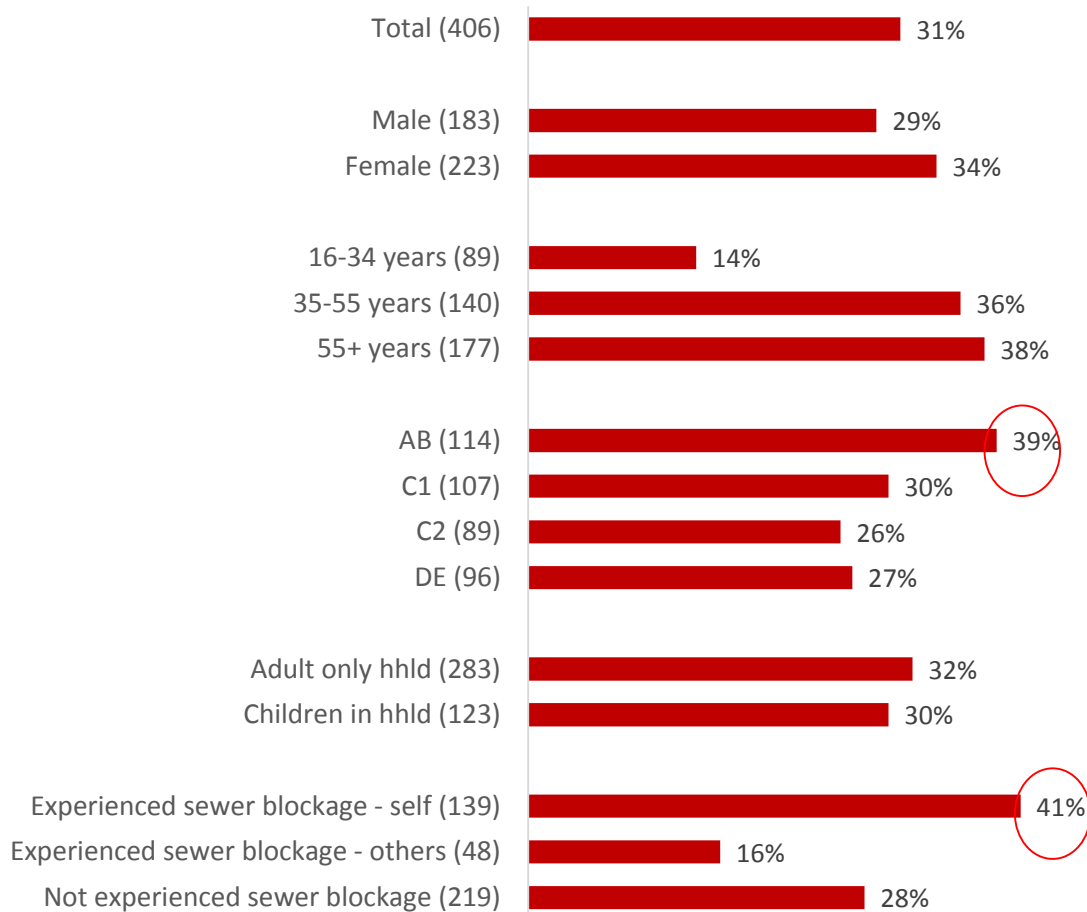


# Campaign Awareness

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Have you ever seen any information or advice anywhere about how to prevent sewer blockages?

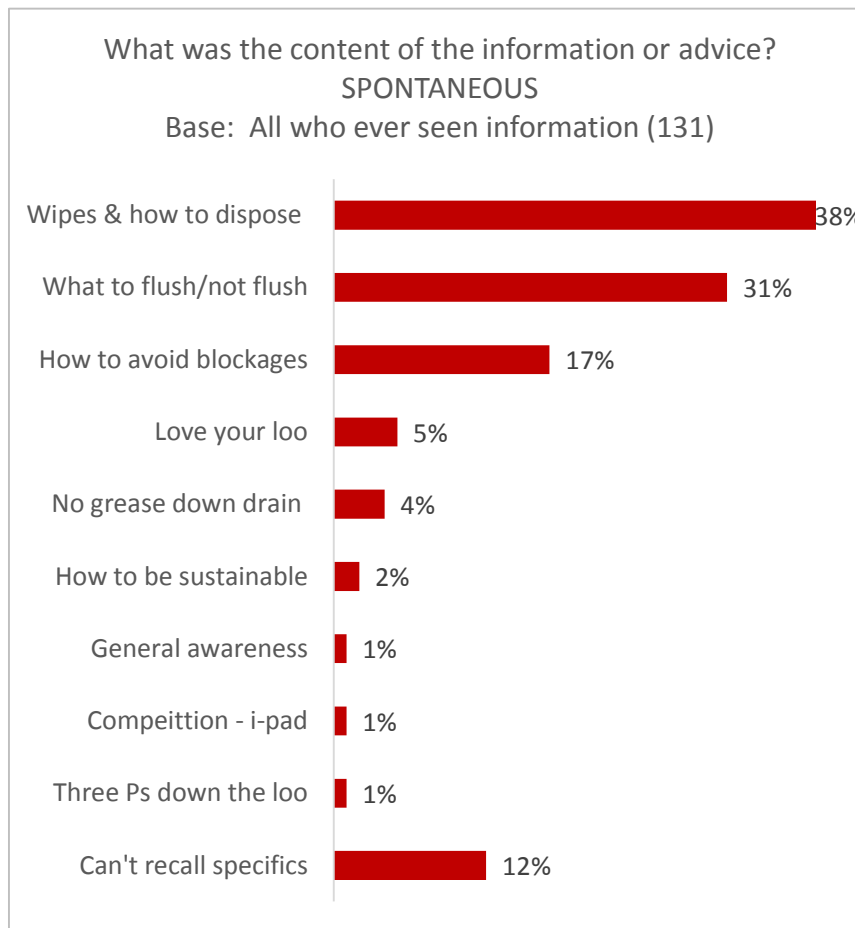
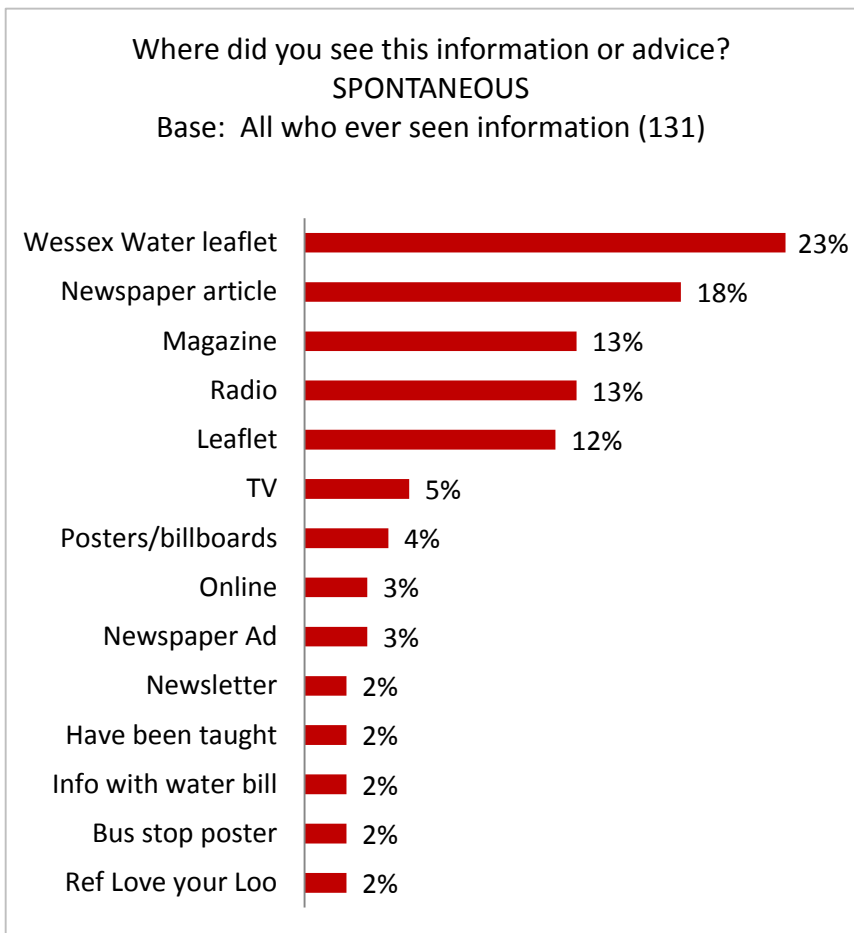
■ Post (406)



When asked **unprompted around one third (31%)** report having ever seen information or advice on preventing sewer blockages.

Those from higher socio-economic groups (ABs 39%) and those who've experienced a sewer blockage (41%) are most likely to report having seen information.

This is a **5ppt increase** in the proportion of residents pre-campaign who reported having seen any information.

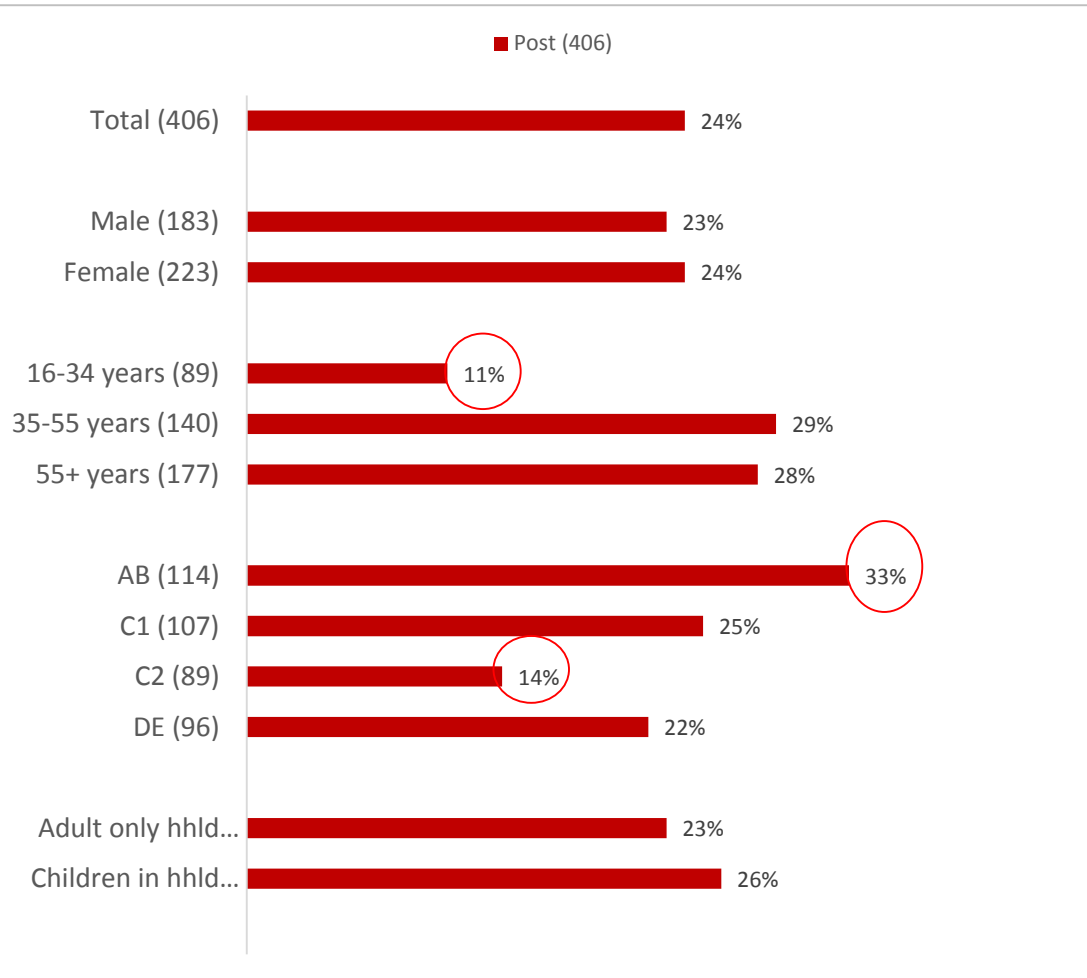


When asked spontaneously the main sources of information are: Wessex Water leaflets, newspapers, magazines and radio and the main messages relate to the disposal of wipes and what to/not to flush. Specific campaign features (love your loo, i-pad competition) are mentioned spontaneously by a small minority.





Over the last month, Wessex Water has been carrying out some work in the Salisbury area to raise awareness of sewer blockages – and particularly how wet wipes can cause blockages when flushed down the toilet. Do you recall seeing or hearing any information about this over the last few weeks?



When asked specifically about the campaign **one quarter (24%) report having seen or heard information from Wessex Water** over the last few weeks regarding sewer blockages.

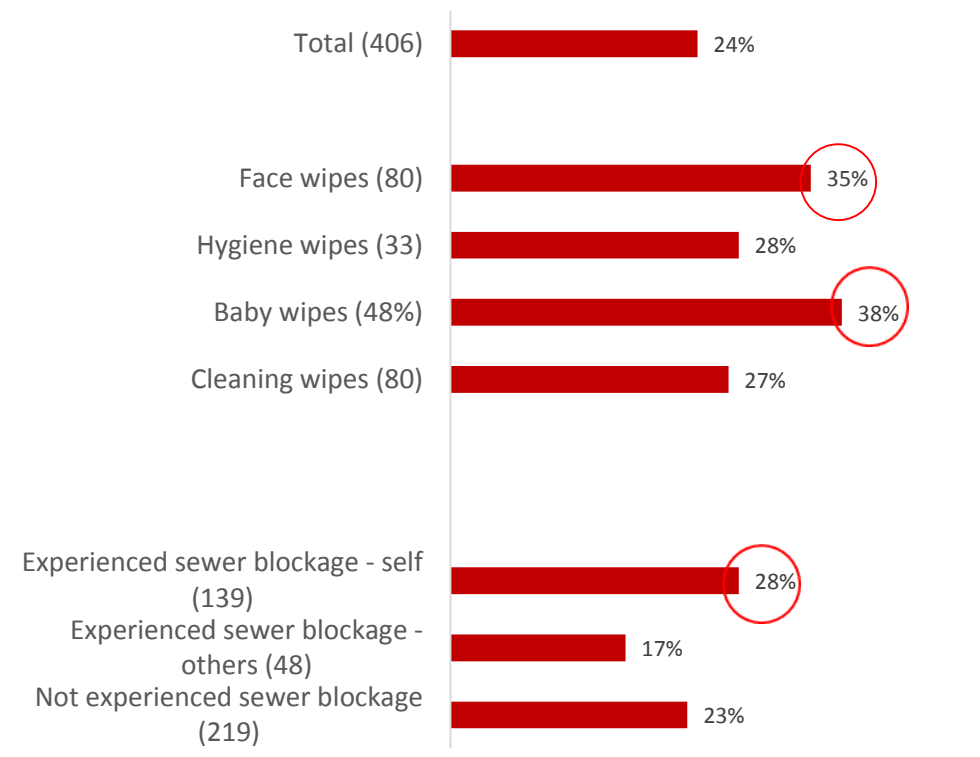
Prompted recall of the campaign is highest amongst: social grades ABs (33%).

Prompted recall is lowest amongst: younger residents under 35 years (11%) and those from social grades C2 (14%).

Over the last month, Wessex Water has been carrying out some work in the Salisbury area to raise awareness of sewer blockages – and particularly how wet wipes can cause blockages when flushed down the toilet. Do you recall seeing or hearing any information about this over the last few weeks?



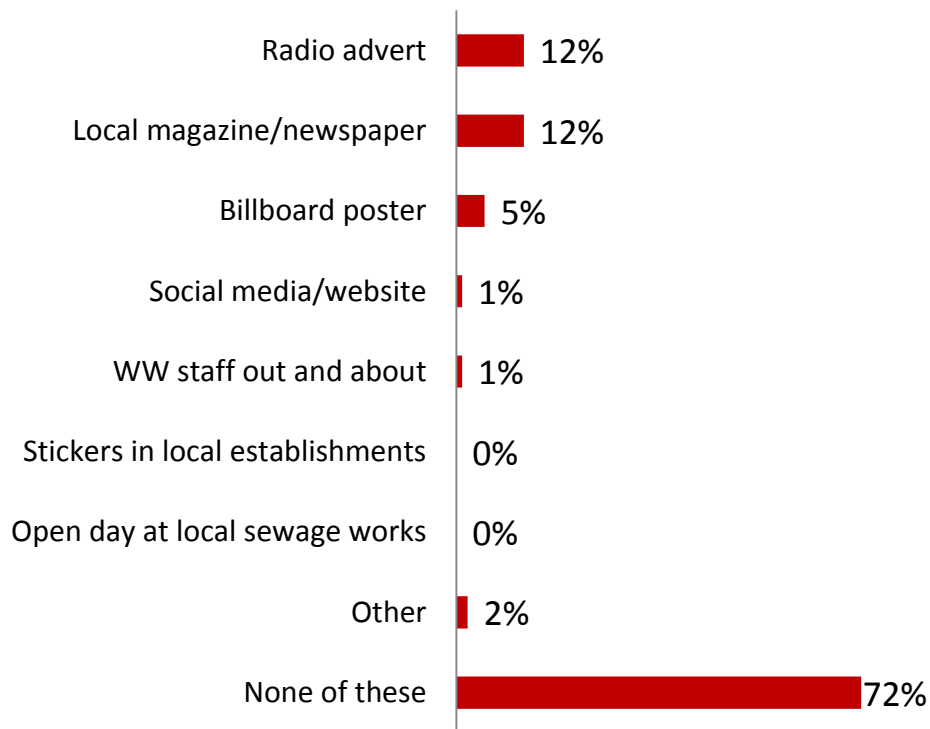
Post (406)



Prompted recall of the campaign is higher amongst those who currently use wipes – especially face wipes and baby wipes and those who have experienced sewage blockages (28%).

Those for whom the campaign has most relevance or who are more ‘sensitised’ to the issues show greater recall.

Have you seen/heard any information relating to wet wipes/sewer blockages through any of the following in the last month? (406)



When prompted with specific campaign channels around one in ten residents heard radio adverts (12%) and around one in ten saw an article in a local magazine or newspaper (12%).

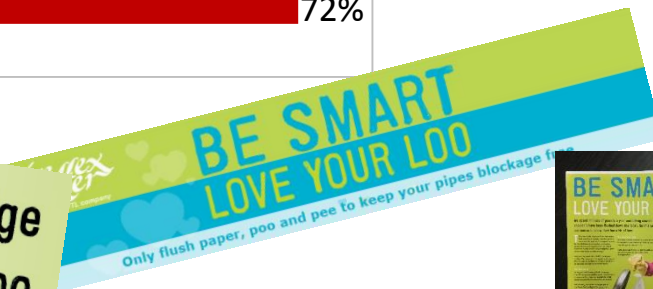
Billboard posters reached 5% of residents.



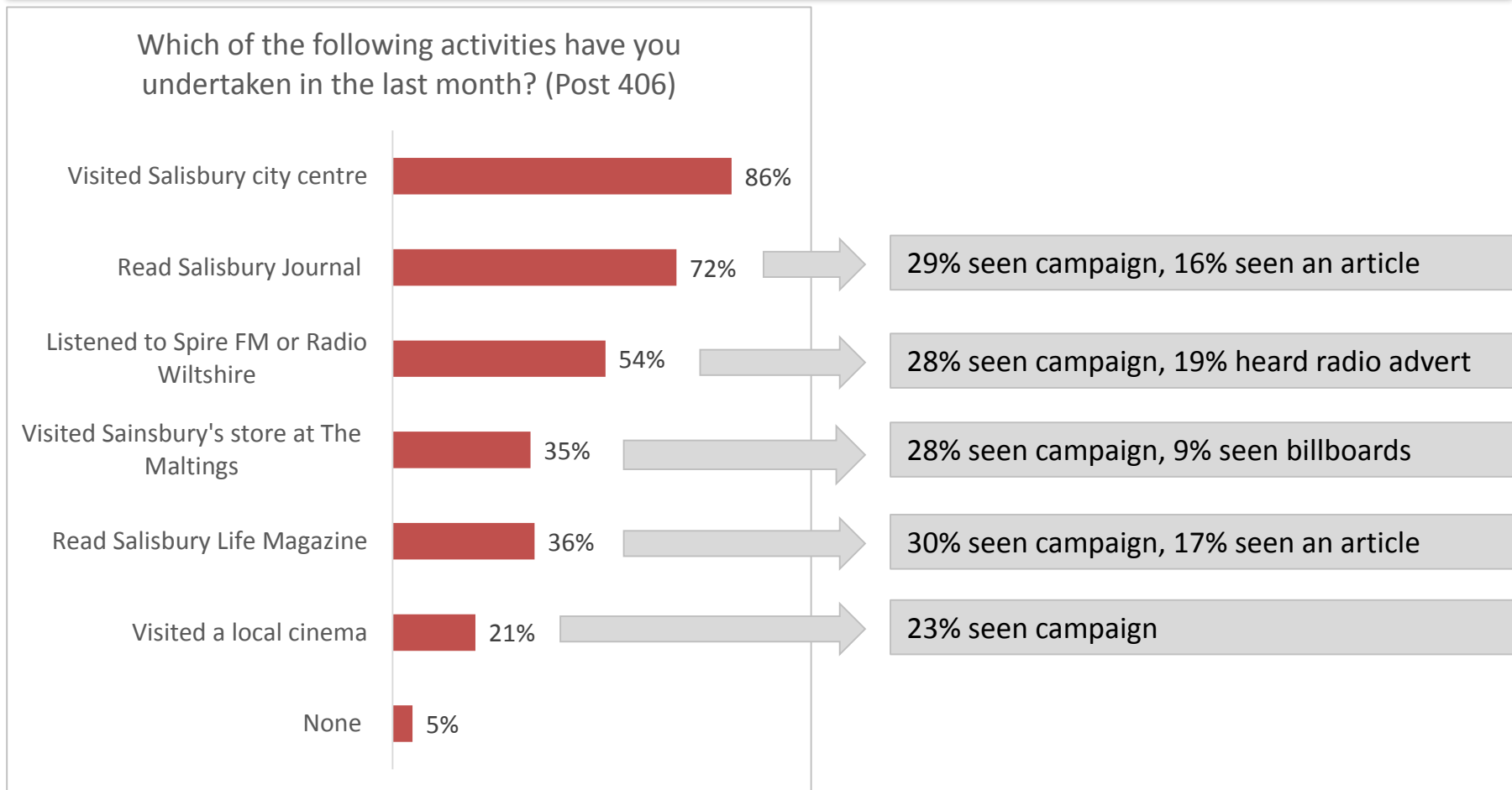
Win an iPad air



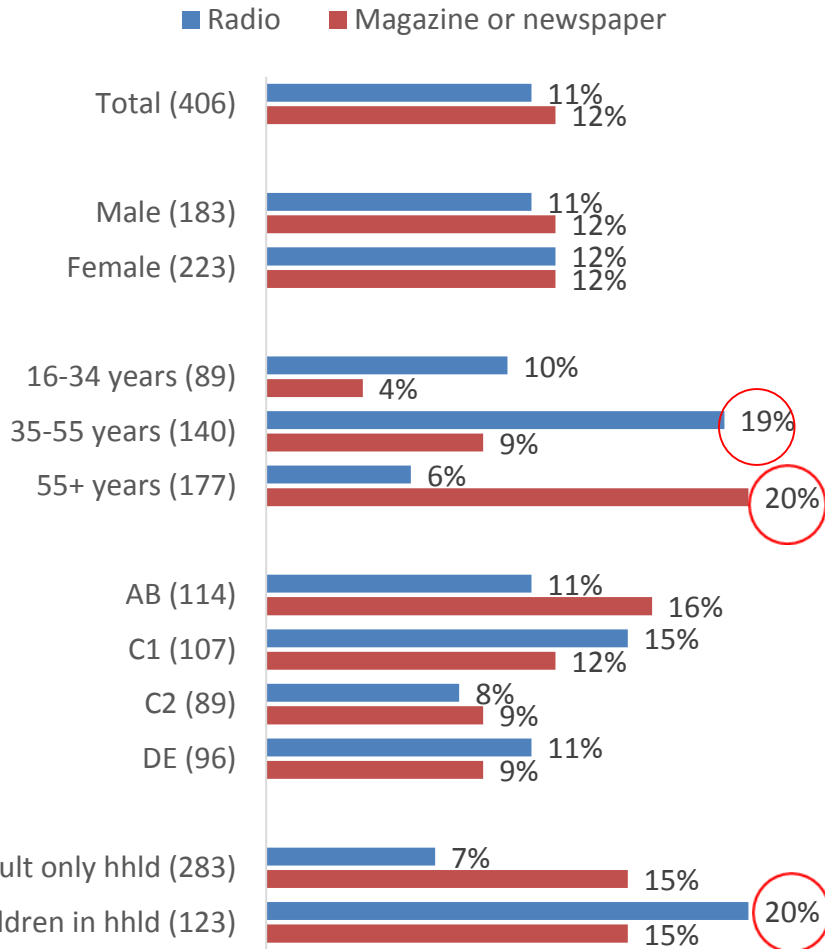
Make the pledge to love your loo



The majority of residents were exposed to at least one of the campaign channels, but this only resulted in campaign recall by around three in ten. Overall campaign awareness is similar amongst residents who have listened to local radio, read local newspapers and magazines and visited the Sainsbury store. However recall of articles and the radio advert is higher than recall of the billboards.



Have you seen or heard any information relating to wet wipes and sewer blockages through any of the following means in the last month?



The radio campaign was more likely to reach those in 35-55 year age bands (19%) and those with children (20%). Whereas magazines/newspapers had greater penetration amongst older residents (20%).

There are no significant differences in the reach of either the radio advertisements or newspaper/magazine campaign by gender or social grade.

- 12% (48 respondents) recalled seeing information in local magazines/newspapers.
- 27 respondents said that they recalled information about the ‘importance of not flushing wipes’ and ‘flushing and drains awareness’.
- When asked what they thought about the information they saw, 17 said they felt it was helpful/ good/ necessary/ informative, while 14 said ‘don’t know.’

**Salisbury Journal**

"Flushing wet wipes risks flooding homes with sewage"

£2.50  
**SALISBURY LIFE**

*"Big problem in the area."*

*"Just don't flush wipes down the toilet and it mentioned an open day that they were running."*

*"It just said don't put wipes down the toilet. I do not dispose of hygiene wipes in the bin because of the germs. If it is in the state of toilet paper it goes down the toilet."*

*"To be careful what you put down the toilet to prevent sewer blockages."*

*"It was an article explaining how 'flushable' wipes aren't actually degradable and they can cause blockages in the pipes."*

*"I think it was very helpful because the youngsters are not aware of what to put down the toilet and what not to."*

*"Just glanced over."*

*"Win an iPad."*

*"Advert. A competition - I can't remember what it was offering."*

*"To me it's common sense to some people it's not, so it's very valid."*

*"It was well explained with what I did read but as I say I didn't take too much notice."*

- The radio advert was heard by 12% (45) people in the post trial sample.
- 26 respondents said that the main thing they remembered was what to flush and not flush, and to put wipes and grease in the bin, a further 7 recalled information about the causes of blockages.
- When asked what they thought of the radio advert the majority of comments were positive – 19 said it was informative/ effective/ good/ helpful/ sensible and 6 said it was catchy/ sticks in the mind.
- A handful of respondents were less positive - giving responses such as 'repetitive' (3) or 'annoying' (2).



*"Just remember the catchy song."*

*"I know it's about wet wipes and the problem caused."*

*"It must of been good as its stuck into my mind."*

*"It's a good idea because when you have a jingle with a message it sticks in subconsciously in peoples minds."*

*"Don't flush wipes down the loo."*

*"Just all the obvious stuff about not putting wipes down the toilet. 'Love your loo'."*

*"It referred to wipes being flushed down the loo and that they shouldn't because they don't dissolve like paper."*

*"I remember the music, a good little jingle to make the public aware of blockages."*

*"I can't remember the details just that the tune is in my head all the time!"*

*"Annoying but effective."*

- The billboard posters were seen by 19 people.
- Comments indicate that several people recall the specific image that they have seen (e.g. lady and dog).
- However – there is some confusion regarding the bin, which some have mistaken for a toilet.
- On the whole, people regard the billboards as informative, but some comments indicate that they are a ‘unusual’ or ‘bizarre’.



*“Love your loo.”*

*“It was a picture of a woman holding a child saying don’t put wet wipes down the toilet.”*

*“I just remember the big toilet face.”*

*“I thought it was good, it gets the message across to the public about thinking before they put anything but toilet paper down the loo.”*

*“Picture of a girl on a poster talking about wipes.”*

*“Putting wipes down toilet and different pictures.”*

*“Bizarre, but pulled you in.”*

*“Picture of a lady holding a wet wipe in one hand a little dog in the other.”*

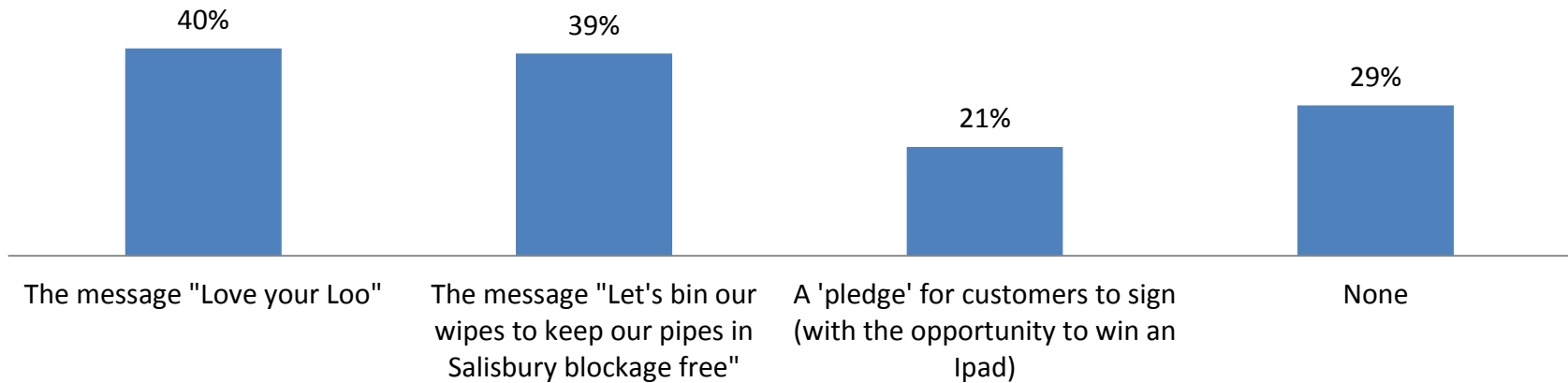
*“A picture of someone putting something down the toilet as I remember.”*

*“Stood out as unusual.”*



Of those who recalled the campaign, two in five recalled the 'love your loo' message (when prompted) and a similar proportion recalled the core message 'let's bin our wipes to keep our pipes in Salisbury blockage free'. The pledge was recalled by one in five (21%). However, nearly one in three who reported hearing/seeing the campaign could not recall any specific messages.

Do you recall any of the following from the information that you've seen/heard? Base: All those who heard/saw campaign (119)

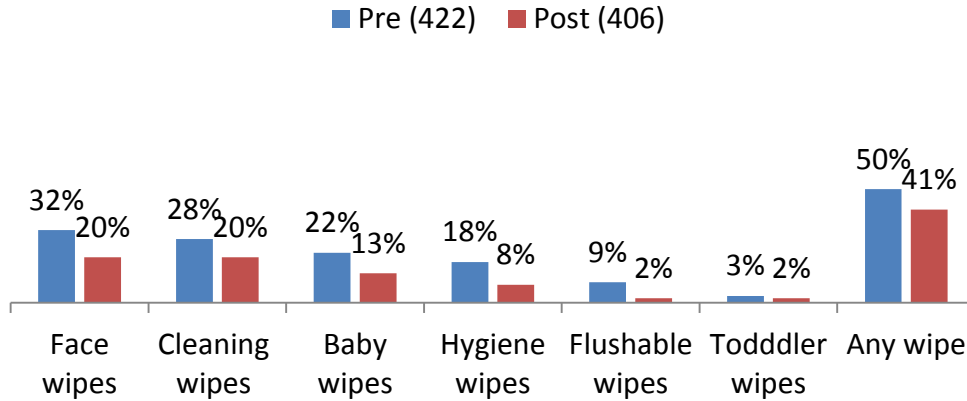


Those aged 35-55 years were most likely to recall both 'love your loo' (55%) and the pledge (29%). Those with children were particularly likely to recall 'love your loo' (58%). The radio has been effective in communicating the 'love your loo' message – 65% of all those who heard the radio advert recalled it.

# Behaviour

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## Do you use any of these at home?

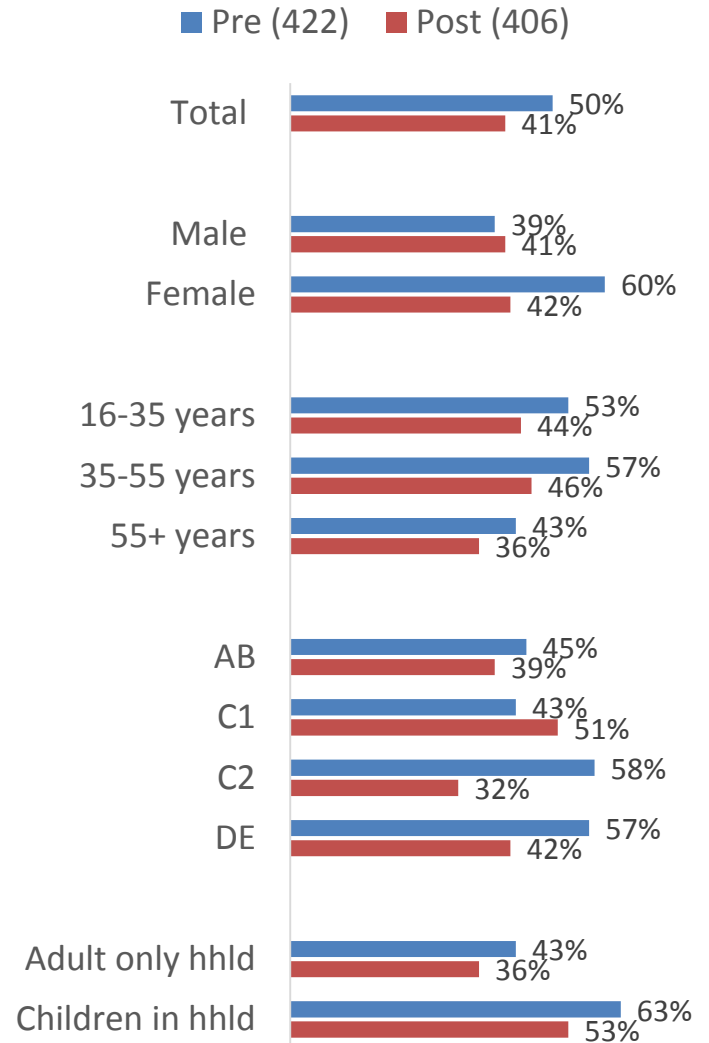


Pre campaign half of residents said they used wipes - most commonly face wipes (32%), cleaning wipes (22%) and baby wipes (22%).

Post campaign 41% of residents (down 9ppts) said they used wipes. There was consistent drop in reported usage of all types of wipes.

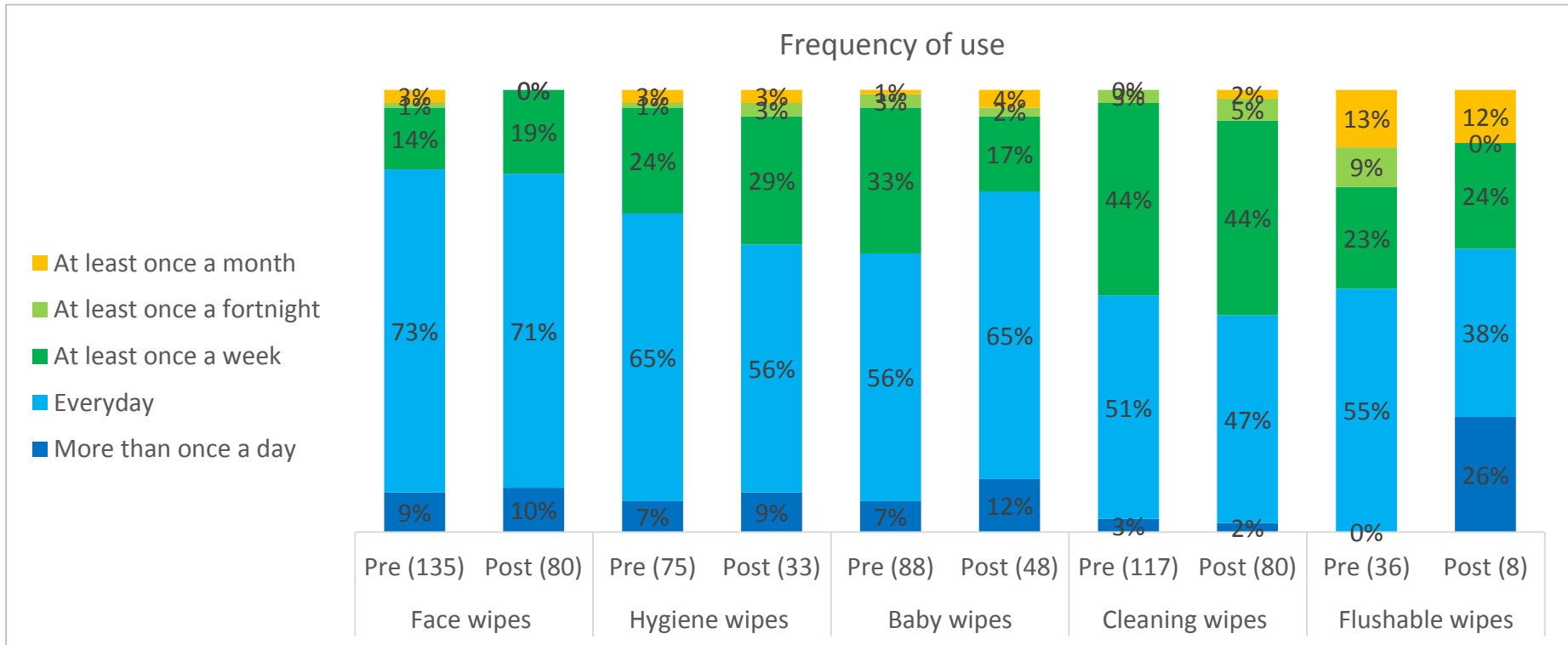
Wipe usage is consistently higher amongst younger age groups (those under 55 years) and those with children in the household.

## Use of any wipes at home



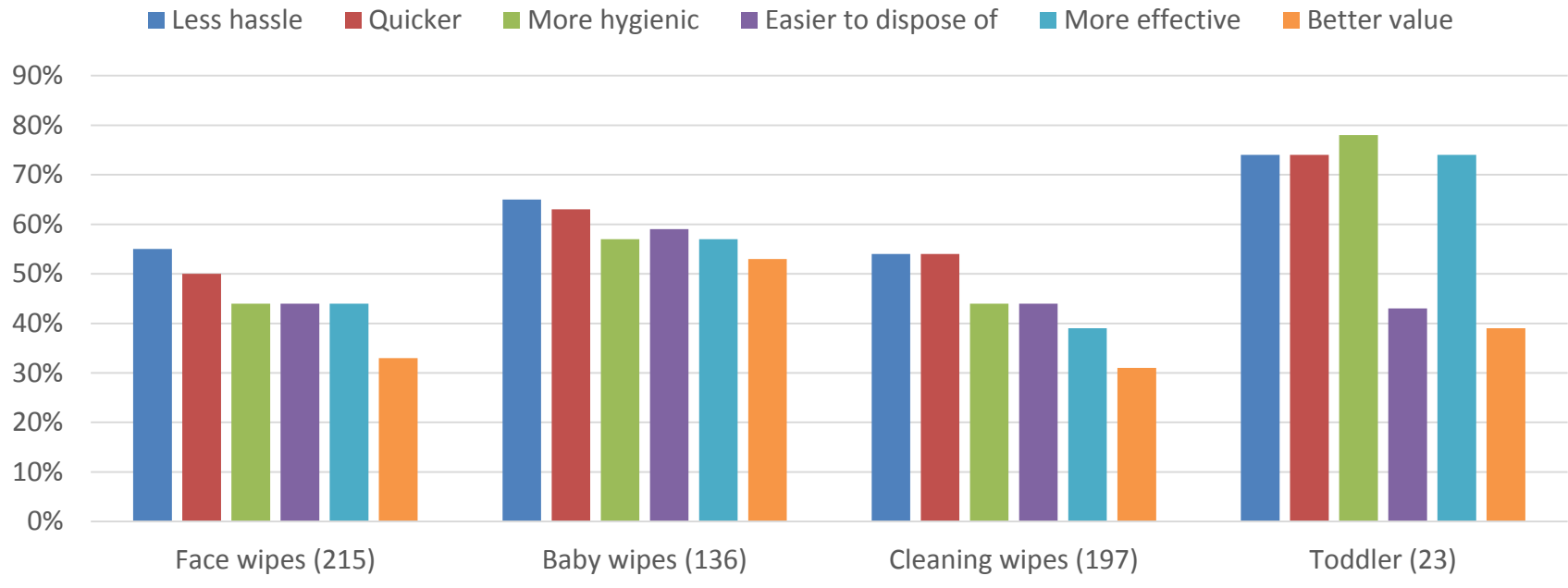
Amongst those using wipes most are doing so at least daily – for all types of wipes.

The changes in frequency of use of wipes seen pre-post the campaign are not statistically significant given the relatively small bases sizes.

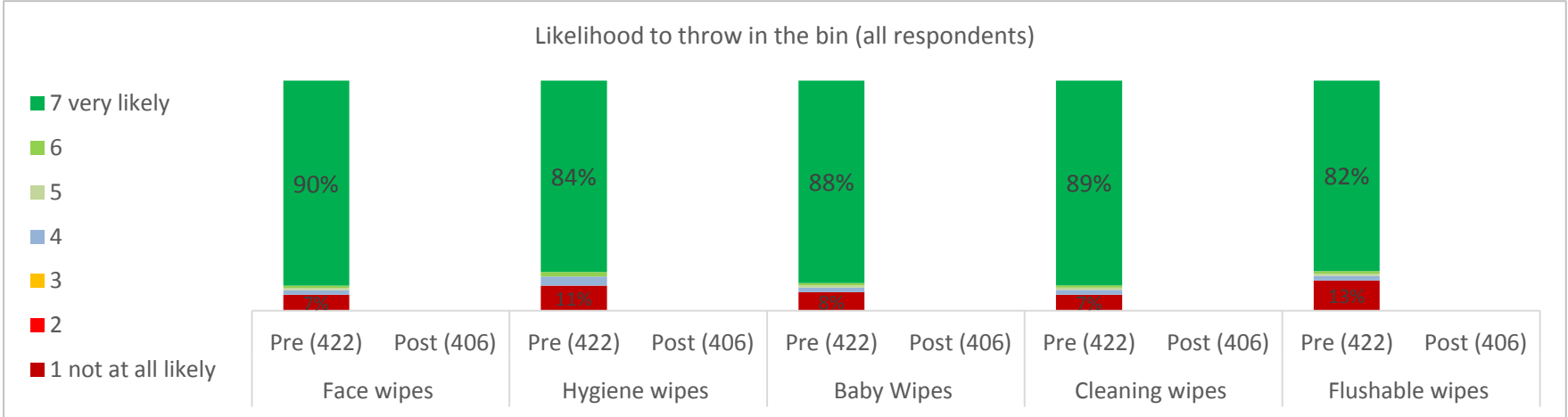


Use of wipes is driven by a range of reasons – there is no single overriding reason for using wipes. Generally reducing the ‘hassle factor’ and increased speed are seen to be most important but these are very closely followed by being more hygienic, effective and easy to dispose of. (Ease of disposal is less important for those who use toddler wipes, although caution should be taken due to small base sizes.) Value is not as important a driver for the use of face wipes and cleaning wipes.

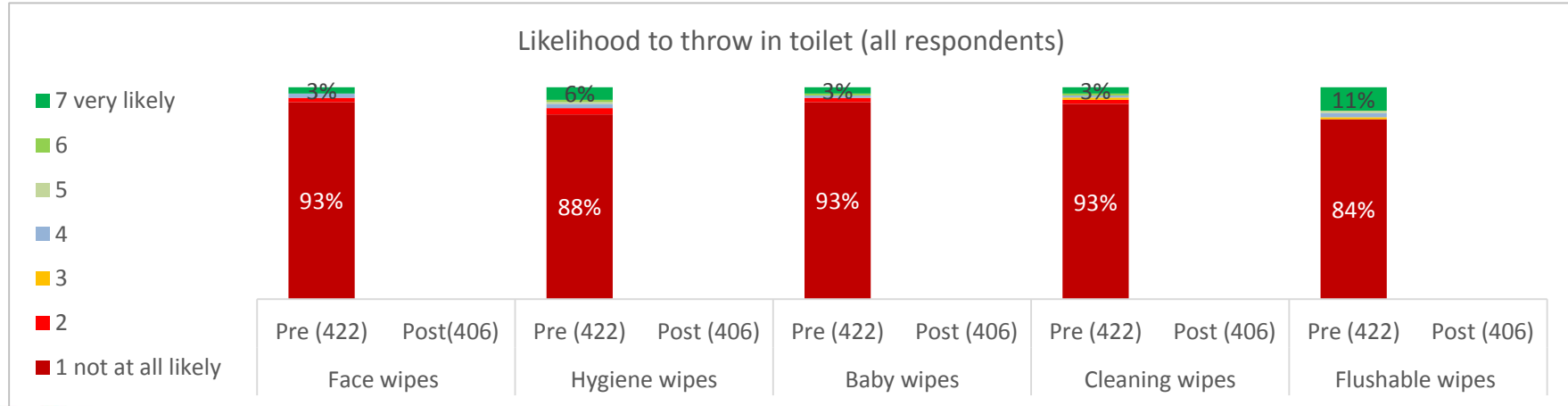
Reasons for use - strongly agree (7 out of 7)  
Pre and Post data combined



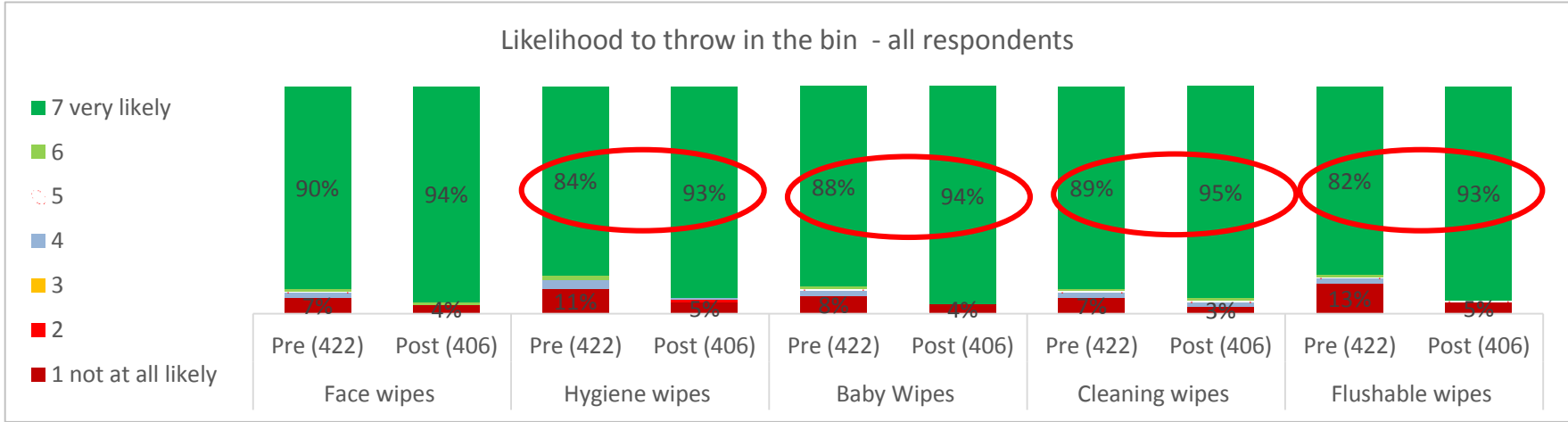
The vast majority of residents say they are very likely to throw all types of wipes in the bin.



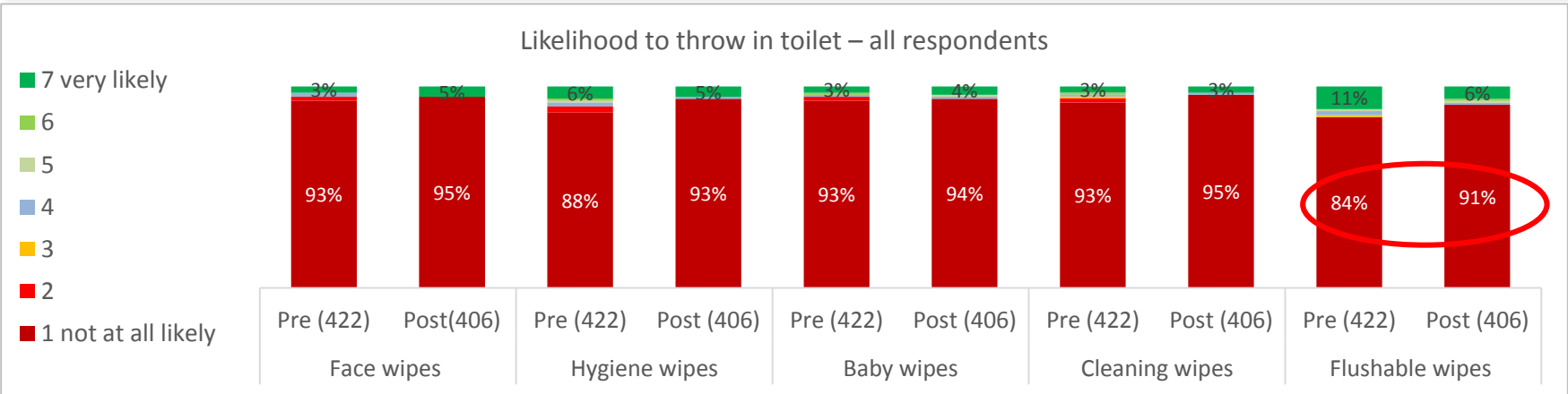
The vast majority of residents also say they are 'not at all likely' to dispose of wipes in the toilet.



Post campaign a higher proportion of residents say they are very likely to dispose of wipes in the bin.

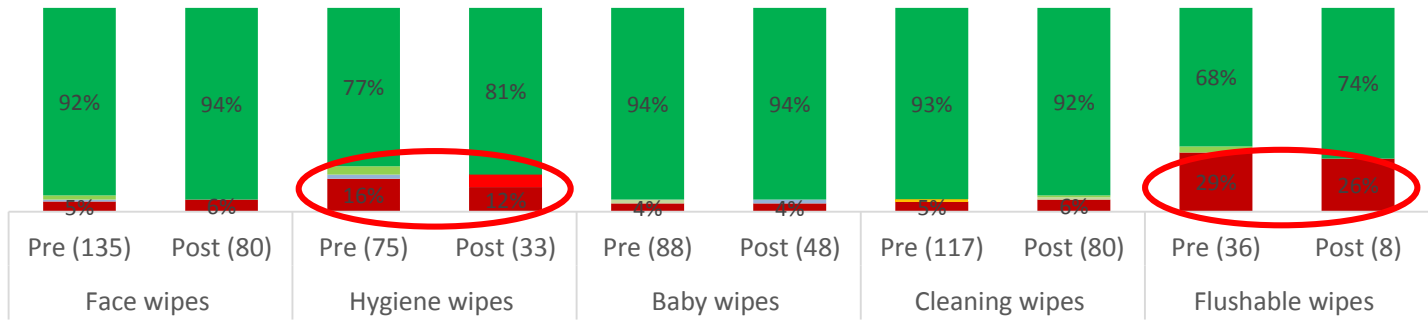


Post campaign a higher proportion of residents say they would be 'not at all likely' to dispose of flushable wipes in the toilet.

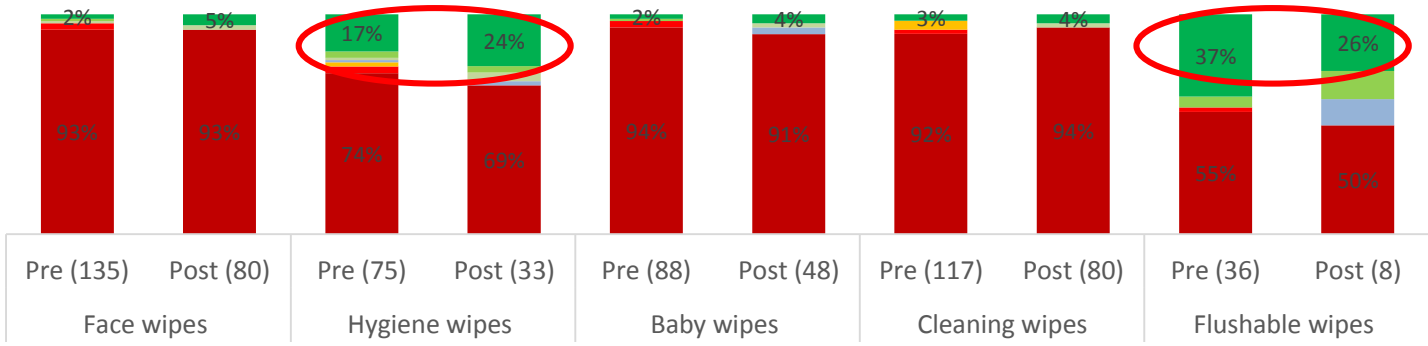


The vast majority of users of face wipes, baby wipes and cleaning wipes say they are ‘very likely’ to dispose of them in the bin and ‘not at all likely’ to dispose of them in the toilet both pre and post campaign. The reported behaviours of wipe users has not changed pre-post campaign. Indeed, there is a small but significant minority of hygiene wipes/flushable wipe users who are very likely to dispose of them in the toilet – both pre and post campaign.

Likelihood to throw in the bin - users



Likelihood to throw in toilet - users



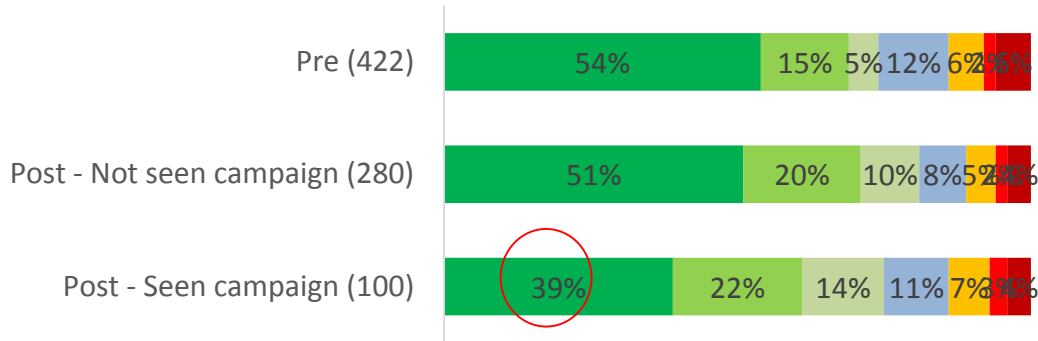


# Campaign impact on attitudes and understanding

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To what extent do you consider your home to be at risk of a sewer blockage?

1 Not at all at risk 2 3 4 5 6 7 At high risk

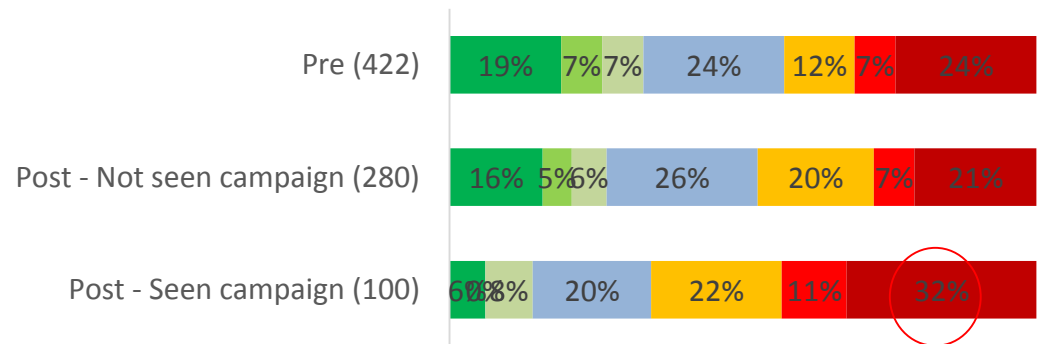


Those residents who have seen the campaign are less likely to think they are 'not at all at risk' (39%) compared to those who have not seen the campaign and pre-campaign.

Those residents who have seen the campaign are more likely to think sewer blockages are a major problem for Wessex Water (32%) compared to those who have not seen the campaign (21%) and pre campaign (24%).

To what extent do you think sewer blockages are a problem for Wessex Water?

1 No problem at all 2 3 4 5 6 7 A major problem

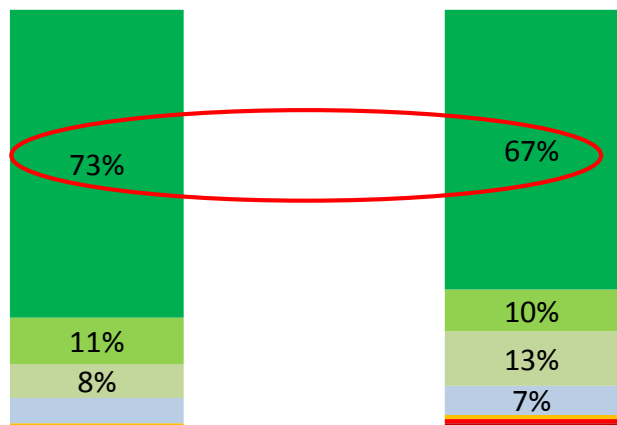


The perceptions of the causes of sewage blockages amongst residents as a whole have not changed significantly post campaign.

However those residents who had seen the campaign are more likely to think blockages are due to the flushing of wipes and less likely to think it is due to a lack of maintenance by Wessex Water than those who had not seen the campaign.

To what extent do you think the following factors contribute to the problem of sewage blockages?

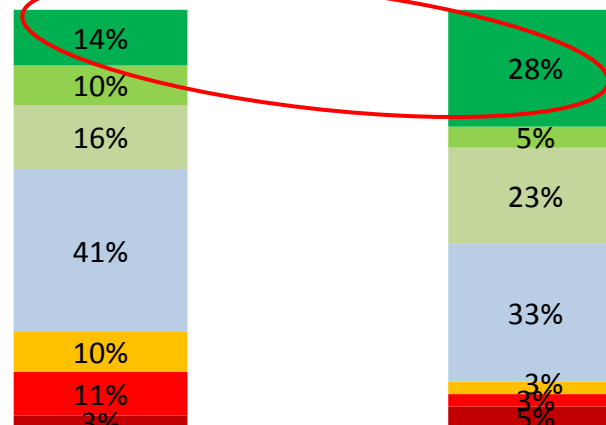
1 not at all 2 3 4 5 6 7 a great deal



Seen campaign (100)

Not seen campaign (280)

People flushing wipes down the toilet

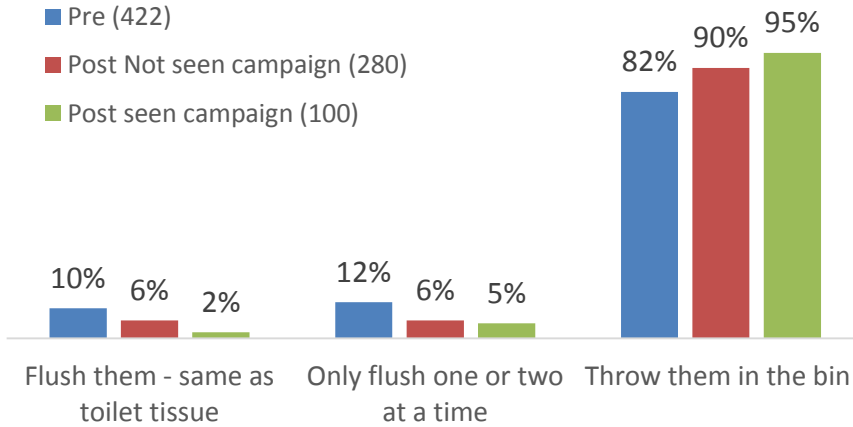


Seen campaign (100)

Not seen campaign (280)

Lack of maintenance and cleaning by Wessex Water

Which of the following do you think water companies recommend to dispose of flushable wipes



The vast majority of residents think the recommended way to dispose of flushable wipes is in the bin.

Post campaign there has been a decrease in those thinking they should be flushed and those who have seen the campaign are most likely to think they should be thrown in the bin.

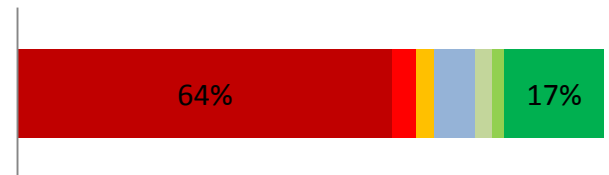
However those using hygiene wipes and flushable wipes are less likely than others to think they should be binned (82% post campaign).

Of those who saw the campaign two-thirds (64%) strongly disagree that flushable wipes dissolve like toilet paper. However, there are indications that hygiene wipe users are less likely to take this view.

Thinking about the info you've seen/heard in the last month, to what extent do you agree/disagree with the following statements? Base: All seen campaign (119)

■ 1 Strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 Strongly agree

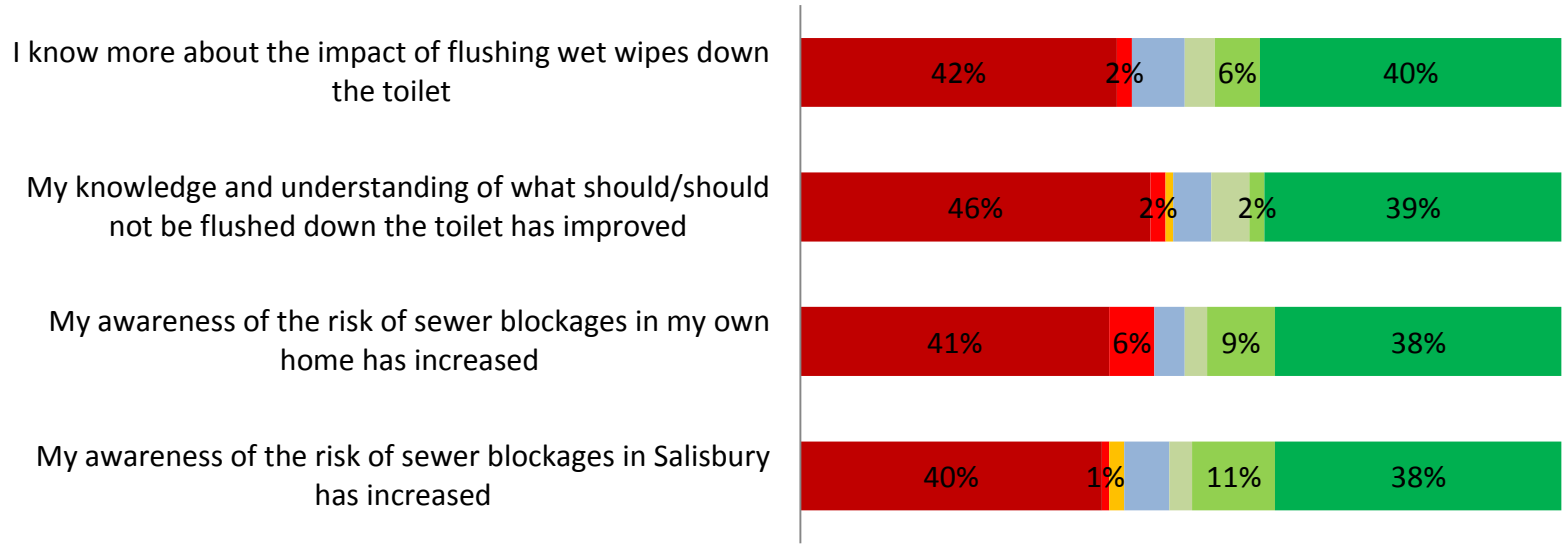
Flushable wipes dissolve as quickly as toilet paper if flushed



Of those who have seen the campaign around half think it has had an impact on their knowledge and awareness of sewer blockages and the impact of flushing wet wipes.

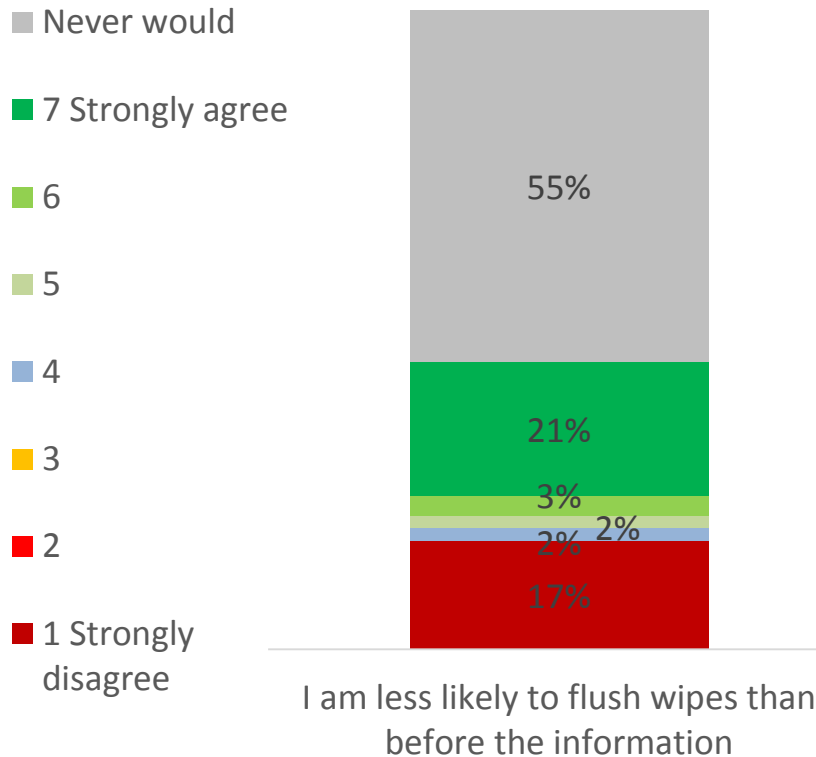
Thinking about the info you've seen/heard in the last month, to what extent do you agree/disagree with the following statements? (119)

■ 1 Strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 Strongly agree



Thinking about the information that you've seen/heard over the last month, to what extent do you agree or disagree with the following....?

Base: All seen campaign (119)



Of those who saw the campaign over half (55%) said they would never have flushed wipes.

The remainder are divided over whether the campaign has made them less likely to flush wipes (26%) or no less likely (17%).

Although based on small numbers (n=12) there are indications that those using hygiene wipes are both less likely to say they have never flushed them and less likely to think the campaign will impact on their behaviour.

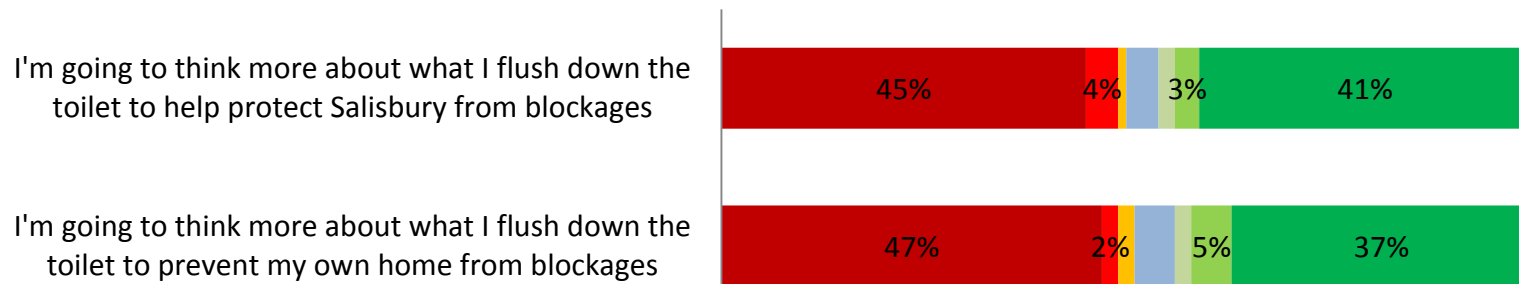
Those residents who had seen the campaign were asked about their future behaviour. Around three in five 'strongly agree' that they are going to think more about what they flush down the toilet to both help protect Salisbury (41%) and their own home (37%) from blockages. However, around half will not think any more about their behaviour.

Those who are more likely to think about their future behaviour are:

- Older residents (aged over 55+ years)
- Adult only households
- Users of face wipes, and cleaning wipes (although caution due to small base sizes)
- Those who think their own behaviour can impact on local problems.

Thinking into the future to what extent do you agree or disagree with the following statements? Base: All who seen campaign (119)

■ 1 Strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 Strongly agree



# Summary

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## Recall of the campaign appears to be high:

- General awareness of information regarding sewage blockages has increased (from 26% to 31%).
- A quarter of residents recall the campaign when prompted.
- Recall is highest for the radio advert (12%) and newspaper and magazine articles (12%).
- The radio advert effectively communicated the 'love your loo message' (65% of those who heard the radio advert).
- It is less evident that residents took a clear and consistent message from newspapers and magazine articles.

## There is some evidence of a potential change in residents behaviours:

- Half of residents were using wipes before the campaign, this fell by 9ppts after the campaign.
- The vast majority of residents are not at all likely to throw wipes in the toilet (84% to 95% across different types of wipes).
- Post campaign has seen a slight increase in proportions saying they are very likely to dispose of wipes in the bin.

## The campaign appears to have had an impact on attitudes:

- Those who recalled the campaign are more likely to believe that sewer blockages are a problem for Wessex Water, that they are caused by flushing wipes and that their own property is at risk.

## Despite signs of a positive impact on future behaviours the campaign does not appear to have influenced a small group of wipe users:

- The majority of wipe users say they are very likely to throw wipes in the bin and not at all likely to throw wipes in the toilet (both pre and post campaign).
- Half of those that saw the campaign would never have flushed wipes, and a quarter are less likely to do so as a result of the campaign.
- But there is a minority of residents using hygiene and flushable wipes who remain very likely to flush them and the campaign does not appear to have shifted their attitudes. There is a potential for qualitative research to explore the attitudes of these harder to reach residents.

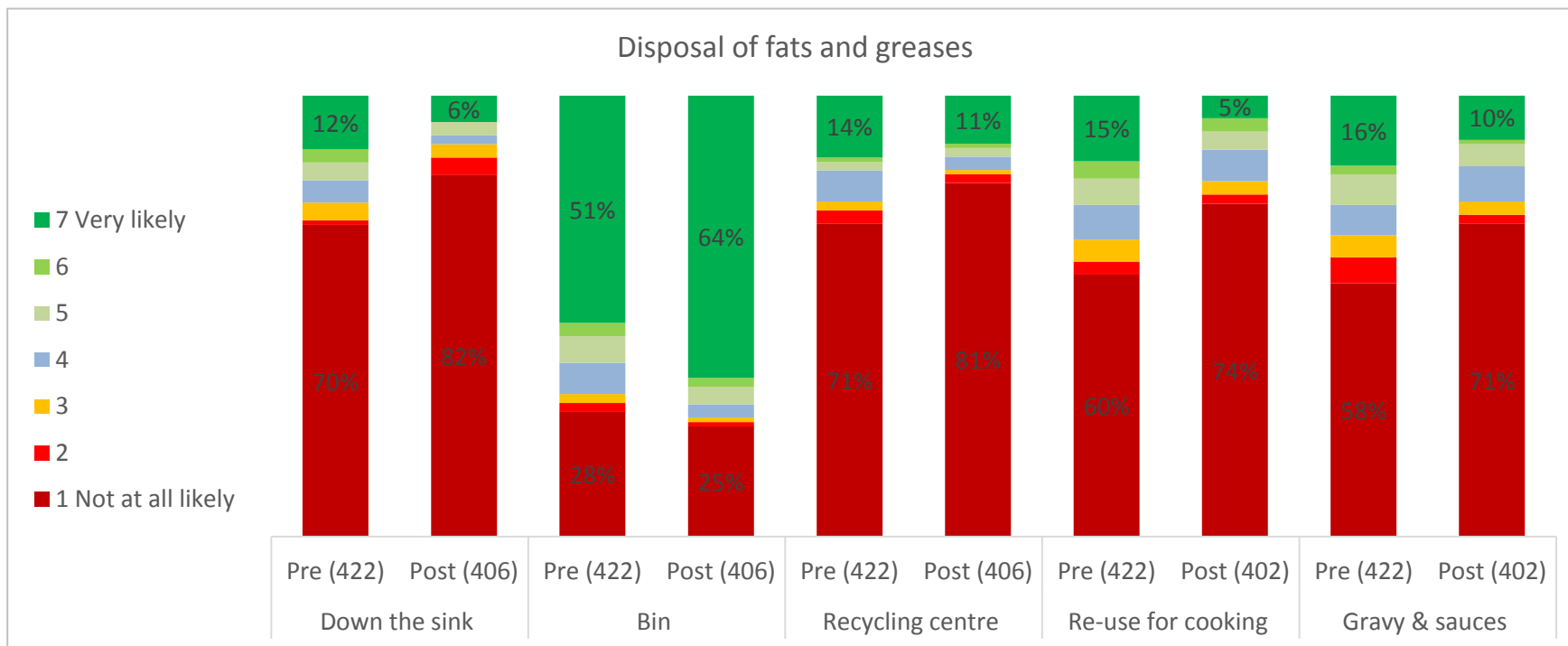
# Appendices

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The majority of residents say they are 'not at all' likely to put fats and greases down the sink and this had increased from 70% to 82% post campaign.

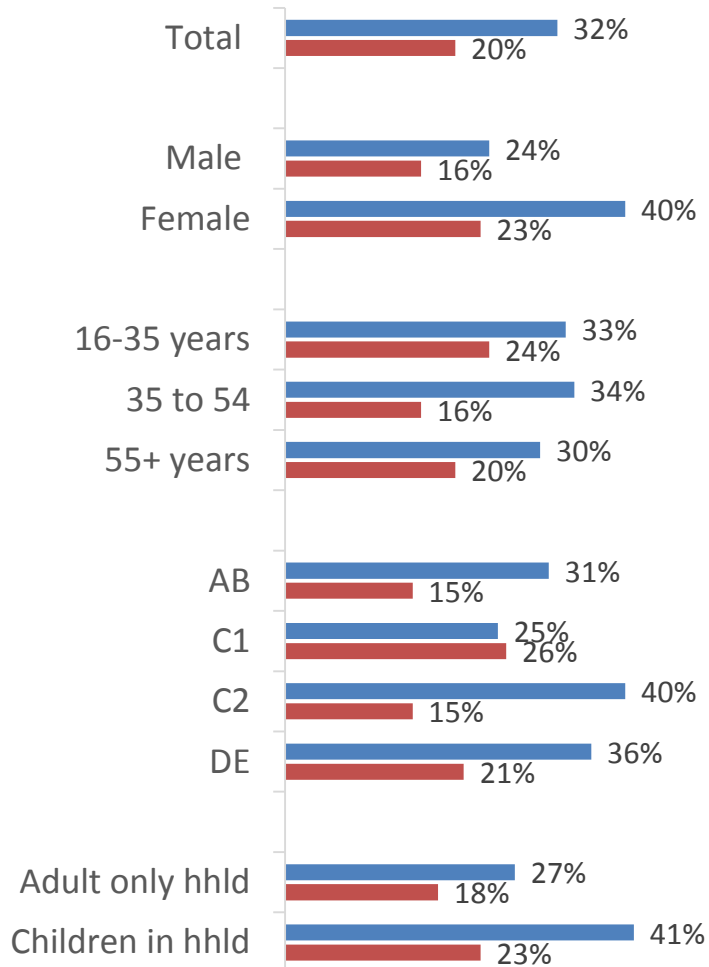
The proportion of residents saying they are very likely to put cooking fats in the bin has increased from 51% to 64%.

Age has the strongest influence with 93% of the over 55s saying they are 'not at all' likely to dispose of cooking fats down the sink.



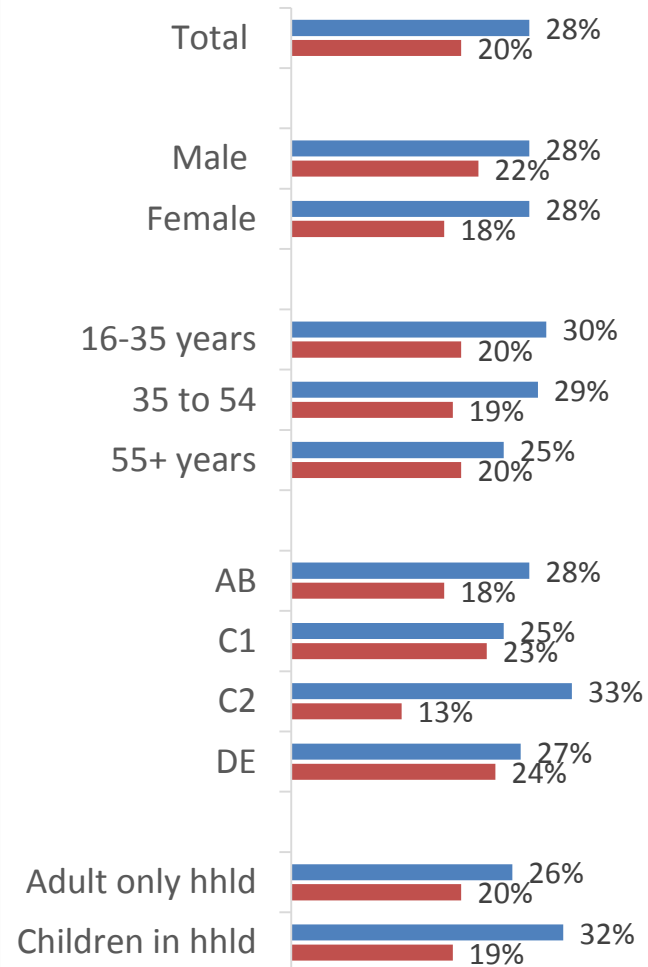
## Face wipes

■ Pre (422) ■ Post (406)



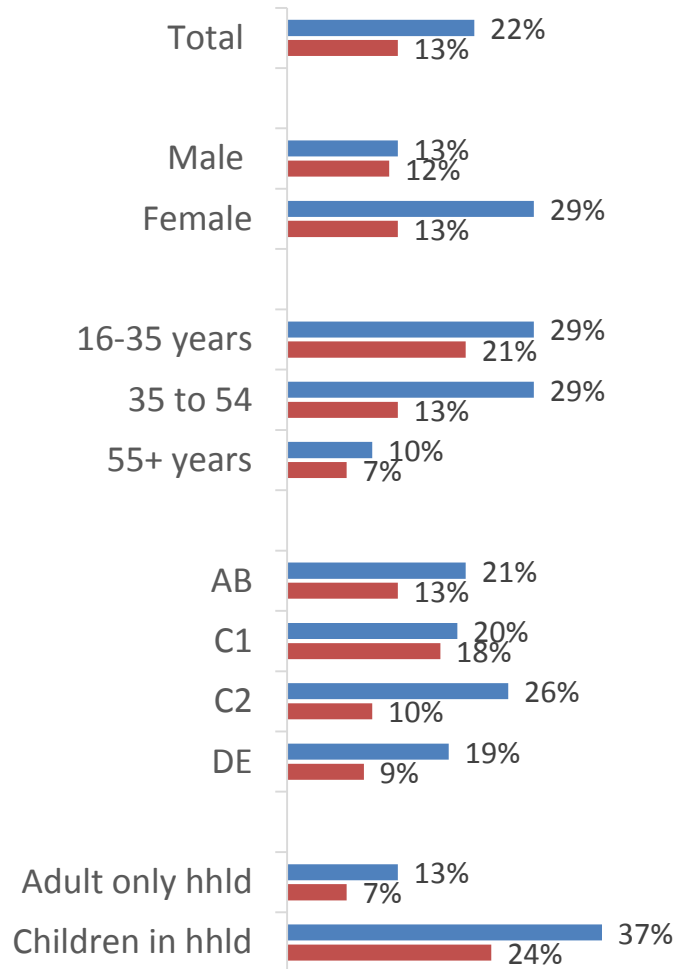
## Cleaning wipes

■ Pre (422) ■ Post (406)



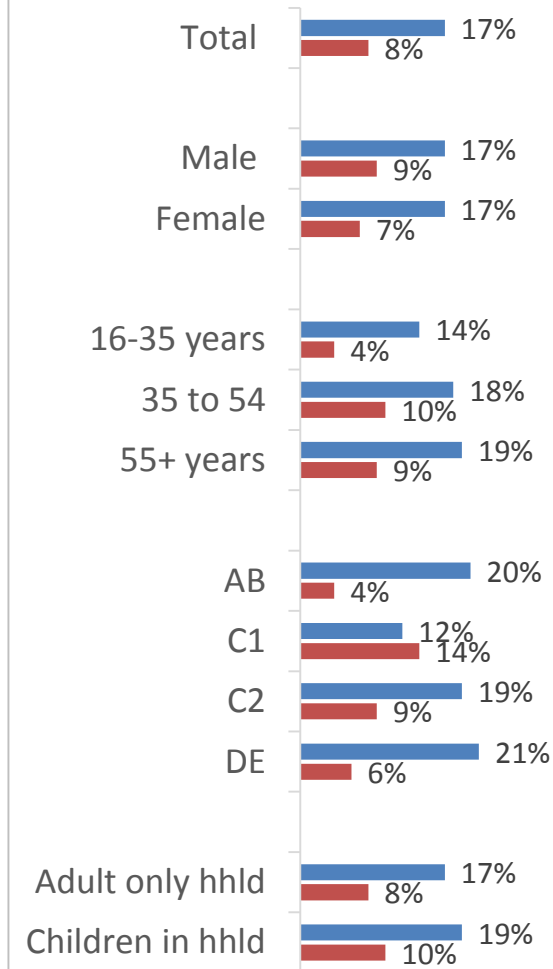
## Baby wipes

■ Pre (422) ■ Post (406)



## Hygiene wipes

■ Pre (422) ■ Post (406)





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