

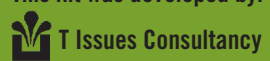
KEEPING YOUR BACKYARD HEALTHY



getting informed about your septic



This kit was developed by:



BEST PRACTICE GUIDANCE MATERIAL

FOR LOCAL GOVERNMENT

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ABOUT THIS KIT

This kit assists councils to develop a community education program for domestic wastewater management.

There are a number of public health and environmental issues associated with domestic wastewater management for which councils have responsibility.

Educating communities about potential risks and managing those risks is an important part of fulfilling councils' duties.

The Keeping Your Backyard Healthy: Smart Septics Solutions community education program deals with all on-site wastewater management systems including septic tanks, aerated wastewater treatment systems and organic systems (for the remainder of this document all systems will be referred to as septics).

This kit contains step-by-step guidelines and a comprehensive set of resources to assist Environmental Health Officers (EHOs) in this task.

The kit is divided into five sections:

Section 1: Context and Objectives

Background information about the Keeping Your Backyard Healthy: Smart Septics Solutions community education program as well as information on why wastewater management is important, councils' legislative responsibilities, different education options and useful web links.

Section 2: Designing and Delivering an Education Program

Step-by-step instructions to assist council officers effectively plan and deliver the Keeping Your Backyard Healthy: Smart Septics Solutions community education program.

Section 3: Resources

A comprehensive package of educational resources for use when delivering the Keeping Your Backyard Healthy: Smart Septics Solutions community education program. All resources described in this section are contained on the CD found in Section 5, which can be adapted and amended for local use.

Resources include:

- Information sheets for publication on council websites and distribution to residents
- Print and radio media advertisements to raise community awareness
- Powerpoint presentations and briefing sheets for councils and the general community
- Other tools such as post cards and stickers to help septic owners to better manage their systems.

Section 4: Glossary of Terms

Concise explanations of the terms used in this document.

Section 5: CD and Hard Copy Resources

A CD containing electronic versions of education resources that can be amended and adapted for local use. Hard copy versions of the resources supplied in plastic sleeves.

This kit has been produced by the Municipal Association of Victoria (MAV), funded by EPA Victoria through the Victorian Stormwater Action Program, and distributed through the Clearwater Smart Septics Program.

1.2

STRATEGIC DIRECTION

It is important that the education program is developed within a broad strategic framework that considers the management of domestic wastewater across the range of council initiatives and responsibilities. The following points are central to the success of the program:

Integrate with council planning and programs

Councils' Domestic Wastewater Management Plans are the central framework around which councils determine their approach to domestic wastewater management. The education program should tie in with the objectives of the plan. It is recommended that councils complete their Domestic Wastewater Management Plans before undertaking the education program.



Program planning

Once the broad approach to domestic wastewater management has been established through the plan, it is important to undertake a thorough planning process for the development of the education program. Section 2.1 provides council EHOs with a guide to planning, implementation and evaluation of education programs.



Work collaboratively

There are a range of organisations and agencies with responsibilities for domestic wastewater. Councils are encouraged to work collaboratively with these to achieve consistency and increased support for the program. Find out if there are any programs already being undertaken by other agencies. In addition, councils could work with neighbouring municipalities.



Monitor and Evaluate

It is essential that the education program be evaluated throughout to gauge success as well as feedback on how it may be improved. It is also recommended that septic management compliance be monitored to gauge the effectiveness of the program.

GOALS AND OUTCOMES

1.3

What is the Goal of the Keeping Your Backyard Healthy: Smart Septic Solutions education program?

By extending the delivery of high quality education across a large number of councils, the Keeping Your Backyard Healthy: Smart Septic Solutions education program will improve the ways in which new, potential and existing owners/occupiers of on-site wastewater management (septic) systems behave, thus reducing the negative public health and environmental impacts of these systems.

What Outcomes Does the Program Hope to Achieve?

At the local government level, the outcome will be extensive, high quality delivery of the program. At the community level, the outcomes relate to behaviour change within households, ultimately resulting in improved environmental, social and economic outcomes.

This kit is designed to provide EHOs and other relevant local government staff with the tools to deliver a comprehensive and coherent education program.

When implemented effectively, the program should improve the behaviour of septic system owners/occupiers by:

- Increasing knowledge and awareness about wastewater issues, roles and responsibilities and the risks associated with wastewater;
- Improving monitoring and management of existing systems to reduce risk of failure and the need for more expensive upgrades;

- Increasing capacity to respond to system failures and to upgrade existing systems appropriately;
- Enhancing capacity to make appropriate decisions about site selection, system selection and installation;
- Assisting to seek further information and advice as required;
- Raising understanding of broader public health and environment issues.

Community education can be complicated when the owner is not on site. In this situation, the owner is responsible under the law for the management of the system, but needs the tenant to undertake monitoring and to use the system appropriately. Therefore, the educational materials target occupiers as well as owners of properties with septic systems.

Remember, people who own septic systems come from diverse backgrounds. In some local government areas, rural landholders will be the primary audience whilst in others, those who own holiday homes but live in the city will be the primary audience. In many locations septic systems are installed on residential blocks and often owners are also occupiers. Most owners/occupiers speak English as their first language, but there may be a need to develop material in some other languages.

Who Can Help Implement the Program?

Real estate agents and plumbers can assist in the education of owners/occupiers of septic systems.

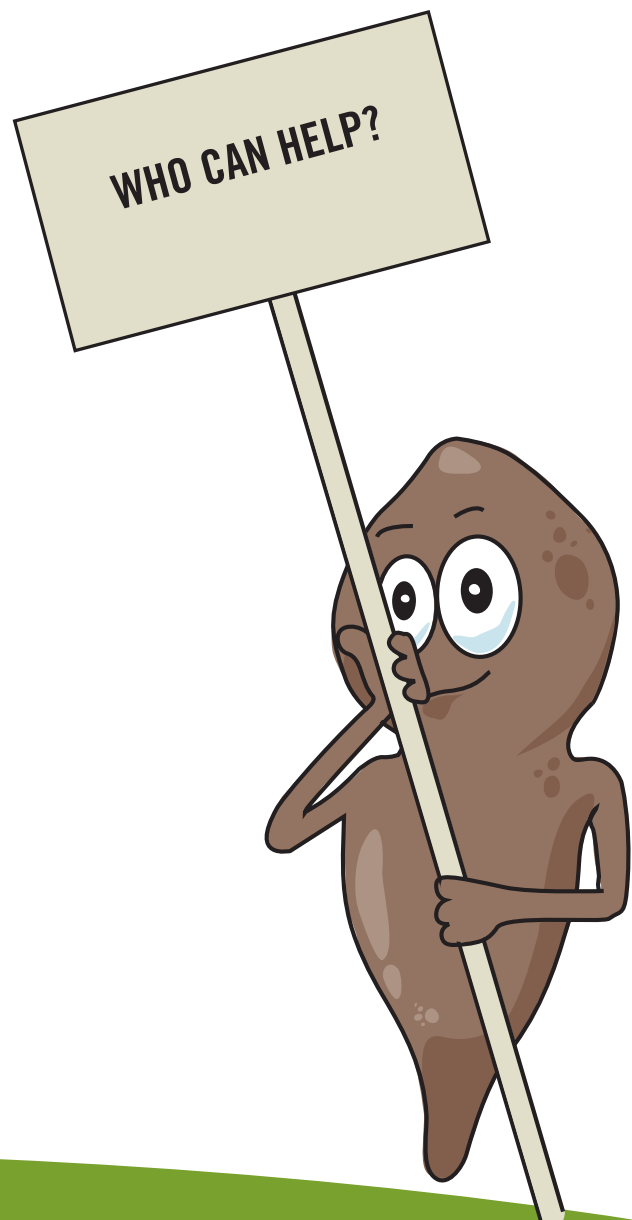
The Master Plumbers and Mechanical Services Association of Victoria deliver the Green Plumbers Program that directly targets plumbers to promote good septic management.

In addition, there are a number of organisations that can assist councils to design and deliver effective on-site wastewater management programs including:

- Water authorities
- Catchment management authorities
- Landcare groups etc.
- Local community groups

Council officers may also consider consultation with organisations such as:

- EPA Victoria
- Department of Sustainability and Environment
- Department of Human Services
- Australian Institute for Environmental Health
- Municipal Association of Victoria
- Clearwater



WHY IS WASTEWATER MANAGEMENT IMPORTANT?

1.4

There is significant evidence from water quality monitoring studies that environmental and public health risks occur as a result of septic systems that are not installed, managed and maintained appropriately.

Onsite wastewater management involves the treatment of wastewater followed by the release of liquid (treated wastewater) and solid (sludge and compost) products into the environment.

It is highly likely that a significant number of existing septic systems are not complying with basic public expectations and legal obligations and have very limited performance capacity. Such systems may fail outside of business hours or in rainy conditions when they are likely to go unnoticed. In particular, the discharges from poorly maintained/old wastewater systems have the potential to breach current standards and guidelines (see Section 1.5) with regard to greywater reuse. Note that approximately 90% of household wastewater is “greywater” with the remaining 10% being toilet wastewater or “blackwater”.

Given that there are pollutants in greywater that may pose health and environmental risks, it is unacceptable to discharge greywater into neighbouring properties or the stormwater system, because of potential health and environmental impacts, odours, water logging of land and damage to vegetation. An owner/occupier who allows greywater to enter adjoining properties may be exposed to civil liability risks associated with private nuisance, trespass and negligence.

In addition, a failing on-site sewage disposal system may contribute pathogens (namely faecal coliforms

and e. coli), opportunistic microbes and nutrients to local waterways unless the site is managed to reduce and contain them. The degree of health risk depends on the nature of the wastewater stream, the extent to which wastewater is treated, the level of pathogen present and the ability of a person’s body to fight any organism contacted. In general terms, the management of on-site systems is important to:

- Prevent the spread of disease by micro-organism;
- Prevent the spread of foul odours;
- Prevent the contamination of water;
- Prevent the degradation of soil and vegetation;
- Avoid increased prevalence of insects and vermin;
- Ensure that persons do not come in contact with untreated sewage or effluent (whether treated or not) in their ordinary activities on the premises concerned; and
- Minimise any adverse impacts on the amenity of the premises and surrounding lands.

Public health protection requires council attention to specific system failures, while the protection of the environment requires attention to both specific system failures and the cumulative impact of sewage pollution in the area. Managing cumulative impacts is a difficult but core responsibility of councils in relation to onsite sewage management.

It is particularly important to appreciate that many waterways suffer environmental degradation and public health risks as a result of small incremental increases in pollution from many different sources.

1.5

POLICY AND LEGISLATION

It is important that a local education program is developed within the context of relevant policy and legislation.

Councils have roles and responsibilities for wastewater management that are mandated under legislation and supported by policy and a range of guidelines. It is important that council officers and elected officials are aware of the policy and legislative provisions when developing education programs.

A summary of legislation and policy relating to wastewater management is provided below.

Note: Following the release of the Government's White Paper on Water – Our Water Our Future, parts of the content below and on the following pages were under review at the time of publication. It is recommended that the relevant authorities be contacted to verify current legislative requirements.

RELEVANT LEGISLATION:

Environment Protection Act 1970.

The Environment Protection Act 1970 provides the legal framework for the protection of the environment in Victoria. It is also the basis for the development of environmental policy, objectives, goals and regulations that are applied to all levels of government, industry and the community. The Act sets out other regulatory instruments including works approval and licensing systems, which govern the management and discharge of wastes and emissions at certain sites.

The Environment Protection Act enables the EPA to improve air, land and water environments by managing waters, controlling noise and controlling pollution. It is focused on protecting the environment through reducing human impact on our air, land and water. Sitting under the Environment Protection Act are State Environment Protection Policies (SEPPs). SEPPs are important as they set out environmental values and beneficial uses of Victorian water and the environmental quality required to protect them (see Relevant Policies for more information).

As far as wastewater management is concerned, the Act:

- Defines septic tank systems (a system for the bacterial, biological, chemical or physical treatment of sewage)
- Places the responsibility on councils to declare that the system must be of the style to treat all sewage. Only systems that are of types approved by the EPA can be approved by councils
- Establishes that a person must have a permit to install or alter the system and that the application for a permit is in a manner approved by council
- Requires councils to refuse or issue the permit within 42 days
- Requires occupiers to maintain the septic system in accordance with the conditions on permit.

Under the Septic Tank provisions of the Environment Protection Act 1970, Section 53MA requires compliance 'with a septic tank permit and conditions to which it is subject'. This means that there must be specific

reference to containing all wastewater on site before council can take action in this case. Council does have the ability to issue a \$500 Penalty Infringement Notice [PIN] for a breach of this regulation. Therefore, when developing permits it is wise for councils to make these as specific as possible. The stronger and more specific the conditions in the permit, the more regulatory action will be able to be taken.

Section 53N of the Act requires a Septic Tank owner to 'maintain their Septic Tank in accordance with the requirements specified in the permit'. Similar to Section 53N a breach in this case could only be proven if the off-site discharge could be related to a specific failure to comply with a condition of permit that has led to the discharge. Again council can issue a \$500 PIN for a breach.

Sections 38 and 39 of 'Part V Clean Waters' in the Act state that a person shall not pollute any waters. Discharges into waters must be in accordance with the relevant SEPP (Waters of Victoria) or Waste Management Policy. A person who is found to contravene any of the provisions in this section of the Act shall be guilty of indictable offence and liable to a penalty specified in the Act.

The Health Act 1958

The Health Act 1958 is relevant where there is a nuisance that is dangerous to health or is offensive, in that it is noxious, annoying or injurious to personal comfort. A householder may create a nuisance if they allow greywater to run off their property onto neighbouring land or into rivers, creeks or the stormwater drainage system, or generate odours. The Health Act 1958 makes it an offence to cause a nuisance and makes offenders liable to prosecution and penalty. Generally, councils use this legislation to deal with off-site discharge problems.

According to Section 41 of the Health Act 1958, "a council must remedy as far as is reasonably possible all nuisances in its municipal district." Section 43 adds that "If a person believes that a nuisance exists, that person may notify the municipal council in whose municipal district the alleged nuisance occurs." The council must investigate any notice of

a nuisance. And if nuisance is found to exist, the council must take action to abate the nuisance; or advise that the matter should be settled privately. A nuisance is broadly defined and includes "any noise or emission; or any state, condition or activity" that affects "any land, water or land covered by water". In these circumstances offenders are liable to prosecution or a Notice to Abate the nuisance can be issued.

The Local Government Act 1989

The Local Government Act 1989 establishes the constitutional, electoral and operational arrangements for local government in Victoria. The purposes of a municipal council as defined by the Act are:

- to provide for the peace, order and good government of its municipal district;
- to facilitate and encourage appropriate development of its municipal district in the best interests of the community;
- to provide equitable and appropriate services and facilities for the community and to ensure that those services and facilities are managed efficiently and effectively; and
- to manage, improve and develop the resources of its district efficiently and effectively.

The Building Act 1993

The Building Act 1993 is also important because it regulates plumbing work and establishes and maintains standards for construction.

Relevant Policy

Our Water Our Future.

The Victorian Government's Our Water Our Future action plan provides an integrated water strategy that sets out actions to improve water management through the entire water cycle - from catchments, aquifers and rivers, to homes, farms and businesses.

Our Water Our Future supports the more efficient use of water in the urban environment, including improved on site and off-site urban water management. This will cover a range of initiatives including sustainable water planning, demand management, re-use, recycling, and alternative urban water supplies to supplement potable water on a 'fit for purpose' basis.

In addition, there will be a review of:

- the planning and building approval systems to ensure that these align with objectives of water conservation and use of alternative supplies.
- the public health and environmental framework for using alternative water sources (by the Environment Protection Authority and the Department of Human Services).
- Legislation governing the operation of the water industry including the Water Act 1989.

State Environment Protection Policies

Waters of Victoria.

This policy sets the framework for councils, government agencies, businesses and the community to work together, to protect and rehabilitate Victoria's surface water environments. It details the uses and values of our water environments (beneficial uses), sets measurements and indicators so we know how well they are being protected (environmental quality objectives) and outlines what needs to be done to protect them (attainment program).

Groundwaters of Victoria

This policy requires that groundwater is protected so that its beneficial uses are not harmed by the cumulative effects of individual wastewater discharges. It directs best practice approaches that must be used to ensure that groundwater quality is kept as close as possible to optimum levels.

Relevant Guidelines and Strategies

AS/NZS 1547:2000 Onsite Domestic Wastewater Management.

The object of this standard is to provide guidance for all persons and agencies involved with on-site sewage management in Australia and New Zealand. It covers all matters related to site investigation, land application, system design, installation, and operation and maintenance to achieve sustainable outcomes and public health performance. Councils adopt this standard as policy in order to ensure a uniform approach based on performance related outcomes.

Domestic Wastewater Management: A Planning Guide for Local Government

This guide produced by the MAV provides advice to local government about planning issues and wastewater management. It contains a model planning scheme for use by local government.

Code of Practice

Septic Tanks: Onsite Domestic Wastewater Management

EPA Publication 891. This code applies to all on-site residential systems treating less than 5,000 litres of wastewater per day. It ensures that septic systems protect public health by setting requirements for:

- Integrating septic management with land development
- Designing systems
- Installing systems
- Operating and maintaining systems.

Model Conditions for Septic Tank Permits

Located on the EPA website, this resource provides councils with model conditions for approval. These can be taken up by councils without change, or they can be locally modified. Note that these conditions contain system maintenance clauses as well as those relating to installation.

Approving Household Onsite Water Systems

EPA Publication 747. This document is for householders and describes procedures for seeking approval of on-site wastewater systems. It also outlines the steps that householders can take to ensure these systems provide long-term, trouble-free operation.

Land Capability Assessment for On-site Domestic Wastewater Management

EPA Publication No. 746. This document deals with concerns about wastewater not being retained on site. It describes a procedure to assess whether land can sustain an on-site wastewater management system with outflows of less than 5,000 litres/day. It is useful in informing decisions about the type and placement of household wastewater management systems appropriate for use in a particular location. This publication provides criteria related to drainage and run-off, flood, slope and landslip issues, rainfall, profile and depth of soil, sodicity percent of sodium in the soil, permeability, stoniness, measures of clay and salinity in the soil.

Domestic Wastewater Management Series, Reuse Options for Household Wastewater

EPA Publication 812. This document describes the management of health and environmental risks and the legal responsibilities related to on-site wastewater management.

Regional Catchment Strategies

Local strategy documents will need to be considered in the development of local education programs. The following describes Regional Catchment Strategies.

Resource management decisions at the local level are guided by Regional Catchment Strategies (RCS), which also outline priorities and regional targets to address water quality issues. The Catchment Management Authorities covering non-metropolitan Victoria undertook reviews of each RCS during 2003, involving stakeholder consultation and interaction between the State Government and the community. The final RCS documents will clarify provisions for ongoing investment in environmental monitoring, evaluation and reporting, and set out targets and performance measures. They have been described by the Victorian Catchment Management Board as 'local strategies for local futures'.

Council Domestic Wastewater Management Plans

These are called for under the State Environment Protection Policy (Waters of Victoria) and are currently being developed by a number of councils.

The MAV has developed a template for a council domestic wastewater management plan known as Domestic Wastewater Management – A Planning Guide for Local Government to assist councils in this process. It is available on the MAV website at www.mav.asn.au/environment/dww_management/Starthere.htm

1.6

COMMUNITY EDUCATION

When designing an education program it is important to be aware of the range of factors influencing people's behaviour and the various tools of change available. No one tool or mechanism exists in isolation and within your council there will no doubt be examples of programs that incorporate a number of complementary tools to bring about change. The table on page 11 outlines a range of useful and complementary tools for a strategic approach to the management of septicics.

Appropriate behaviour is driven differently for different people by a number motivating factors including:

- Just wanting to do the right thing and being a generally responsible person
- Complaints from neighbours etc
- Incidents (pollution/public health) that have a high public profile and spark consideration of behaviour at home
- Knowing someone else who had a problem
- Regulation (actual and deterrent, see below) of new system approval and existing system management
- Hip pocket, "it will cost you" messages
- Having to meet policy or planning guidelines (e.g. Development Approval)
- Gaining data about the size or extent of the problem
- Personal/community responsibility (environmental and public health)
- Increased awareness of risk to self, family and community

- Environmental altruism
- Becoming more educated about the issue

Section 2.1 outlines how to strategically plan and deliver the Keeping Your Backyard Healthy: Smart Septic Solutions community education program.

The steps outlined link closely to the Clearwater Online Toolkit for the development of environmental education programs (see www.clearwater.asn.au).

A SUITE OF TOOLS

Complementary tools for a strategic approach to the management of septicics

EDUCATION AND ENCOURAGEMENT	
Knowledge	Increasing resident knowledge and awareness of wastewater issues, roles and responsibilities and the risks associated with wastewater.
Skills	Training community members in the management of on-site septic systems and increasing capacity to respond to system failures.
Attitudes	Developing positive attitudes through neighbourhood workshops towards the monitoring and management of existing systems.
Practices	Organising and participating in septic system management and awareness raising workshops and implementing best management practices.
ENFORCEMENT: LEGISLATION, REGULATION AND POLICY	
Laws and regulations	Enabling prosecutions and fines under the relevant legislation.
ECONOMICS	
Economic Incentives	Providing incentives to septic system owners/occupiers for the upgrade of ineffective septic systems.
ENGINEERING AND SCIENCE	
Science	Investigating and gathering evidence on the environmental and public health effects of septic system failures.
Engineering and technology	Developing, designing and constructing devices such as emergency alarms prior to the inappropriate release of wastewater from a septic system.
EVALUATION, MONITORING AND RESEARCH	
Monitoring	Measuring changes in the type and quantity of pollutants entering waterways.
Evaluation and research	Assessing and reporting on the impact of educational and other measures used.
<p><i>Adapted from: "What we need is a community education project". NSW EPA and NSW DLWC, August 1997</i></p>	

1.7

TRAINING FOR CONTINUAL IMPROVEMENT

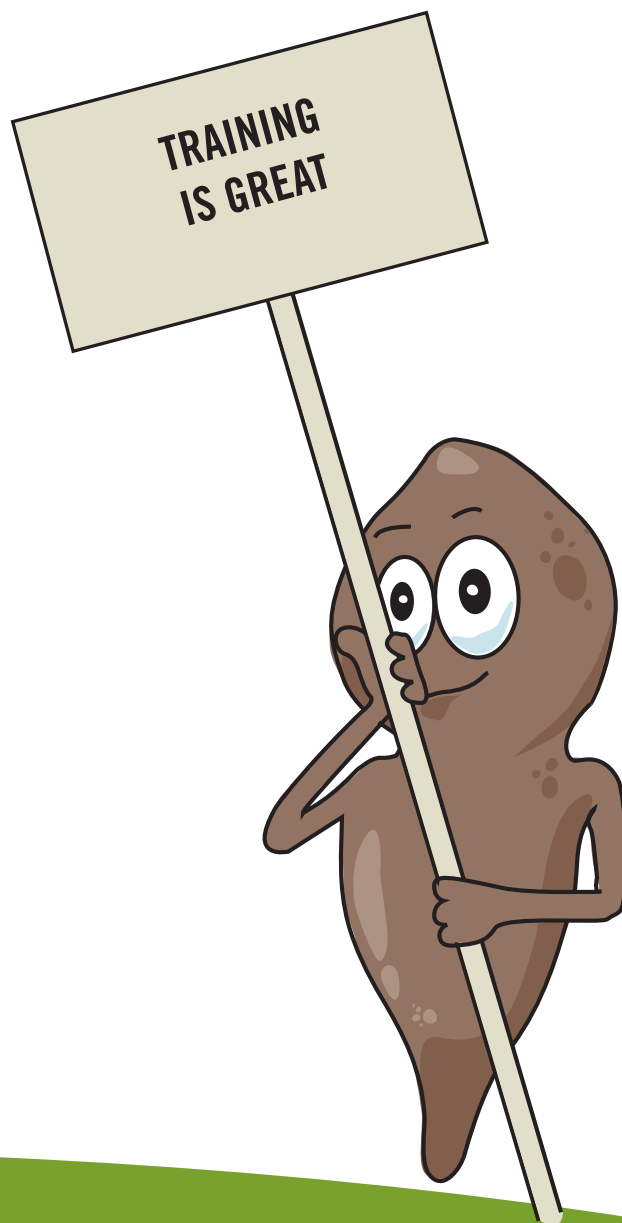
Environmental Health Officers may have disparate training needs relating to either gaining increased knowledge about on-site domestic wastewater systems and/or improving their capacity to design, deliver and evaluate education for behaviour change programs.

The MAV has a long history of providing support to councils in domestic wastewater management. Through the Clearwater Smart Septics program this support will continue in the form of professional development and training programs. If you have a suggestion for training that would benefit your council, contact Clearwater at the MAV on (03) 9667 5555.

Clearwater (www.clearwater.asn.au) offers training for council officers in stormwater, domestic wastewater and water conservation related issues. The Clearwater website also contains the Education Toolbox referred to throughout this document.

The Australian Institute of Environmental Health (www.aeih.org.au) offers training about wastewater issues. The Australian Water Association (www.awa.asn.au) offers professional development in both technical water issues and water education skills. The Australian Association for Environmental Education (www.aeee.org.au) can provide assistance and training in water education. Vic Water (www.vicwater.org.au) also has a strong education focus.

Discussing your training needs with neighbouring councils and the local Catchment Management Authority and/or the Water Authority might result in partnerships being formed whereby more localised training programs can be developed. Universities and private consultants can also offer purpose built training, if required.



WEB LINKS

Environmental Health Officers may find the following links to other relevant websites and programs useful.

- www.clearwater.asn.au Website of Clearwater and the Smart Septics Program. Contains an extensive database of case studies and resources on domestic wastewater management.
- www.epa.vic.gov.au/water Website of EPA Victoria
- www.epa.vic.gov.au/localgov Section of the EPA Victoria website containing information on onsite wastewater systems
- www.mav.asn.au Website of the Municipal Association of Victoria
- www.dlg.nsw.gov.au Website of the NSW Department of Local Government. This contains a substantial amount of useful NSW information about septics.
- www.deh.enr.state.nc.us Website of the North Carolina Department of Environment and Natural Resources
- www.awa.asn.au Website of the Australian Water Association
- www.nsfc.wvu.edu Website of the national Small Flows Clearing House at the West Virginia University
- www.greenplumbers.com.au Website of the Green Plumbers Project of the Master Plumbers Association
- www.plumber.com.au Website of the Master Plumbers and Mechanical Services Association of Australia
- www.aieh.org.au Website of the Australian Association of Environmental Health
- www.coastal.crc.org.au/toolbox/index.asp Citizen Science Toolbox
- www.thisland.uiuc.edu/50ways Useful website from the University of Illinois

1.8

2.1

PLANNING A COMMUNITY EDUCATION PROGRAM

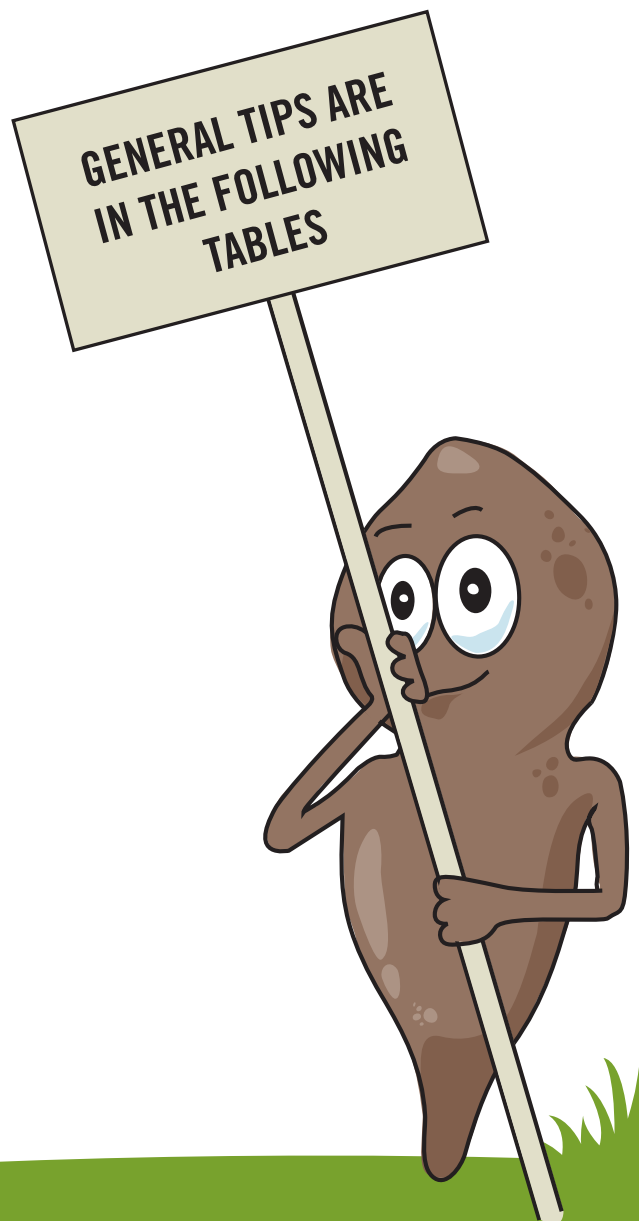
If you are going to influence the behaviour of your audience through the use of education you need to plan it well. To make the most of your local Keeping Your Backyard Healthy: Smart Septics Solutions community education program there are a number of key planning steps to follow.

This resource emphasises the prime importance of good planning and strongly discourages undertaking the development of education programs or resources for the sake of simply doing them. It reinforces the message that education needs to be purpose-built and that targeted programs are vital. Good quality research and evaluation processes are the basis of good education planning. The planning steps include:

- 1 Identifying the issue or problem
- 2 Identifying the community and target groups
- 3 Establishing the outcomes
- 4 Determining evaluation and monitoring techniques
- 5 Determining available resources
- 6 Designing educational methods
- 7 Developing an Action Plan
- 8 Implementing your Program
- 9 Reporting Results – Monitoring and Evaluation

Some general tips for undertaking each step in the planning process are outlined on the following pages.

A printed planning template is included at the back of this kit and on the CD. The template can be amended according to individual councils' needs.



PLANNING STEP 1: Identify the Issue or Problem

Be clear about the nature and cause of the problem to be addressed. It is important to understand what can be influenced and changed, as well as how.

To conduct effective education you need to be clear about what problem you are trying to solve or issue you are trying to address.

Describe the issue/problem fully. Start by asking the following questions:

- What is the problem or issue of concern? Is the issue the approval of new systems or the management of existing systems or both?
- For whom is it an issue?
- Is the issue important to council?
- Is it core business?
- What does your organisation see as its responsibility and role?
- To what extent is this issue of concern within our community?
- What are the causes of the problem?
- How can we promote community discussion and debate about this issue?
- What do we know about the issue? What research do we have? What's been done already? Who's been involved?
- Is 'education' the way to deal with the issue? What about other approaches such as regulation and enforcement, economics, engineering and science?
- What do we want to achieve? What can we achieve?
- What outcome do we want from education? Are we trying to encourage debate? Influence attitudes? Give or gather information? Develop skills? Change behaviour?
- Are the alternatives we wish to promote practical?

Drilling Down Further into the Issue

What do you need to know about existing septic systems?

- How many sites in the local government area have septic systems?
- What types of systems are there - septic tanks, aerobic, organic?
- Where are older systems located? Consider those in environmentally sensitive locations, for example near waterways, alongside areas of indigenous vegetation

What do you need to know about newly approved systems?

- Information about how many approvals are given each year
- Information about what types of systems are approved

Be clear about why the problem is a problem. The shaping of the problem definition will guide decisions about who the stakeholders are, who the target group might be and what outcomes you want to achieve. Identify specific behaviours or actions causing the problem and understand the people you will be working with.

It is important to start thinking about evaluation even at this early stage of program planning. In exploring the issue, you can also evaluate the level of importance of the program by considering the following:

- Information about how many residents contact council for advice about septic system overflow, maintenance etc.
- Record of complaints to council about septic problems/incidents
- Identification of particular locations where risk of overflow might be higher. Decision about increased level of monitoring etc.
- Information from any site audits of particular locations (or communities) that all have septic systems

Some Common Mistakes: Often this step is skipped over, guessed at or forgotten entirely. Any quality education program always begins with a definition of a problem or issue and this step helps in evaluation of the program.

PLANNING STEP 2:

Identify the Community and Target Groups

Undertake outcomes-oriented and participatory planning by engaging stakeholders throughout the development of the program; develop strategic partnerships.

Involve stakeholders in the program design to ensure a coordinated approach and to bring increased expertise into the project.

The more tightly you target your program, the more chance you have of it being successful. Targeting septic owners in town, might require different approaches to those necessary when you target rural septic owners.

Stakeholders

Full consultation with stakeholders will enable council officers to determine an effective strategic approach to the program and to select, modify and deliver relevant education products.

Develop a list of stakeholders who are involved in or understand the problem or issue. Decide who you need to consult about the problem.

Consider the following questions:

- Who has a stake (positive or negative) in the problem or issue?
- Who is most affected by the problem or issue? Who is concerned? Who may have different views?
- In relation to the problem, who are the opinion leaders in the community?
- Who are the key people to assist in solving the problem?
- Is there a person who could 'champion' the program for you?
- What do the stakeholders know, feel, want, believe and value in relation to the problem or issue?
- What are the threats, risks, costs and benefits for the stakeholders?
- How will you involve the stakeholders?
- Develop an approach to the consultation (including meetings, workshops and telephone interviews) that involves stakeholders in informing you about what is achievable.

For some stakeholders face-to-face meetings will be necessary (together in a group or individually) for others phone or email input is all that is required. Note that sometimes stakeholders are also members of the target population for a program.

All councils will need to consider consultation with a number of groups and organisations. These may include the following:

- EPA Victoria and/or the Department of Environment and Sustainability
- The Department of Human Services
- The local Catchment Management Authority
- The relevant water authority
- The Master Plumbers and Mechanical Services Association of Australia (local Branch and Green Plumbers)
- Local groups of the Real Estate Institute

In addition, locally there will be some organisations and groups that should be involved including:

- Any local precinct or community groups in locations where septics are prevalent
- The local Landcare group
- The parent group in schools where septics are prevalent

Think about other groups or organisations that may be relevant in your area.

PLANNING STEP 2: CONTINUED

Identify the Community and Target Groups

Target Groups

Be clear about your target audience – understand their knowledge, behaviours, needs, constraints, opportunities, and expectations. **Consider the following questions:**

- Who are you trying to reach/influence through this program?
- Is there more than one target group? Who are they?
- What demographics describe them?
- How do they behave with respect to septic management at the moment?
- What other education has been targeted at them? Did it work?
- What incentives are there for the target group/s to be involved with the program?
- What does the target group know, feel, want, believe and value about the problem or issue?
- What are the threats, risks, costs and benefits for the target group?
- What is the best way of reaching the target group?
- If they are not already involved with the issue, what will motivate your target group to be involved?
- What support do you need to give the target group to help achieve the program's outcomes?

Gaining a depth of understanding of the target population increases the likelihood of communicating with them and conducting a program that meets their needs. Ensure that your target population is as tightly defined as possible by describing them as completely as possible. It is not sufficient just identifying that you wish to target all residents of a local government area for your septic project.

Try not to rely on assumptions about your target group. Test out your assumptions with the stakeholders.

When thinking about owners and occupiers of sites where septic systems are located research the following:

- Demographic information including age, gender, educational background and socio-economic status
- Any demographic information that is possible to obtain about residents who are not owners
- Language spoken at home

Identify the needs of the target with regard to the problem and develop your program to meet those needs. For example, if people have socio-economic needs, appealing to their hip pocket might be appropriate.

Some Common Mistakes: Often stakeholders are merely listed and not really involved in the process of problem identification or program design. Real consultation is the missing step in the way that many programs work with those who can inform the project. Stakeholders can always tell when consultation is falsely motivated or lacks rigor and the opportunity for detailed input.

PLANNING STEP 3: Establish Outcomes

Be clear about the outcomes of the program.

In developing program outcomes consider the following questions:

- What are you aiming to achieve as a result of this program?
- What are the specific educational outcomes of the project in terms of knowledge, skills, values, attitudes and practices? Are these outcomes measurable?
- Do you need to look at short-term, mid-term and long-term outcomes for this issue?
- How may achieving your program help solve the issue or problem?
- What barriers may hinder the achievement of your outcomes?

Set clear, achievable and measurable outcomes – start with the statement “At the end of this program we will have.....”

At this stage you should develop a basic monitoring and evaluation strategy against your outcomes – it is important to know right at the outset how you will measure what you have achieved.

It is also important to integrate specific outcomes with other tools, where appropriate (e.g. regulation, policy etc). Such integration needs to be coordinated so that maximum benefit is obtained.

Some Common Mistakes:

- Setting unrealistic or unmeasurable outcomes.
- Not linking outcomes to an evaluation strategy.

Often outcomes are written to describe program methods rather than the desired outcomes. For example: “The distribution of a brochure about septic management to all residents”. If all you want to do is to distribute the brochure then this wording is fine. But if your outcome is to “improve the understanding of all owners/occupiers of properties that contain septic systems about the management of their system” then identify this as a program outcome. The brochure and its distribution are merely the method, not an outcome.

PLANNING STEP 4: Determine the Evaluation and Monitoring Techniques

How will you know if the program has been successful? Be clear about how the success of the program will be measured.

The Clearwater Toolbox available at www.clearwater.asn.au contains a comprehensive evaluation framework as well as links to information on a range of evaluation techniques.

Sample evaluation sheets are contained in the resource section of this kit.

Evaluation is an important component of program planning and implementation. Program evaluation can help you:

- Keep the program on track
- Adjust the program along the way to maximise the outcomes you want to achieve
- Report the outcomes of the program to your council, community, stakeholders.

In developing your evaluation framework consider the following questions:

- How will you know if you've achieved your outcomes?
- How will you measure the effectiveness of the program?
- How will you know if the program is reaching the target community?
- How will you gather the information you need to determine the success of the program?
- Who will be interested in the evaluation of your program?
- What will you do with the information you collect as a result of monitoring and evaluating your program?
- How could the program be improved? What worked, what didn't, and why?

Using monitoring and evaluation checklists will help you develop an effective monitoring and evaluation strategy and document the strengths and weaknesses of your program.

You may also wish to integrate your program with external tools and systems to further strengthen the evaluation process. The Clearwater Smart Septics Program has developed a set of simple yet comprehensive specifications to assist councils to manage information collected relating to domestic wastewater so that it can be used for both strategic and operational management as well as internal and external reporting requirements. A consistent and strategic approach to information management will assist council officers to draw useful conclusions from data. To obtain a copy of the specifications please contact Clearwater at the MAV on (03) 9667 5555.

PLANNING STEP 4: CONTINUED

Determine the Evaluation and Monitoring Techniques

HANDY TIPS FOR EVALUATION

Develop your evaluation strategy.

This means identify how you want to approach the evaluation in a strategic sense.

Frame the evaluation process you will use and identify the scope of the evaluation. The key questions are:

- Who will be interested in this evaluation and what does this indicate about the extent of the evaluation to be conducted?
- How extensive an evaluation is needed for the size of the program?
- What measures are available to indicate whether the program is effective?
- What behaviour change, knowledge growth measures are possible?

There is no hard and fast rule about the size of the budget. A multitude of factors will determine budget needs including: the scope of the evaluation strategy, the breadth of data that needs to be collected and the difficulty of collecting this data. As a rule of thumb it is usual that not more than 10% of the funds allocated to the program is spent on evaluation.

Devise an evaluation plan to meet the strategy.

This step involves the development of a plan clearly stating your approach to the evaluation.

The evaluation plan should ensure that you collect data on:

- The outcomes that you are aiming to achieve. For example septic management behaviour and knowledge that the program is aiming to achieve.
- The key questions that the evaluation is trying to answer.
- The source of the data for each question.

Develop the evaluation tools to be used (e.g. the questionnaires and discussion guides etc.)

At this step the specific tools are drafted and tested.

Data collection tools might include:

- Questionnaires (pre/post and others)
- Case studies
- Written responses
- Water quality tests
- Focus groups
- Interviews
- Observation
- Septic audits

Can you think of any other useful sources of data?

Undertaking the evaluation and reporting on your results is included in Planning Step 9.

Some Common Mistakes: Too often education programs are not evaluated effectively (if at all). Knowing what you want to evaluate and linking your evaluation strategy with the outcomes of the program during the planning phase will take the guesswork out of knowing whether or not your program has been successful.

PLANNING STEP 5:

Determine Available Resources

Think carefully about what inputs or resources your program will require – throughout the planning, implementation and evaluation phases.

Clearly specify the budget and people resources that are available for the program.

While funding is a key factor in determining the scope of the program, it should not be the sole driver of program methodology, especially in the early days of planning.

When thinking about budget issues for education planning, there are a number of points to consider:

- What is the estimated cost of your program?
- What funds do you have available?
- What funds do you need?
- What 'in-kind' support do you have or could you get?
- Who may be interested in financially supporting your program?
- Do you need to consider sponsorship for your program? What are the benefits for potential sponsors?
- Are there potential sponsors who are not appropriate?
- If you can't attract full funding for your program, what options do you have?
- Is it possible to get free time support? With mass media (social marketing) approaches, is community service time available from radio or television networks? CSAs (community service announcements) save lots of money in placement.
- Are your proposed methods the most cost effective?
- Do you have an internal budget allocation for education programs?
- Can you request funding from another department within council?
- How much time will council officers have to dedicate to the program?
- Do you require specific monitoring equipment?
- What external resources exist?
- Are there other agencies or departments that may provide funding or in-kind assistance to the program?
- How will you "sell" the program to council staff and councillors?

Some Common Mistakes: The most common mistake is trying to do too much with too little. With limited budgets you are better off to take on less and achieve some tangible priority outcomes, than to take on the world.

In contrast though, programs that run at low cost but don't reach their target population are not worth the investment. For example in some areas putting a brochure in the rate notices is inexpensive but not cost efficient because very few people read it.

PLANNING STEP 6:

Design Educational Methods

Select appropriate educational methods to suit the needs and learning styles of the target groups and the outcomes you want to achieve.

When planning education delivery a number of methods can be used.

Consider the following important questions before deciding on which educational methods to use:

- What are the most appropriate educational methods for you to use in which circumstances?
- What is the best method of achieving the program's outcomes, given the time and money available?
- What is the best method of achieving the program's outcomes in view of what you know about the target group?
- Do these methods reflect the educational needs of your target group?
- Would it be useful to use more than one technique to achieve the outcomes?
- What methods will have the most impact on the target group?
- Are there solutions to the problem and how do you reach these solutions?

Your stakeholders and target groups will provide information on the most appropriate and effective methods for them. This is related to their learning style and the ways in which they process information and skills and explore/take on new attitudes.

Choose educational methods that reflect and are consistent with the ways in which the target learns new things and is consistent with the changes that you are trying to bring about.

Be clear about which methods are intended to have a direct impact on the target audience and which are intended to influence the audience indirectly.

If you can use two or more methods to reach the target about the same issue then all the better. Education requires reinforcement and ongoing varied approaches.

In your initial consideration of methods, try not to be too constrained by budget. This limits thinking.

Refer to the Clearwater Toolkit at www.clearwater.asn.au for ideas on different educational approaches available to you.

Some Common Mistakes: A number of common mistakes are made at this step.

Often, this is the first step that people take, rather than following and growing from Steps 1- 5. "I think we need to print and distribute the septic information brochure" is a common and inappropriate starting point. The method should grow from the problem, stakeholders and outcomes. Determining the method too early in the process is a mistake.

Often, inappropriate methodology is used for the target group. Some people don't read a lot or at a high reading age. Use of written information at a reading age of 16 plus might appear to have done the job but it will not. Most people have a reading age of around 11, so it is important to write material for the general population accordingly. Good target definition will help you to rule out some educational approaches and to determine the appropriate reading age.

At times, methods chosen are not appropriate to the outcomes. Changing attitudes through the use of written material is difficult. Much more personally interactive approaches are needed; for example community education courses, events and demonstration sites.

PLANNING STEP 7:

Develop an Action Plan

An Action Plan includes detailed steps for each element or activity of your program.

An Action Plan includes timeframes, indicative budgets and an indication of who is responsible for each step.

An Action Plan should identify who in your program team has to do what by when, and what additional resources will be needed. An Action Plan is designed to keep you (and the others involved in your program) on track.

An Action Plan should:

- Cover the “who, what, when, where and how” of your program.
- Identify your resource requirements: the people, the budget and the time required.
- Identify the specific tasks and their components – who is to make each task happen and the expected date for completion.

Consider also how to market the program to the broader community. Is there value in launching the program? How will you keep the broader community informed?

A planning template is included in the resources section of this kit or you may wish to review the Clearwater Toolbox Action Planning section for more details at www.clearwater.asn.au

Some Common Mistakes: The most common mistake in developing an Action Plan is trying to incorporate too many steps into one. By breaking the activities down into simple steps or tasks you will be better able to assign a timeframe, budget and a responsible person to each task.

PLANNING STEP 8: Implement the Program

	<p>Decisions about the extent to which the program will be implemented will depend on the following factors:</p> <ul style="list-style-type: none"> ■ The budget that can be allocated to the program. ■ The demographics of the community. ■ Current septic system management practice by owners and occupiers. ■ The number of septic systems within the council area. ■ The level of commitment of council staff and Councillors to this issue. ■ Perceptions of the level of risk from wastewater. ■ The specific outcomes of the local program.
IMPLEMENTATION TIPS	
<p>Establish the timing of the program.</p>	<p>Develop a program plan (Gantt Chart or similar) for your program and/or enter the key dates in your diary or computer.</p> <p>Sufficient time should be allowed for all activities. Identify what milestones you expect and when you expect to reach them (this should be documented in your Action Plan).</p>
<p>Develop the PR component of the program.</p>	<p>Each program should include PR strategies so that you use ways of promoting the message that are free and easily leveraged. The Mayor's column in the local press (if available) will assist.</p>
<p>Manage the program budget efficiently.</p>	<p>Where funds are to be expended, it is essential that they are managed well. Funds should be allocated against each planned activity.</p> <p>The program manager must be vigilant in managing expenditure against budget throughout the program and in reporting variations to the executive.</p>
<p>Keep key people (like Executives, Councillors and Stakeholders) informed</p>	<p>Keep senior staff and councillors informed of progress and issues as you deliver the program. Try to ensure that they are present at program events and inform them about important outcomes identified through the evaluation.</p> <p>It is important to keep stakeholders informed throughout the implementation phase. Briefing meetings are the best way to do this, but written updates can also be useful.</p>
<p>Collect evaluation data as you go along.</p>	<p>Planning the evaluation up front will help you to collect valuable data along the way.</p>
<p>Make sure that you manage any potential challenges before they cause difficulties.</p>	<p>Many programs develop unforeseen glitches in the implementation phase. Look out for these and deal with them early and effectively. The better the planning the less likely it is that glitches will be fatal flaws. Keep your manager informed of any challenges/glitches along the way.</p>
<p>Use the program plan as your guide at all times.</p>	<p>Where the program has been poorly planned, implementation will be piecemeal and the program may go awry. You will get the best feedback about the quality of your planning through the implementation phase. If the program flows smoothly at delivery it has been planned well.</p>
<p>Some Common Mistakes: A common mistake at the implementation phase is not sticking to the timeline or the program plan. The result of this is that programs may run late or are never completed. They lack focus and results are not obvious.</p> <p>Getting caught up in the implementation milieu at the expense of keeping senior staff and stakeholders informed is a common situation. When this occurs it often leads to challenging communication later in the process and can affect relationships, future funding possibility etc.</p> <p>Failure to collect progressive evaluation data means that valuable information is often lost.</p>	

PLANNING STEP 9: Report Results – Monitor and Evaluate Outcomes

Evaluating education is a challenging task. Ideally you need to demonstrate reduced impact on the environment and public health as a result of your program. Sometimes this data is difficult to obtain and when you can get the data the difficulty is often ascribing a cause and effect relationship to your program.

As indicated in Planning Step 4, evaluation planning is an important component of the whole planning cycle. You will have developed a basic evaluation framework already and thought about the evaluation tools.

MORE HELPFUL EVALUATION TIPS

Collect the data.	You will have collected data throughout the implementation phase of your program. It is now time to collect data on the post-program outcomes. All of this data should be collated and verified.
Analyse the data.	Analyse all the data you have collected and generate findings and conclusion based on the data. The analysis of data is a crucial step in the production of the final evaluation report.
Write the evaluation report.	When writing your report, include photos, charts and tables. Distribute the report to all stakeholders and other relevant agencies and people. Keep key people (like executives and councillors informed). Some hints for report writing include: <ul style="list-style-type: none"> ■ Identify key findings and conclusions. ■ Be clear about who the report is being written for. ■ Include copies of all data collection mechanisms in the appendices. ■ Use Plain English so that the report is easily understood.
Distribute the result of your program widely.	Ensure that your achievements are recorded and included in the various reporting structures available. Look for opportunities to report your outcomes within council's internal and external reports and documents: <ul style="list-style-type: none"> ■ Include outcomes in council's SOE Report. ■ Present your outcomes at meetings or to council advisory bodies. ■ Brief managers and directors about your outcomes. ■ If applicable, include the issue in future Management Plans and budget documents if further resources are required to keep the program going. ■ Write an article for your council's newsletter or local newspaper. ■ Include the outcomes on your council's website. ■ Ask your stakeholders to include an article about the program in their publications.

Some Common Mistakes: A number of mistakes are commonly made in program evaluation, including:

- Not evaluating your program at all. Evaluation is crucial and must occur every time. Even small programs can and should be evaluated.
- Not communicating your evaluation results, even when they indicate that the program has not met its outcomes.
- The evaluation does not indicate what/whether outcomes have been met. This might occur because the evaluation strategy is flawed and data collected does not provide information about the outcomes, the outcomes themselves are flawed and are not measurable and/or data is collected from the wrong group of people who cannot provide information about the outcomes.

2.2

CASE STUDIES “WHAT COUNCILS ARE DOING”

Case studies from a number of councils across Victoria are included to highlight education activities that are currently being undertaken. When undertaking your program planning, you may wish to review the case studies presented here, or talk to the relevant council program officers for more details.

NILLUMBİK SHIRE COUNCIL: Domestic Wastewater Survey and Water Sampling Program

About the Council

The Shire of Nillumbik is located less than 25 kilometres northeast of Melbourne, and has the Yarra River as its southern boundary. The major townships are Eltham, Diamond Creek and Hurstbridge. The Shire covers an area of 430 square kilometres and has an estimated population of 60,000 who live in communities that range from typical urban settings to remote bush properties.

Issues

There are approximately 6000 septic tank systems in use in the Shire. Nillumbik Shire Council has adopted a Domestic Wastewater Management Plan aimed at minimising the impact of domestic wastewater on human health and the local environment.

Nillumbik Shire Council's Domestic Wastewater Management Plan identified that many septic systems are failing to deliver satisfactory performance, potentially impacting on public health and the receiving environment. To better manage wastewater within the Shire, council decided to develop a more accurate understanding of the extent of septic tank system failure within the shire and the level of pollution resulting from this failure.

A survey of owners/occupiers is being conducted in conjunction with water sampling of local waterways. The information gained will assist in developing wastewater management strategies including an education program.

Identifying the Community

It is expected that all property owners in un-sewered areas will benefit from the program. The primary target group is property owners/occupiers where the survey & water sampling will be undertaken. A 'high risk' area of the shire has been chosen for the program. Council and community members are the program stakeholders.

Program Outcomes

The program is aimed at improving the Environmental Health Unit's approach to wastewater management within the shire. An outcome of the program will be the compilation of quantitative evidence on the extent of septic tank system failure and the potential impact of failing systems on the receiving environment in a targeted area of the shire. Further program outcomes will be:

- Education of residents on how to effectively manage their domestic wastewater systems including maintenance and managing old and failing septic tank systems.
- Development of an issues paper that discusses the feasibility to audit the performance of septic systems and develop a water-sampling program throughout the shire.
- Input into Yarra Valley Waters Sewerage Backlog Plan.

Education Methods

Education methods and tools haven't yet been determined. Strategies for better management of old and failing septic tank systems within the shire are currently being developed.

Monitoring and Evaluation

Evaluation has highlighted a number of significant issues.

For more information about the Program and a copy of the survey contact:

Kirsten Jenkins
Environmental Health Services Phone 9433 3137,
kirsten.jenkins@nillumbik.vic.gov.au

Casey City Council: Domestic On-site Wastewater Program

About the Council

Casey is 400 square kilometres in area with five distinct geographic regions; Foothills of the Dandenong Ranges (Lysterfield South, Narre Warren North, Harkaway); Residential and commercial heart (Doveton, Endeavour Hills, Hallam, Hampton Park, Narre Warren); Urban growth area (Narre Warren South, Berwick, Cranbourne, Lynbrook, Lyndhurst); Farm belt (Devon Meadows, Clyde, Pearcedale, Five Ways, Junction Village); Coastal villages of Western Port (Tooradin, Blind Bight, Cannons Creek, Warneet). Note that Western Port has wetlands of international significance serving as a roosting site for rare and endangered migratory wading birds; many species migrate to the area each year from as far away as China and Japan.

Issues

The City of Casey is Victoria's largest and fastest-growing municipality. It is also the third fastest in Australia behind the Gold Coast and Brisbane City Councils. The population is approximately 211,000 (May 2004). The expected future population is 320,000, making it as big as Canberra is today. Currently, approximately 65 families move in every week, or 10,500 people each year.

Casey currently has approximately 5,000 septic tanks with 70 new installations each year. Despite growth in the area being quite significant, the total number

of septic tanks is decreasing with the installation of reticulated sewer.

Identifying the Community

The Stakeholders involved in the program include Council's Environmental Health Department, Environment Department and Engineers.

The program targets known septic tank system owners and occupiers of premises with septic tanks.

Program Outcomes

The program provides new septic tank owners with an understanding about their septic system and the maintenance requirements to ensure the system is as far as possible kept in good working order. Specific outcomes include:

- Alerting septic tank owners about the fact that they have a septic system.
- Providing septic tank owners with information about the do's and don'ts surrounding septic systems.
- Providing septic tank owners with information about correct maintenance practices of their septic tanks.
- Reduced failure rates of septic systems in Casey.

Education Methods

- Distribution of information pamphlets to septic system owners when sending out their Permit to Use.
- Distribution of information pamphlets about septic systems and maintenance to septic tank owners.
- An information article about septic systems and maintenance requirements has been drafted for Council's Publication 'City News', which is distributed to all property owners.
- Casey also utilises the Australian Institute of Environmental Health's pamphlet on Septic Tank Systems.

Monitoring and Evaluation

The program has not yet been evaluated.

For more information about the Program contact:

Sean La Fontaine: Phone 0409 196 477
slafonta@casey.vic.gov.au

Shire of Yarra Ranges: Septic Tank System - Local Requirement Guides

About the Council

The Shire of Yarra Ranges is located on metropolitan Melbourne's eastern fringe and has a population of around 140,000 with an area of almost 2,500 square kilometres, making it the sixth largest municipality in the metropolitan area and the seventh largest in the state in terms of population. One in every thirty Victorians lives in the shire.

The shire balances a mixture of urban and rural communities. Approximately 80% of the shire's population lives in the 10% of the shire that is classed as urban, while the remaining population is unevenly dispersed throughout the 50 plus townships, small communities and rural areas of the shire.

Issues

One third of the 60,000 rateable properties (i.e. 23,000 households) in the shire have a septic tank, which accounts for 10% of the state's total of 250,000 septic systems. More than half of the systems in the shire are located in the Dandenong Ranges. It is estimated that more than 80% of the systems are at the end of their life expectancy.

The Public Health Unit approves about 200-250 new septic installations per year.

The wastewater industry like many other sectors is expanding and changing with technological innovations and solutions that improve methods of domestic wastewater management. Consumer and government expectations are that wastewater systems are responsibly managed and do not have a long-term impact on the environment. This goal continues to influence and challenge industry practices and standards.

In this sector, local government, builders, drainage contractors, plumbers, developers, consultants and homeowners are also faced with the challenges of constant changes to the policies, legislation, standards and codes of practice. These help guide decisions about approving systems that will work in a

cost-effective and environmentally sustainable way.

Alternatives to high pressure systems, such as brand names Netafim and Wasteflow, for surface irrigation, shallow sub-surface irrigation and sub surface irrigation challenge existing technology in the form of low pressure drip systems, such as EPA approved system CA035/93.

On balance, the application of the high pressure systems outweigh the benefits of the low pressure surface dripper systems, in that the high pressure systems are a fully pressurized and provide true even distribution effluent, whereas the low pressure systems allow the lines to empty on termination of pump operation causing pooling and seepage in low spots. In addition traditional methods of surface irrigation allow wastewater to be distributed above the ground, which can potentially be a risk to public health where disinfection of effluent cannot be guaranteed and direct human contact is highly likely.

Identifying the Community

Program stakeholders include Council Environmental Health Officers, builders, drainage contractors, plumbers, developers, consultants and homeowners.

Program Outcomes

Yarra Ranges Shire has adopted an approach on the assumption that consistent and informed advice will benefit both Environmental Health Officers and contractors installing septic systems in the shire. With that in mind the shire has undertaken to develop written material that clearly specifies its requirements – in the form of Local Requirement Guides with respect to particular aspects of wastewater treatment installations.

Specific outcomes include:

- Contractors are better informed about the shire's requirements and expectations
- More consistency of installation standards
- Contractors are educated about best practice approaches
- The standard of installation of septic systems is raised to increase their life expectancy.

Education Methods

Two publications have been developed primarily for contractors installing either surface or sub-surface irrigation systems, but they may also be useful for builders and development consultants. These Guides have been developed with reference to the relevant Codes and Standards applicable to wastewater management. They have particular importance for contractors installing a septic system in areas of high landslip risk, flood prone areas and in heavy clay where there is low permeability.

Specific education methods include:

- Mail-out to over 350 contractors, with Guides attached and referral advice to relevant Codes of Practice and Australian Standards
- Meeting with key industry representatives on the application of the Guides
- Guides are referenced as conditions on the Septic tanks Permit's as installation requirements

Monitoring and Evaluation

The program is still in progress. Environmental Health Officers have had no trouble applying the requirements to date. Some clarification has been received and some amendments have been made.

For more Information about the Program Contact:

Peter Wright – Co-coordinator Public Health Services
Shire of Yarra Ranges
PO Box 105, Lilydale Vic 3140
Phone 9294 6408
0419 527 988
p.wright@yarraranges.vic.gov.au

**COUNCILS EDUCATION
ACTIVITIES ARE
CURRENTLY BEING
UNDERTAKEN**



EDUCATIONAL RESOURCES

This kit contains a comprehensive set of resources available to assist EHOs in the delivery of their local Keeping Your Backyard Healthy: Smart Septics Solutions community education program. The resources are designed to help establish and reinforce positive community norms in the management of septic systems.

The following section describes each resource and how it can be amended for local use.

There are six categories with each resource described in the following way:

- What is the product?
- How Might this Product be Change?
- Hints for Production/Placement
- Protocols for Use

An electronic version of each resource is contained on the CD supplied with this kit so that EHOs can amend and adapt them easily before web and/or hard copy publication.

The educational resources for this program have been organised in six categories:

1. Social Marketing (Mass Media)

The mass media educational products developed for this program are intended for use in the paid media. It may also be possible to negotiate community service announcements.

Other mass media opportunities include:

- Use of press releases.
- Use of a program spokesperson to undertake a program launch and talkback radio activities.
- Awards Program.
- Use of the Mayor's Column to promote program

messages.

- School competitions. The local media may publicise children's drawings and these can enhance the delivery of smart septic solutions messages.

2. Prompts and Reminders

This kit provides resources that aim to prompt appropriate behaviour. Local signage, use of postcards in letter boxes, single space advertisements in the white goods classified section of the local paper are all ways to prompt people to manage their system more effectively.

3. Information Products

A range of information products are provided however, for more information you may wish to:

- Consult local plumbers and determine how they might be engaged more effectively in providing information to owners/occupiers.
- Download more information from the websites listed in Section 1.8.
- Obtain specific information about each type of septic system from the manufacturers and distribute this to owners/occupiers.

4. Warning Products

These aim to warn owners/occupiers with faulty systems of the consequences if they do not take remedial action. They are educative in the sense that they inform and potentially spark voluntary action so that more direct and costly approaches may not have to be used.

5. Face-to-Face Products

Educational programs should have a substantial face-to-face component. A range of educational products to support face-to-face education are provided in this kit.

6. Program Planning Products

Planning is an essential component in any education program. This kit contains a planning template and sample evaluation forms.

Meeting Program Outcomes

How each resource addresses the program outcome is important. The table below identifies a number of potential program outcomes that may be addressed by various resources. It is important to note that all resources have the capacity to impact on all outcomes depending on how they are adapted and implemented.

PROGRAM OUTCOME	SOCIAL MARKETING	PROMPTS	INFORMATION PRODUCTS	WARNING PRODUCTS	FACE-TO-FACE PRODUCTS
Increased knowledge and awareness about wastewater issues, roles and responsibilities and the risks associated with wastewater.	Awareness raising about the issues and risks.		Postcards and information sheets.		Face-to face component is essential to meet this objective.
Improved monitoring and management of existing systems in order to reduce the risk of failure and the need for more expensive upgrades.		Prompts deliver ongoing reminders about management.	Information products can address this objective.	Particular emphasis in these products.	
Increased capacity to respond to system failures and to upgrade existing systems appropriately.			Strong focus on this objective in the information products.		Strong focus on this objective in the face-to-face products.
Enhanced capacity to make appropriate decisions about site selection, system selection and installation.			Information products about systems address this objective.	Warning products promote this objective.	
Provision of information and advice as required.	Press and radio ads particularly address this objective.	Prompts push people to seek further information.			
Increased understanding of broader public health and environment issues.	An important intent of the social marketing component.				An important aspect of the face-to-face component.

Protocols for Amending and Publishing the Resources

The Keeping your Backyard Healthy: Smart Septic Solutions Program is a statewide education program devised by the Municipal Association of Victoria and funded by EPA Victoria through the Victorian Stormwater Action Program for implementation by councils. The following protocols guide its local use and adaptation. They are mandatory where this material is used.

Amending the Text and Art

The resources are contained on the CD at the back of this kit so that EHOs can amend and adapt them for local use.

The resources were produced in Adobe InDesign or Adobe Illustrator. All changes will need to be made in these programs. If EHOs don't have access to Adobe InDesign or Adobe Illustrator, they will need to have a graphic designer make the changes for them. The council public relations/publications department should be able to help or else a commercial graphic design company/printer could be engaged.

While the products were originally produced in the Macintosh computer environment, they should be equally usable in the PC computer environment.

There is reference on the individual resource pages to where on the CD the products can be found. This takes the form of a file path – such as Mass Media/ Press Release/Release 1 (where Mass Media is the directory name, Press Releases in a sub-directory name and Press Release 1 is the name of the actual product).

Each product folder contains a .pdf file of the product, which cannot be changed and is ready to go directly to the printer. In addition, the original artwork is included in either .indd / .ai / .fla files, which can all be edited and changed according to the following protocols.

Councils have approval to amend the text and art within the following protocols:

- **Maintain the style and form:** While councils have approval to insert their logo and locally relevant text into all the materials contained in this

program, it is essential that the style/look of the materials is maintained. This is important to promote a consistent message across Victoria. Content of the materials has been well researched and reflects current policy and knowledge at the time of publication.

- **Insertion of Council logo:** It is recommended that an .eps vector version of the logo be used. Vector artwork maintains the integrity of the background colours beneath it. In the absence of vector art, bitmapped versions (such as .tif or .jpg) can be used if care is taken to maintain the integrity of any background elements.
- **Insertion of Council website URL:** Where available, it is preferable to print the full address of any relevant specific council information. For example, rather than print 'http://www.councilname.vic.gov.au' it would be preferable to print 'http://www.councilname.vic.gov.au/services/septics.htm'.
- **Logo:** In principle, council logos should be inserted in the spaces provided which are in close proximity to the Smart Septics Solution campaign logo.
- **Translation of specific materials:** It is acknowledged that some councils will need to produce materials in languages other than English. It is important that local demographics are considered in the planning of the project, in order to determine whether there are people who do not speak or read English within the target groups for the program. Environmental Health Officers are encouraged to follow existing council policy about how translation occurs. Generic material in this program has not been translated because most likely it will be changed at the local level before publication.

Translations should be presented in a complementary type size, style, colour and column width to the English versions supplied.

It is recommended that when ordering translations, an English copy be given to the translation service for the purposes of matching the font size, style, colour and column width.

It is further recommended that outlined .eps or .ai Adobe Illustrator files be requested. These

graphics can then be easily inserted into the InDesign documents (on the CD). This method will ensure that there are no font issues when the artwork is outputted to film or plate.

Should .eps or .ai translated graphics not be available, it is recommended that the translations be either rendered or scanned and saved as .tif graphics before being inserted into the InDesign document.

- **Fonts:** The Macintosh font Trade Gothic has been used throughout the products. PC users should select the closest possible font to match this.
- **Assistance to edit/modify/customise the artwork:** Where council officers are unsure about how to customise the digital artwork for local purposes, they should seek advice from the council's public relations/publications department or use a commercial graphic design company/printer.

Protocols for Publication

- **Use of recycled paper:** Councils are encouraged to print all products on recycled paper.
- **Colour:** The digital artwork has been prepared using a CMYK model for four colour process printing.
- **Proofing:** It is recommended that your artwork be colour proofed before printing. Your printer/ imagesetter/platesetter should be able to supply this. Please insist on a colour proof that will be used to match the actual colours on the press.

Please check proofs carefully before ordering the print job.

While every attempt has been made to supply fully compatible digital artwork, local conditions and processes may produce unwanted results. Please compare your proof with the examples supplied with this kit before you sign off for printing.

- **Organising printing:** The electronic artwork on the CD has been compiled in such a way to allow a council to directly pass it on to a commercial printer.

Where edits, additions or customisations have been made, pass on a copy of the local version of the artwork.

1

SOCIAL MARKETING (MASS MEDIA) PRODUCTS

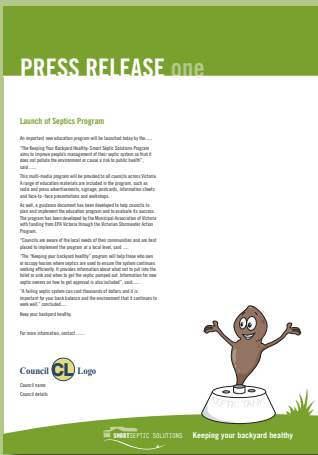
The mass media products included in this package can be used as supplied or adapted for use in local media. It is strongly recommended that council staff negotiate Community Service Announcements with local radio or print media. Some advertising space may need to be paid for, however, council can negotiate rates with local media.

It is also important for councils to use all opportunities to promote messages. For example, placement of the advertisements in the mayor's column of the local paper (if relevant) and/or on the council website.

The social marketing (mass media) products provided here are:

- Press Releases
- Press Advertisements
- Radio Live Reads
- Web Banner Advertisements





PRESS RELEASE

VERSION 1

What is the Product?

Press release for overall program launch (Statewide).

Purpose of the Product?

This press release is designed for use by the MAV or a State agency to launch the program.

How Might this Product Be Changed?

May be amended to reflect circumstances at the time of launch.

Hints for Production/ Placement.

Requires a high profile spokesperson. This could be the Minister, another MP or a community person. It would be best if this person were known to the Victorian community.

Protocols for use.

No specific protocols.



PRESS RELEASE

VERSION 2



What is the Product?

Press release for local program launch.

Purpose of the Product?

This press release has been written to advise the community about the local program launch.

How Might this Product Be Changed?

May be amended to reflect local circumstances.

Hints for Production/ Placement.

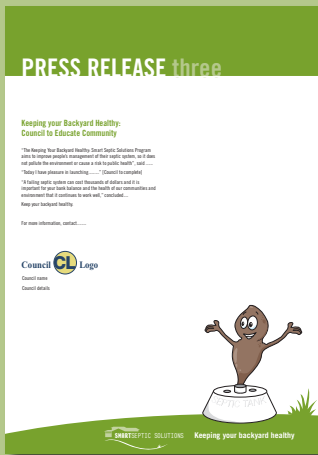
Requires a high profile spokesperson. This could be the mayor, another councillor or a community person. It would be best if this person is known locally.

Protocols for use.

No specific protocols.



Mass Media/
Press Release/Release 2



PRESS RELEASE

VERSION 3

What is the Product?

Press release for specific aspects of the local program launch.

Purpose of the Product?

This product may be used by council to launch the local program.

How Might this Product Be Changed?

Can be amended to reflect local circumstances.

Hints for Production/ Placement.

Requires a high profile spokesperson. This could be the mayor, another councillor or a community person. It would be best if this person is known locally.

Protocols for use.

No specific protocols.



Mass Media/
Press Release/Release 3

PRESS ADVERTISEMENT

VERSION 1



What is the Product?

Press advertisement aimed at existing septic system owners/occupiers.

Purpose of the Product?

This advertisement is aimed at encouraging existing owners to access more information from council about their septic system. It focuses on environmental issues.

How Might this Product Be Changed?

This advertisement may be amended to suit local situations and needs. Council web site details, telephone contact details and logo should be added.

Hints for Production/ Placement.

Try to negotiate free placement add-ons from local newspapers.

Protocols for use.

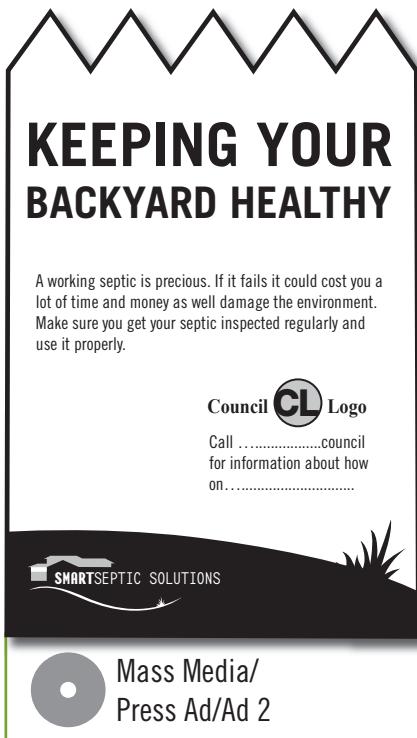
No specific protocols.





PRESS ADVERTISEMENT

VERSION 2



What is the Product?

Press advertisement aimed at existing septic system owners/occupiers.

Purpose of the Product?

This advertisement is aimed at encouraging existing owners/occupiers to access more information from council about their septic system. It focuses on the cost issue.

How Might this Product be Changed?

It can be amended to suit local situations and needs. Council web site details, telephone contact details and logo should be added.

Hints for Production/ Placement.

Try to negotiate free placement add-ons from local newspapers.

Protocols for use.

No specific protocols.

PRESS ADVERTISEMENT

VERSION 3



What is the Product?

Press advertisement aimed at new owners or those who need to replace their system.

Purpose of the Product?

This advertisement is aimed at encouraging new owners or those who wish to replace their system to contact council about gaining approval for the installation of a new system.

How Might this Product Be Changed?

This product may be amended to suit local situations and needs. Council web site details, telephone contact details and logo should be added.

Hints for Production/ Placement.

Try to negotiate free placement add-ons from local newspapers

Protocols for use.

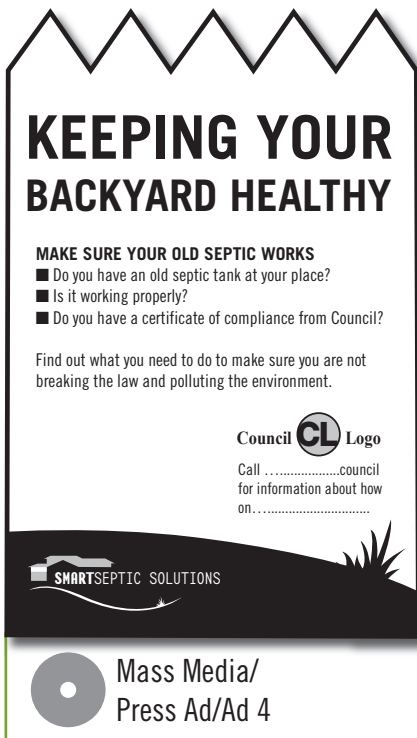
No specific protocols.





PRESS ADVERTISEMENT

VERSION 4



What is the Product?

Press advertisement aimed at owners who have had a system for a long period of time.

Purpose of the Product?

This advertisement is aimed at informing septic owners who have an old system about accessing information about compliance with current laws.

How Might this Product Be Changed?

It can be amended to suit local situations and needs. Council website details, telephone contact details and logo should be added.

Hints for Production/ Placement.

Try to negotiate free placement add-ons from local newspapers.

Protocols for use.

No specific protocols.

RADIO ADVERTISEMENT

VERSION 1

What is the Product?

Radio advertisement for existing owners/occupiers.

Purpose of the Product?

This radio advertisement is aimed at existing owners/occupiers and promotes effective management of the septic system.

How Might this Product Be Changed?

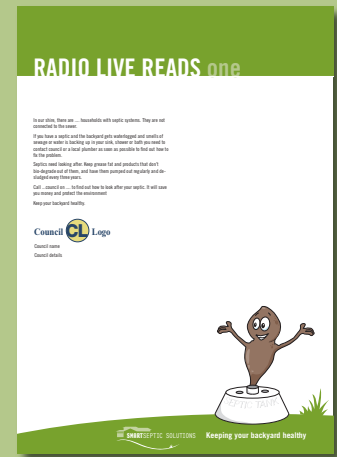
Councils may wish to be more hard-hitting in this advertisement or use local examples to reinforce the message.

Hints for Production/ Placement.

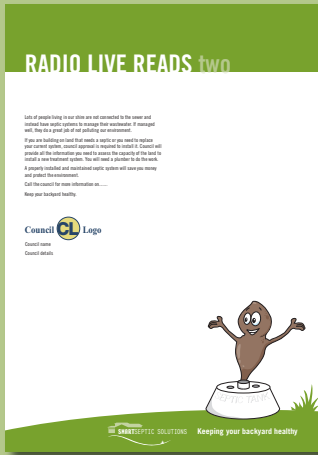
Placement in lifestyle programs or near the news bulletins would be most appropriate.

Protocols for use.

No specific protocols.

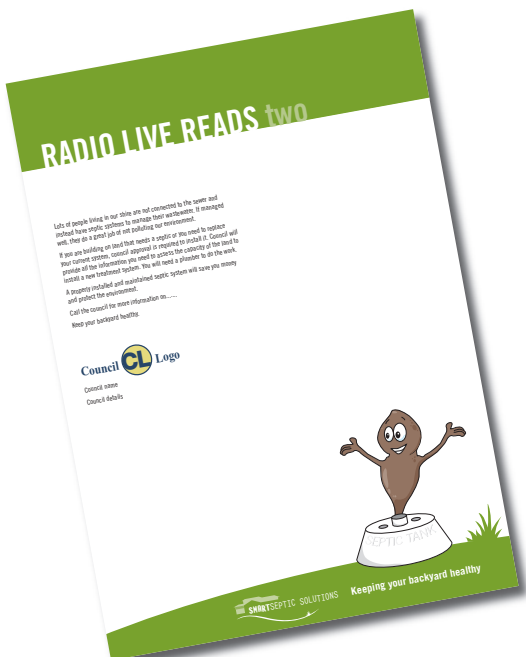


Mass Media/
Radio Reads/Read 1



RADIO ADVERTISEMENT

VERSION 2



What is the Product?

Radio advertisement 2 is aimed at those who need a new septic system.

Purpose of the Product?

This advertisement targets new owners (or those who need to replace their old system).

How Might this Product Be Changed?

Local costs and approval protocols could be included.

Hints for Production/ Placement.

Placement of Community Service Announcements should be investigated.

Protocols for use.

No specific protocols although in locations with a high non-English speaking population, this advertisement could be translated for ethnic radio.



Mass Media/
Radio Reads/Read 2

RADIO ADVERTISEMENT

VERSION 3

What is the Product?

Radio advertisement 3 is aimed at those who have an old system and are worried about whether it is working properly.

Purpose of the Product?

This advertisement targets those people who have an old system and have not obtained a Certificate of Use or other documentation.

How Might this Product Be Changed?

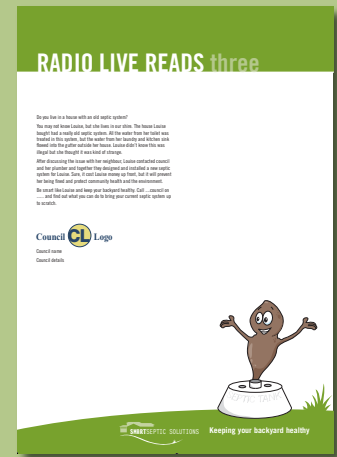
Local costs and approval protocols may be included.

Hints for Production/ Placement.

Placement of Community Service Announcements should be investigated.

Protocols for use.

No specific protocols.



Mass Media/
Radio Reads/Read 3



WEB BANNER

ADVERTISEMENT 1

What is the Product?

Web banner advertisement 1 is aimed at current owners/occupiers.

Purpose of the Product?

This product aims to encourage the community to access the Smart Septic Solutions material located on the council website.

How Might this Product Be Changed?

More information can be included if necessary.

Hints for Production/ Placement.

The style should fit in with other banner ads on the council website.

Protocols for use.

No specific protocols.




 Mass Media/
 Web Ads/Web Ad 1

WEB BANNER

ADVERTISEMENT 2

What is the Product?

Web banner advertisement 2 is aimed at owners who may need to replace their exiting system.

Purpose of the Product?

This product aims to encourage the community to access relevant Smart Septic Solutions material located on council's website.

How Might this Product Be Changed?

More information can be included if necessary.

Hints for Production/ Placement.

The style should fit in with other banner ads on the council website.

Protocols for use.

No specific protocols.



Mass Media/
Web Ads/Web Ad 2

2

PROMPTS AND SIGNAGE PRODUCTS

The Keeping Your Backyard Healthy: Smart Septics Solutions Program contains a number of products that prompt appropriate behaviour. These are primarily signage-based products. They don't give the full story but are designed as reminders of what owners/occupiers need to do to ensure their septic is working effectively. It is not anticipated that all councils will use all products. Environmental Health Officers need to identify those prompts that will work best within their community. Specific behaviour-oriented prompts should be placed as close as possible to the behaviour being practised.

The products included are:

- Outdoor advertising template (2 versions)
- Toilet sticker (3 versions)
- Maintenance card to be used as appropriate (back of toilet door, on fridge etc)
- Sticker for use on septics (2 versions)
- Postcard promoting the web as a source of information.

INSHIRE WE CARE FOR
OUR HEALTH AND THE ENVIRONMENT

By ensuring our septics are working well
 For more information
 Call Council on.....



IT DOESN'T JUST GO AWAY

- Make sure your septic is working well and is checked regularly
- Keep the bad stuff like oils, grease, tampons and condoms out of the toilet
- Use less water
- Keep your backyard healthy

Find out more by calling council on.....



THIS IS A SMART SEPTIC!



SMARTSEPTIC SOLUTIONS
 Keeping your backyard healthy

OUR HOUSE HAS A GREAT BACKYARD!

We keep our septic and our environment healthy by not putting the wrong stuff down the toilet or sink. We regularly check that our septic system is working properly and we use less water. Help us take care of our septic and our environment.



SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

IT DOESN'T JUST GO AWAY

You can get help looking after your septic by contacting your plumber on or the council on



CONGRATULATIONS
 you've kept your backyard healthy

Looking after your septic is important for your health and the environment. As your plumber I can help you to keep your septic working well. Contact me for any problems with your septic.

plumber details here



SMART SEPTIC!

Our septic is lodged on..... including on.....

Our plumbers name is.....
 Phone.....




SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

Keeping your backyard healthy

By looking after your septic well you are caring for the health of your family, friends and protecting the environment. You can get your septic system checked out by a professional plumber.

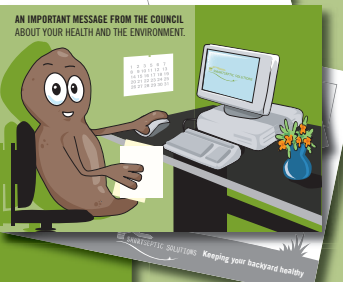
- Be careful about what goes down the septic. Oils, grease, paints, medicines, tampons or condoms are not good for your septic.
- Use only small amounts of cleaning products.
- Use kitchen and laundry detergents with care.
- Take care not to use too much water and soap.
- Take care not to drive a car over any part of your septic system, including the trenches.
- Fix leaking taps and limit water use by having off taps.
- Use less water by installing a front-loading washing machine and dual flush toilets.
- Get to know your system. Check that it is working well and what you do to keep it healthy.
- Get your system de-sludged every three years with a professional plumber.
- Refer to the owner's manual for your system for septic care to ensure your septic works well.

Type of septic.....
 Manufacturer's details.....
 Plumber's name.....
 Telephone.....
 The septic was last desludged on [insert date in table below]



SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

AN IMPORTANT MESSAGE FROM THE COUNCIL ABOUT YOUR HEALTH AND THE ENVIRONMENT.



SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

OUTDOOR

ADVERTISEMENT TEMPLATE (2 VERSIONS)

What is the Product?

A template to adapt for use in a variety of outdoor locations (2 versions).

Purpose of the Product?

This template may be used in a variety of outdoor settings. It may be used as a billboard, a banner, art for a bus shelter or street signage. While the dimensions will require amending dependent on the setting selected, the key message remains consistent.

Version 1 contains a general health and environment message and aims at encouraging people to call council for more information.

Version 2 contains more detailed information.

How Might this Product Be Changed?

Councils may adapt either version to include local information.

Hints for Production/ Placement.

Production of a banner is recommended. This can be used in a variety of locations and during events and provides a flexible educational product.

Protocols for use.

The Smart Septic Solution logo must always be used on this product in close proximity to the council logo.



Prompts and Signage/
Outdoor Advert/Advert 1



Prompts and Signage/
Outdoor Advert/Advert 2



TOILET STICKER

(3 VERSIONS)



Prompts and Signage/
Toilet Sticker/Sticker 1



Prompts and Signage/
Toilet Sticker/Sticker 2



Prompts and Signage/
Toilet Sticker/Sticker 3

What is the Product?

A sticker for placement on/near the toilet.

Purpose of the Product?

The sticker is designed to be used on or around the cistern in a home where a septic is installed.

Version 1 uses the character and a simple visual message about what should not go down the toilet.

Version 2 is a more standard sticker, advising others to help take care of the septic system and the environment.

Version 3 is a simple record of de-sludging sticker.

How Might this Product Be Changed?

Words or artwork may be changed. The objective of a sticker is to prompt behaviour – therefore these products should not contain too much information.

Hints for Production/ Placement.

Artwork may be used in other forms, such as fridge magnets or on other print or internet materials.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product.

MAINTENANCE CARD



What is the Product?

A sticker, poster or magnet for placement on the toilet door/fridge.

Purpose of the Product?

This product is designed for use by owners or occupiers who may want to put more information near their toilet (for example the back of the toilet door) or elsewhere. It prompts appropriate behaviour and can be used to maintain records of de-sludging and plumber contact details.

How Might this Product Be Changed?

The amount of text may be reduced, with only basic system management information provided. If version 3 of the toilet sticker is to be used locally, it is unlikely the information at the bottom of this product would be used.

Hints for Production/ Placement.

This product can be produced as a small poster or as a sticker, depending on local needs.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.

Keeping your backyard healthy

By looking after your septic well you are caring for the health of your family and friends and protecting the environment. You can get your system to work well if you:

- Are careful about what goes down the sink and the toilet: no oils, grease, food scraps, paints, medicines, tampons or condoms.
- Use only small amounts of cleaning product and bleach.
- Use kitchen and laundry detergents with low/no phosphorus (check the label).
- Take care not to use too much water and spread water use over the day.
- Take care not to drive a car over any part of your system, including the trenches.
- Fix leaking taps and limit water use by having short showers and turning off taps.
- Use less water by installing a front-loading washing machine and dual flush toilets.
- Get to know your system. Check that it is working properly and keep records of what you do to keep it healthy.
- Get your system de-sludged every three years without fail.
- Refer to the owner's manual for your system for specific things you need to do to ensure your septic works well.

Type of septic.....
 Manufacturer's details.....
 Plumber's name.....
 Telephone.....

The septic was last desludged on (insert date in table below)

The septic was last desludged on		

SMARTSEPTIC SOLUTIONS
 Keeping your backyard healthy



Prompts and Signage/
 Toilet Door/Maintenance



SIGNAGE

FOR SEPTIC OUTLET (2 VERSIONS)



What is the Product?

Sticker (or alternate product) for placement on or around the septic.

Purpose of the Product?

For owners and occupiers of houses where septic systems are installed. Two versions of this product are available.

Version 1 is designed for distribution to all local plumbers for placement on any septic system that they service or install. It allows them to market their services and also promotes better system management.

Version 2 is for distribution by council staff.

How Might this Product Be Changed?

Environmental Health Officers should determine the viability of sticker use in their community. Content may then be amended accordingly.

Hints for Production/ Placement.

If stickers are to be produced, waterproofing must be considered (either using waterproofed stickers or laminating).

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



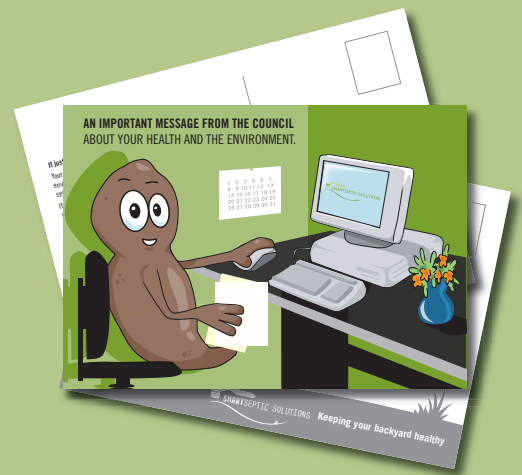
Prompts and Signage/
Outlet Sign/Sign 1



Prompts and Signage/
Outlet Sign/Sign 2

POSTCARD

PROMPTING THE WEB AS A SOURCE OF INFORMATION



What is the Product?

A postcard prompting the web as a source of information.

Purpose of the Product?

This postcard is designed to inform owners/occupiers about information available on the council web site.

How Might this Product Be Changed?

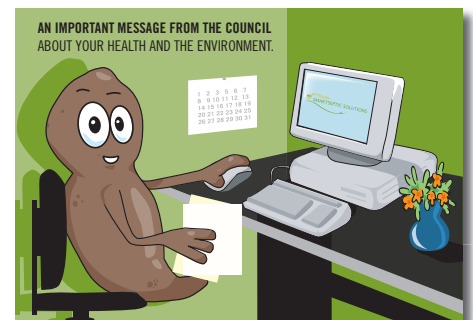
Council logo to be included. Information can be added about specific local material available on the council web site.

Hints for Production/ Placement.

Letterbox drop in suburbs and towns where a large number of septic and/or domestic wastewater treatment systems are present.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



Prompts and Signage/
Postcard/Information PC

3

INFORMATION PRODUCTS



Providing information to owners/occupiers is very important. Many owners/occupiers are unclear about septic system processes and management. These products will provide factual information about wastewater treatment systems. Most of these information products are designed to promote responsible behaviour.

The following information products are included:

- Postcard for new owners/occupiers
- Postcard for existing owners/occupiers
- Information sheet for new owners/occupiers on purchasing and installing a system
- Brochure for current owners/occupiers about system management and monitoring
- Old systems brochure
- Information sheets about septic systems
- Information sheets (3) on each type of system
- Information sheet for real estate



POSTCARD

NEW OWNERS/OCCUPIERS

What is the Product?

A postcard to be sent to new owners.

Purpose of the Product?

To be sent by council Environment Health Officers to all new owners/occupiers. For new premises this could be sent with the planning/approval correspondence.

How Might this Product Be Changed?

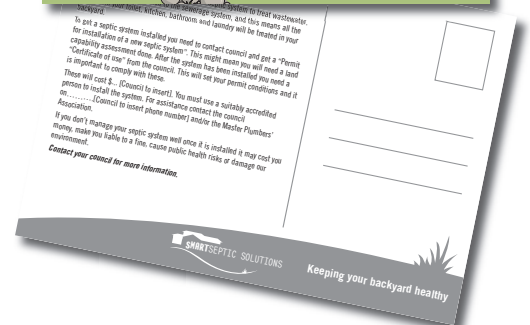
The content may be varied to include more local information and planning advice.

Hints for Production/ Placement.

This product may be mailed or delivered via a letterbox drop. Could also be used by real estate agents and given to new owners.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



Information/
Postcard/New Owner



POSTCARD

EXISTING OWNERS/OCCUPIERS

What is the Product?

A postcard for existing owners/occupiers.

Purpose of the Product?

To be sent by council to owners/occupiers of land with existing septic systems. A postcard can be a powerful information tool.

How Might this Product Be Changed?

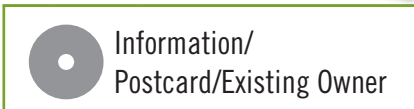
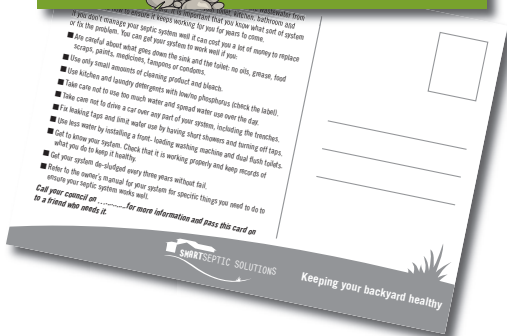
Local details can be included.

Hints for Production/ Placement.

This product may be mailed out or distributed via a letterbox drop or at information nights. The information may also be used in other forms, for example, as a brochure or sticker.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



INFORMATION SHEET

FOR NEW OWNERS



What is the Product?

An information sheet for new owners/occupiers.

Purpose of the Product?

Gives owners/occupiers detailed advice about the steps to go through when purchasing and installing a septic system. It is also designed for those buying a house with an existing septic system.

How Might this Product Be Changed?

Local content may be included. This information sheet may be divided into two products with the advice about purchasing a home separated from the information about installing a new septic system.

Hints for Production/ Placement.

Simple information sheet format is recommended.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



SO, YOU NEED A SEPTIC?

Why do you need a septic?
 Everyone needs a way of disposing of wastewater from their homes. Wastewater is water that has been used in the house, kitchen, bathroom and laundry. If you are not connected to the sewer you need to have a treatment system on your property to ensure responsible. This information will help you if you are buying a property with a septic system installed or you need to install a new system.

How do I get approval to install a new septic?

- To get a septic system installed you need to:
- Identify the type of system you need (septic tank, aerated system or organic system). The council can give you information about the choices available.
 - Research the system you would like to install. Talk with your plumber about this and get a quotation for the job.
 - Have a liability assessment to identify any issues on your site or your property. This assesses the water usage rate and the absorption rate of the site and reports on the suitability of the system and the area required for the system.
 - You must use a suitably accredited person to install the system. For more information contact the council or the Council for more information contact the Major Plumbers' Association.
 - Contact the council and obtain a "Certificate of Use" for installation of a new system. This will cost \$... (Council fee insert).
 - Have the septic system installed.
 - When installed you will need a "Certificate of Use" from the council. This will cost \$... (Council fee insert).

Why do I have to pay the council?
 The council is responsible for supervision and environmental management. This involves the council in responsible for supervision and environmental management. This involves the council in responsible for supervision and environmental management. This involves the council in responsible for supervision and environmental management.

SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

What do you need to do if you are buying a house with a septic system?

You should ask the following questions:

- Is the system still working effectively?
- When the existing system fails, how will we repair it and how much will it cost?

These questions are especially important if the house is old and does not have a septic system that meets today's standards. You should ask the seller if they have a copy of the "Certificate of Use" from the time the system was installed. The only sure way to know is to have a plumber conduct a drop test on the system. Unfortunately, more owners will not agree to this. Therefore the same information you can get, the better able you will be to judge the septic system's condition and what will most likely be required to repair it, when needed. You need to find out:

- The age and type of system.
- The current status of the area in which water from the system is discharged.
- If there have been any problems with this system in the past (for example, complaints from neighbours etc?)
- How long systems of this type usually last?

You will find out the answers to these questions by asking the property owner, the council, an experienced plumber and/or the manufacturer of the system. If the system is not functioning properly, you will need to have it repaired or replaced.

Keep your backyard healthy.

SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

Council CL Logo
 Council details
 Address
 Phone Number

Information/ Fact Sheet/New Owners FS



BROCHURE

FOR CURRENT OWNERS/OCCUPIERS



What is the Product?

This brochure provides comprehensive information on septic systems for owners/occupiers.

Purpose of the Product?

This brochure contains information about septic system management and monitoring.

How Might this Product Be Changed?

Local content may be incorporated.

Hints for Production/ Placement.

Publication as a three-fold brochure is recommended.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.

Information/
Brochure/Brochure 1

BROCHURE

FOR OLD SYSTEMS



What is the Product?

A brochure for owners who have existing septic systems.

Purpose of the Product?

This brochure is designed to seek the support of owners (and to a lesser extent, occupiers). Often old systems are failing and/or not connected properly. Often owners do not have a "Certificate of Use".

How Might this Product Be Changed?

Specific local content may be added. A photo of a failing system may be used as the cover art.

Hints for Production/ Placement.

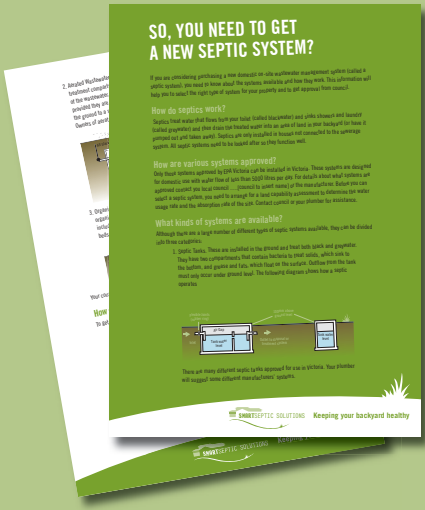
Designed for use as a mail out or letterbox drop in areas where there are older septic systems.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



Information/
Brochure/Brochure 2



INFORMATION SHEET

ABOUT TYPES OF SYSTEMS

What is the Product?

This information sheet provides general advice about different types of septic systems.

Purpose of the Product?

This information sheet is designed to give the community an understanding of the types of systems available. It is intended for those considering the purchase of a new system or the replacement of an existing one. It is designed to outline in broad terms, the differences between systems.

How Might this Product Be Changed?

Local areas or land capability examples may be included.

Hints for Production/ Placement.

This information sheet may be placed on the council website. Councils with a large number of septic systems may need to publish this in hard copy

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



INFORMATION SHEET

ABOUT SEPTIC TANKS



What is the Product?

An information sheet about septic tanks.

Purpose of the Product?

To inform community members about septic tanks.

How Might this Product Be Changed?

Local areas or issues may be included.

Hints for Production/ Placement.

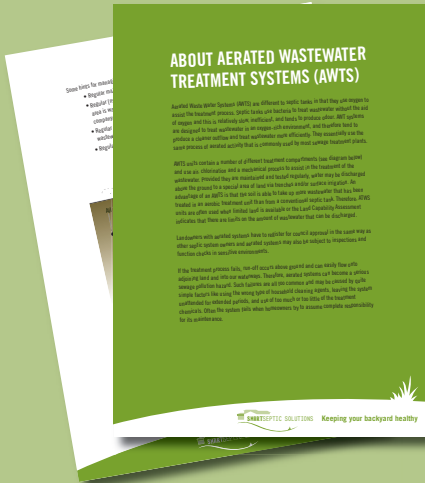
This information sheet may be placed on the council website. Councils with a large number of septic systems may need to publish this in hard copy.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.

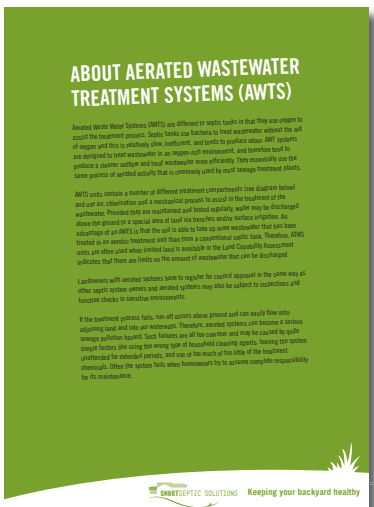


Information/
Fact Sheet/Septic FS



INFORMATION SHEET

ABOUT AERATED WASTEWATER TREATMENT SYSTEMS



What is the Product?

An information sheet about Aerated Wastewater Treatment Systems.

Purpose of the Product?

To inform community members about on-site aerated wastewater treatment systems.

How Might this Product Be Changed?

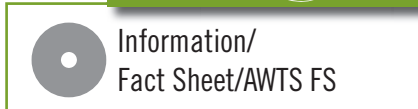
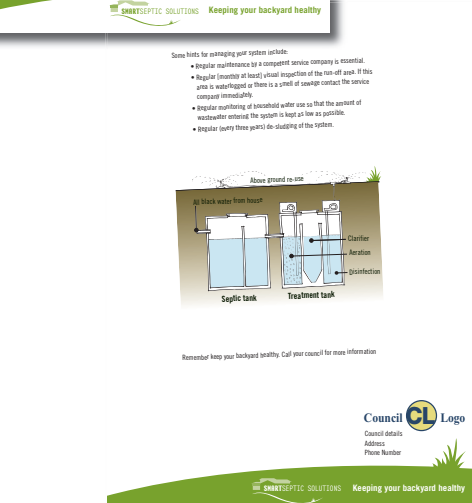
Local areas or issues may be included.

Hints for Production/ Placement.

This information sheet may be placed on the council website. Councils with a large number of septic systems may need to publish this in hard copy.

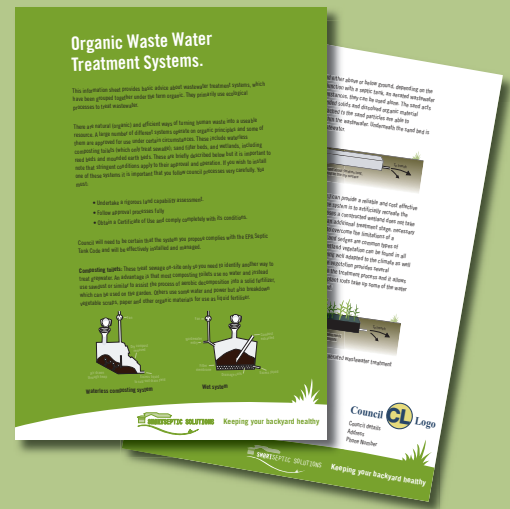
Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



INFORMATION SHEET

ABOUT ORGANIC SYSTEMS



What is the Product?

A general information sheet on organic systems.

Purpose of the Product?

To inform community members about organic systems. Note that the range of systems and the peculiarities of their use make it difficult to provide in-depth information in a single information sheet.

How Might this Product Be Changed?

Local areas or issues may be included. More information may also be included about specific systems that are suited to the local area.

Hints for Production/ Placement.

This information sheet may be placed on the council website. Councils with a large number of septic systems may need to publish this in hard copy.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.



Information/
Fact Sheet/Organic FS



INFORMATION SHEET FOR REAL ESTATE

What is the Product?

A single page information sheet.

Purpose of the Product?

An information sheet to be distributed by real estate agents to all purchasers or renters of properties that have a septic in place (or require one). Environment Health Officers may need to liaise with local real estate agents and provide copies for distribution. Council may offer the real estate agency the opportunity to include their logo on the information sheet.

How Might this Product Be Changed?

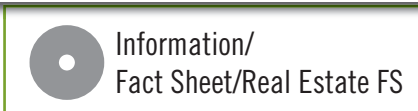
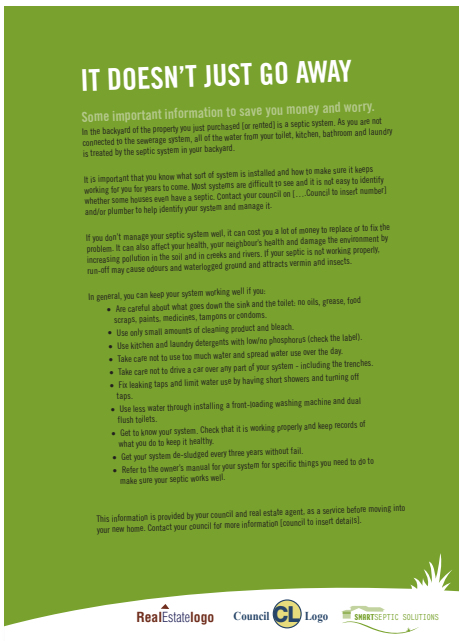
Local information could be included.

Hints for Production/ Placement.

Liaison with estate agents required before printing/distribution.

Protocols for use.

The Smart Septics Solutions logo must always be used on this product in close proximity to the council logo.

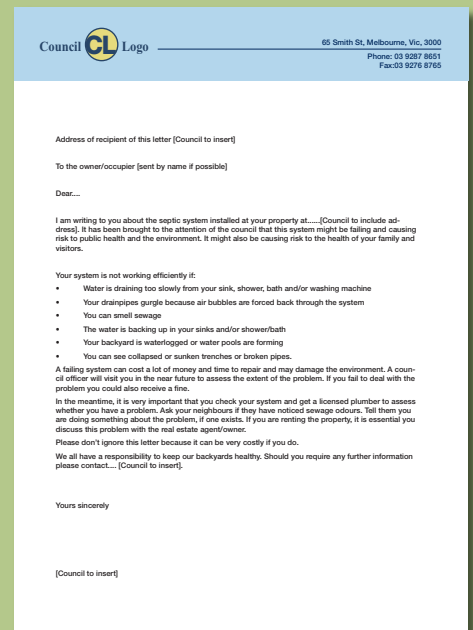


4

WARNING PRODUCTS

An important part of any education program is providing warnings about inappropriate behaviour to the target group. The Smart Septic Solutions education program includes the following products that councils can use to warn owners about problems or non-complying systems:

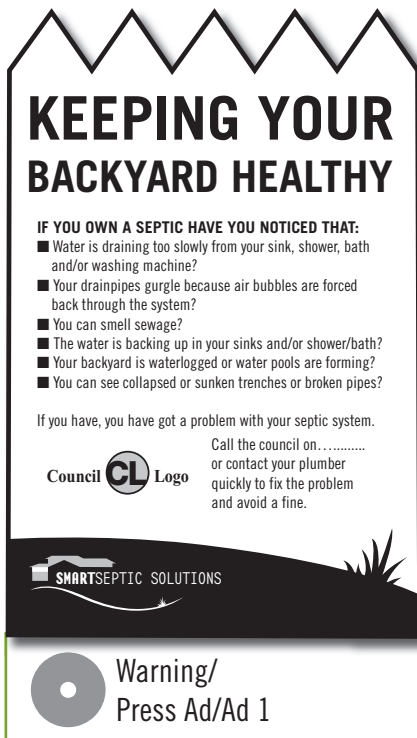
- Two warning press advertisements
- A warning letter
- A warning letterbox drop postcard that can be delivered to any owner where problems or potential problems have been observed





PRESS ADVERTISEMENT

WARNING VERSION 1



What is the Product?

This advertisement is designed to warn owners/occupiers of potential problems with their septic system and how they may identify problems.

Purpose of the Product?

This advertisement is designed to assist existing owners/occupiers to identify problems with their septic system.

How Might this Product Be Changed?

Councils may wish to make the text more hard-hitting.

Hints for Production/ Placement.

Placement in local newspapers.

Protocols for use.

No specific protocols.

PRESS ADVERTISEMENT

WARNING VERSION 2

What is the Product?

This advertisement is designed to warn owners/occupiers of potential problems with their septic system and the costs associated with replacing or fixing a faulty system.

Purpose of the Product?

It is aimed at existing owners/occupiers who are unaware how much it costs to replace a septic system.

How Might this Product Be Changed?

Councils may wish to make the text more hard-hitting.

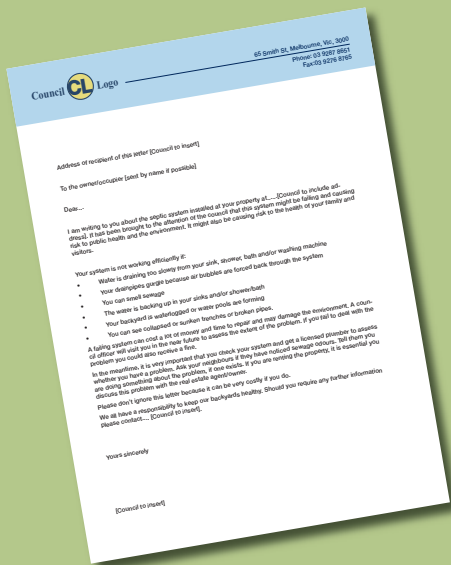
Hints for Production/ Placement.

Placement in local newspapers.

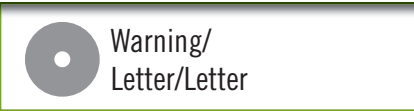
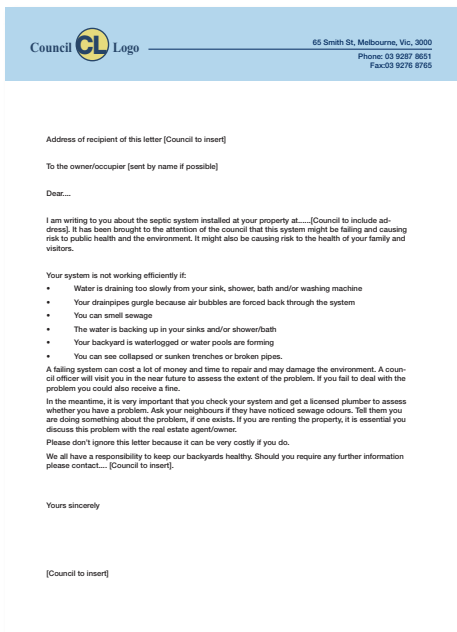
Protocols for use.

No specific protocols.





WARNING LETTER TO INDIVIDUAL OWNER/OCCUPIER



What is the Product?

A warning letter to individual owners and occupiers.

Purpose of the Product?

This letter should be localised and sent as a warning letter to residents whose septic systems are causing problems. A site visit and assessment is the desirable follow-up action.

How Might this Product Be Changed?

Local information about follow-up actions may be included.

Hints for Production/ Placement.

This letter can be sent to any owner/occupier who has failed to comply with existing legislation or where complaints have been made.

Protocols for use.

No specific protocols.

POSTCARD

LETTERBOX DROP WARNING POSTCARD

What is the Product?

A warning postcard to individual owners and occupiers.

Purpose of the Product?

This postcard can be dropped in the letterbox of any resident whose septic systems might be causing problems. This is a gentler action than sending a warning letter, but is intended to have the same effect. A site visit and assessment may follow.

How Might this Product Be Changed?

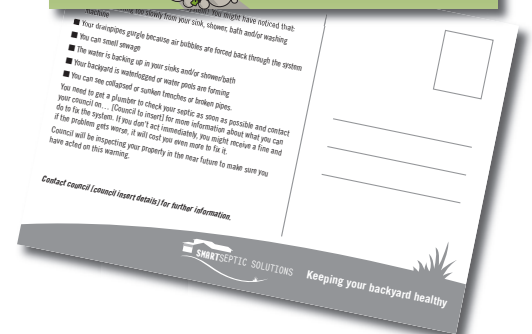
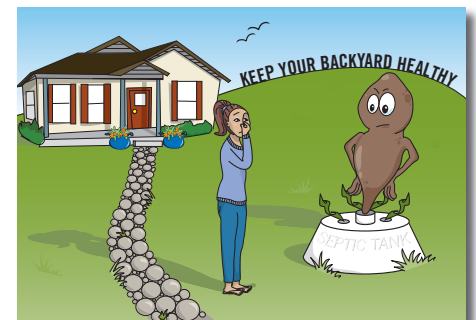
Local information about follow-up actions may be included.

Hints for Production/ Placement.

This postcard can be sent to any owner/occupier who has failed to comply with existing legislation or in response to complaints.

Protocols for use.

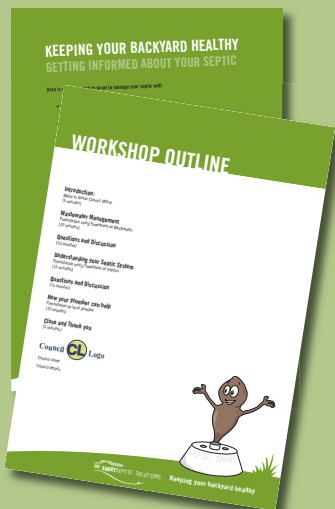
No specific protocols.



Warning/
Postcard/Warning PC

5

MATERIAL FOR FACE-TO-FACE PRESENTATIONS



Contacting people face to face is an important part of the Smart Septic Solutions education program. Behavioural change is facilitated by face-to-face contact, and while this is difficult, it is important that councils involve target groups through workshops, shopping centre displays, house-to-house visits, follow-up of complaints and telephone information services.

While acknowledging that there is a range of opportunities for conducting face-to-face education, material developed for this part of the program revolves around the delivery of a face-to-face workshop. An outline for this is included. Workshops will work best if they are conducted locally and at a time to suit the local community.

Materials for face-to-face presentations include:

- PowerPoint presentation about the Smart Septic Solutions education program and wastewater issues
- PowerPoint presentation containing photographs of septic systems and problems
- Invitation letter
- Workshop outline
- Face-to-Face educational checklist
- Presentation folder

POWERPOINT

PRESENTATION ABOUT THE SMART SEPTIC SOLUTIONS EDUCATION PROGRAM AND SEPTIC MANAGEMENT

What is the Product?

A PowerPoint for presentation for key stakeholders and target groups.

Purpose of the Product?

This PowerPoint provides advice on how to manage septic systems effectively as well as information on the Smart Septic Solutions education program.

How Might this Product Be Changed?

Content may be varied to emphasise local septic system demographics and the audience being targeted.

Hints for Production/ Placement.

Councils may include local artwork or photos.

Protocols for use.

No specific protocols.

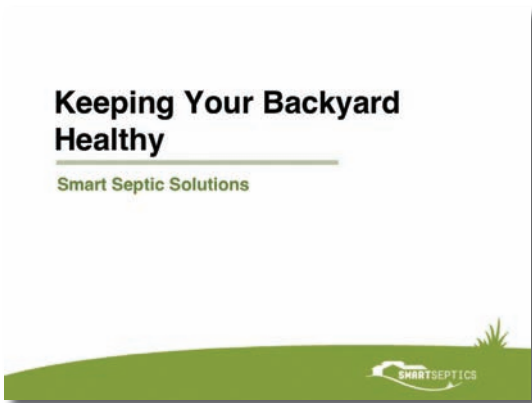


Face to Face/
Powerpoint/PowerpointA



POWERPOINT

PRESENTATION CONTAINING PHOTOGRAPHS OF SEPTIC SYSTEMS AND PROBLEMS



Face to Face/
Powerpoint/PowerpointB

What is the Product?

A PowerPoint containing photographs of systems and failing systems designed for presentation to existing septic system owners and occupiers.

Purpose of the Product?

This PowerPoint presentation is designed for delivery to owners and occupiers of properties where septic systems are installed. It contains photographs illustrating problems with systems and installation of systems and should be used to demonstrate how to manage the system effectively. It can be used as a stand-alone presentation or in conjunction with the other presentations.

How Might this Product Be Changed?

Photos of local septic systems may be added. This will assist with localising the content and emphasising the systems that are used locally.

Hints for Production/ Placement.

Local photos may be included.

Protocols for use.

No specific protocols.

INVITATION

WORKSHOP INVITATION LETTER

What is the Product?

A letter inviting the community to a workshop outlining the program.

Purpose of the Product?

This is a generic letter for councils to invite owners/occupiers to a workshop about the program and septic system management.

How Might this Product Be Changed?

Specific information may be included.

Hints for Production/ Placement.

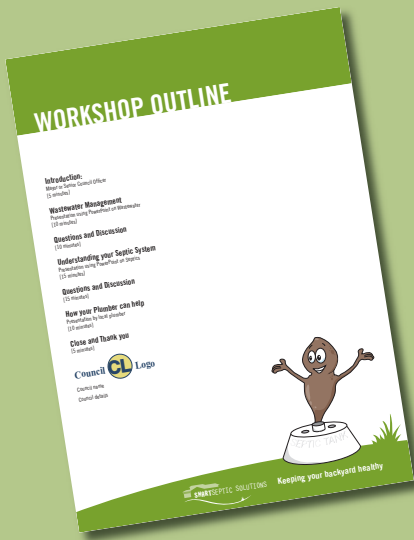
None.

Protocols for use.

No specific protocols.



Face to Face/
Invitation/Invitation



WORKSHOP OUTLINE

What is the Product?

An outline for a community workshop on wastewater management targeted especially at owners/occupiers.

Purpose of the Product?

The workshop is a face-to-face education activity.

How Might this Product Be Changed?

This is a suggested outline only. Environment Health Officers are advised to amend it to suit their needs and outcomes.

Hints for Production/ Placement.

None.

Protocols for use.

No specific protocols.



Face to Face/
Workshop Outline/Outline

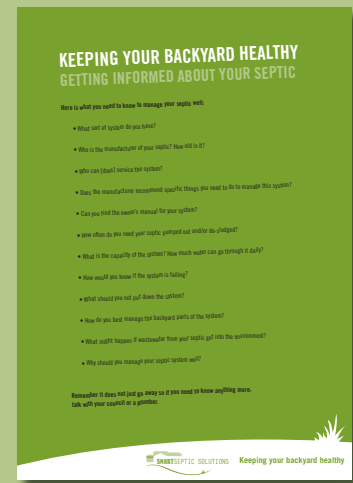
FACE-TO-FACE EDUCATION CHECKLIST

What is the Product?

It is important to acknowledge that EHOs and council customer call centre staff conduct regular face-to-face education. Too often this is undertaken in an ad hoc manner. The following is a simple checklist that can be used to support this process and help to ensure that the optimum education is provided.

The checklist can be used in two ways.

1. As a checklist for the council officer to work through to ensure that the owner/occupier has been fully informed.
2. As a checklist to be given to the owner/occupier at the time of the face-to-face meeting. Note that this checklist should be supported with other relevant information products.




Face to Face/
Check List/Check List



INFORMATION SHEET FOR PRESENTATION TO KEY STAKEHOLDERS




**Face to Face/
Infor sheet/Stakeholders**

What is the Product?

An information sheet for presentation to key stakeholders

Purpose of the Product?

To assist EHOs or other council staff to make presentations to key stakeholders about the Keeping Your Backyard Healthy: Smart Septic Solutions education program

How Might this Product Be Changed?

Environment Health Officers are advised to amend the content to suit their program.

Hints for Production/ Placement.

None.

Protocols for use.

No specific protocols.

INFORMATION SHEET

FOR USE WITH SENIOR MANAGEMENT, ELECTED OFFICIALS AND OTHER KEY STAKEHOLDERS.

What is the Product?

An information sheet for presentation to councillors and senior management within council.

Purpose of the Product?

To assist EHOs gain council support for the Keeping Your Backyard Healthy: Smart Septic Solutions education program

How Might this Product Be Changed?

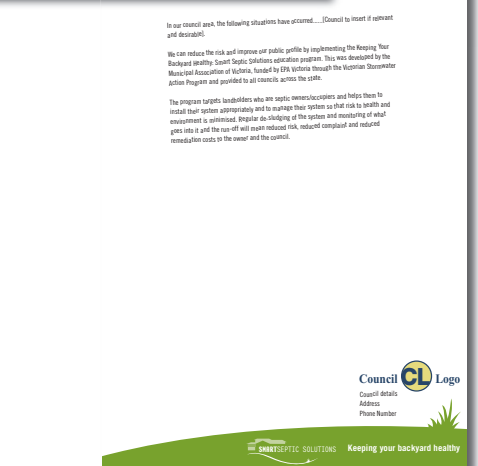
Environment Health Officers are advised to amend the content to suit their program.

Hints for Production/ Placement.

None.

Protocols for use.

No specific protocols.



Face to Face/Infor sheet/
Other Stakeholders

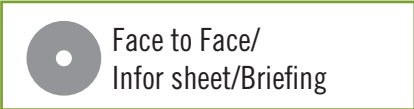


SPOKESPERSON BRIEFING



The spokesperson for the program will carry forward the public focus of the program and take its key messages into the community through unpaid media and public briefings and meetings. The spokesperson needs to be well briefed prior to undertaking this task and also provided with feedback after each public event.

The following generic information should be adapted at the local level as the specific Keeping Your Backyard Healthy: Smart Septic Solutions program is developed.



Face to Face/
Infor sheet/Briefing

PRESENTATION FOLDER



What is the Product?

A presentation folder for use with the community and/or stakeholders.

Purpose of the Product?

The presentation folder can be used to hold a range of material to be handed out at community workshops or stakeholder briefings

How Might this Product Be Changed?

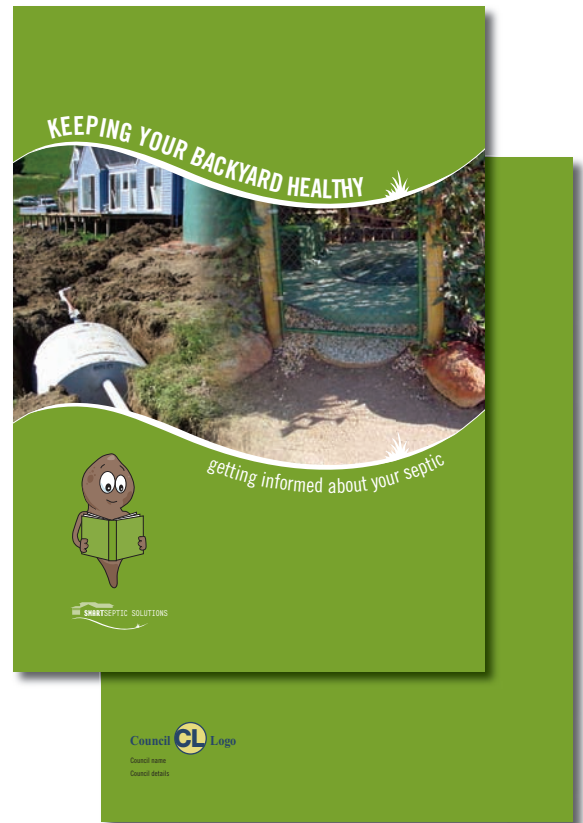
Council logo to be included.

Hints for Production/ Placement.

None.

Protocols for use.

No specific protocols.



Face to Face/
Folder/Folder

6

PROGRAM PLANNING PRODUCTS

Thorough planning is essential for a successful community education program. Section 2.1 outlines a step-by-step approach to program development and the products below will assist in following this.

Materials for program planning include:

- Program Planning Template
- Program Evaluation Template – Community
- Program Evaluation Template - Stakeholders

EVALUATION

KEEPING YOUR BACKYARD HEALTHY SMART SEPTIC SOLUTIONS EVALUATION FORM – COMMUNITY

Please complete this form to select council to evaluate the Keeping Your Backyard Healthy Smart Septic Solutions Program. This will help us to improve the program in the future.

You do not have to place your name on the form.

1. Did you see any part of the Keeping Your Backyard Healthy Smart Septic Solutions Education Program? (Circle the appropriate response)

No Yes

2. If you, which part of the program did you see?

3. To what extent did the program help you to understand more about how to manage your septic system? (Circle the most appropriate response)

A lot Quite a bit A little Not at all

4. How much did the program help you to manage your septic better? (Circle the most appropriate response)

A lot Quite a bit A little Not at all

5. What behaviors did the Keeping Your Backyard Healthy Smart Septic Solutions Education Program promote? Please tick as appropriate.

- Not putting grease, fats, condoms, tampons and other inappropriate material down the toilet
- Reducing my water consumption
- Making sure my system is pumped out regularly
- Making sure my system is de-sludged every two years
- Keeping drains and branches in working order
- Other (please complete)

STEPS 1-6	EXPLANATION	PROGRAM PLANNING NOTES										
1. Analyze the Issue or the Problem	What specific problem or issue are you addressing? What do you know about it?											
2. Identify the Community	Who are the stakeholders and how will you connect with them? Who is the target audience of the program. What do you know about them?											
3. Program Outcomes	What are the specific outcomes you wish to achieve? How will you know if you have achieved them?											
4. Evaluation and monitoring techniques	How will you link evaluation to your outcomes? How will you gather the information you need to determine the success of the program?											
5. Determine resources	What resources will you require in terms of time, money and people?											
6. Education Methods	What educational products are you going to use? If using products from this toolkit, how will this need to be adapted for local use?											
7. Develop an Action Plan and Implement Program	What specific tasks need to be undertaken to implement the program? (This should appear the table at right.) Include timescales, indication of which is responsible for each step of task. Consider also how you will monitor each task.	<table border="1"> <thead> <tr> <th>TASK</th> <th>ACTION</th> <th>SUBJECT</th> <th>WHO?</th> <th>WHEN?</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	TASK	ACTION	SUBJECT	WHO?	WHEN?					
TASK	ACTION	SUBJECT	WHO?	WHEN?								
8. Evaluate the Program	How will you evaluate the outcomes? Consider process and the program evaluation.											

EVALUATION

KEEPING YOUR BACKYARD HEALTHY SMART SEPTIC SOLUTIONS EVALUATION FORM – STAKEHOLDERS

Name and organisation (optional):

The Keeping Your Backyard Healthy Smart Septic Solutions Program was:

(Circle the most appropriate response below)

Highly visible in the community Visible in the community

Not particularly visible in the community Not at all visible in the community

The Keeping Your Backyard Healthy Smart Septic Solutions Program has had the following effect(s) on septic management. (Please tick as appropriate)

- Significantly improved the way that people manage their septic system
- Significantly improved the knowledge of the community about how to manage their system
- Improved the way that people manage their septic system
- Improved the knowledge of the community about how to manage their system
- Had only a limited effect on the way that people manage their septic system
- Had only a limited effect on the knowledge of the community about how to manage their system
- Has not impacted at all on the way that people manage their septic system
- Has not improved the knowledge of the community about how to manage their system.
- Other (please complete)

The best part of the Keeping Your Backyard Healthy Smart Septic Solutions Program was _____

The weakest part of the Keeping Your Backyard Healthy Smart Septic Solutions Program was _____

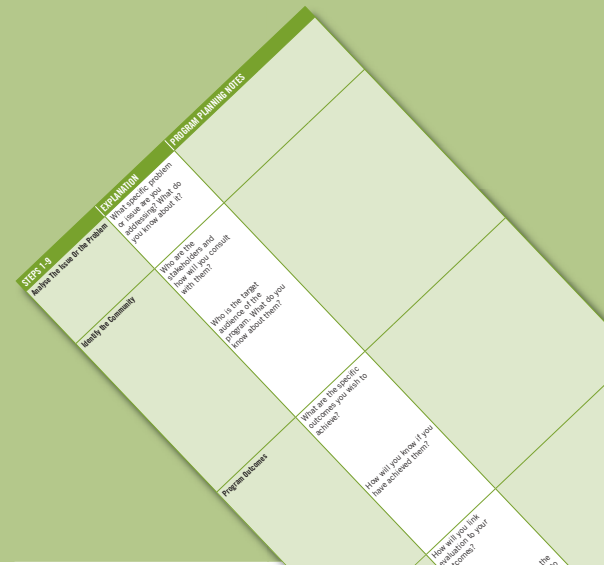
If the Keeping Your Backyard Healthy Smart Septic Solutions Program was to be implemented again I would recommend that the council _____

Any other comments _____



SMARTSEPTIC SOLUTIONS Keeping your backyard healthy

PROGRAM PLANNING TEMPLATE



What is the Product?

A template for use by EHOs when planning the Keeping your backyard healthy Smart Septics Solutions Education Program.

Purpose of the Product?

To assist Environmental Health Officers to plan a local Keeping Your Backyard Healthy: Smart Septic Solutions education program. It will help you to work through the step-by-step approach developed in Section 2.1.

How Might this Product Be Changed?

EHOs are encouraged to insert their planning notes into the columns provided.

Hints for Production/ Placement.

None.

Protocols for use.

No specific protocols.

STEPS 1-3	EXPLANATION	PROGRAM PLANNING NOTES										
Analyze the Issue or the Problem	What specific problem or issue are you addressing? What do you know about it?											
Identify the Community	Who are the stakeholders and how will you consult with them? Who is the target audience of the program. What do you know about them?											
Program Outcomes	What are the specific outcomes you wish to achieve? How will you know if you have achieved them?											
Evaluation and monitoring techniques	How will you link evaluation to your outcomes? How will you gather the information you need to determine the success of the program?											
Determine resources	What resources will you require in terms of time, money and people?											
Education Methods	What educational products are you going to use? If using products from this toolkit, how will they need to be adapted for local use?											
Develop an Action Plan and Implement Program	What specific tasks need to be undertaken to implement the program? (You should expand the table at right.) Include timeframes, indicative budgets and an indication of who is responsible for each step or task. Consider also how you will monitor each task.	<table border="1"> <thead> <tr> <th>TASK</th> <th>ACTION</th> <th>BUDGET</th> <th>WHO?</th> <th>TIMING</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	TASK	ACTION	BUDGET	WHO?	TIMING					
TASK	ACTION	BUDGET	WHO?	TIMING								
Evaluate the Program	How will you evaluate the outcomes? Consider process and the program evaluation.											

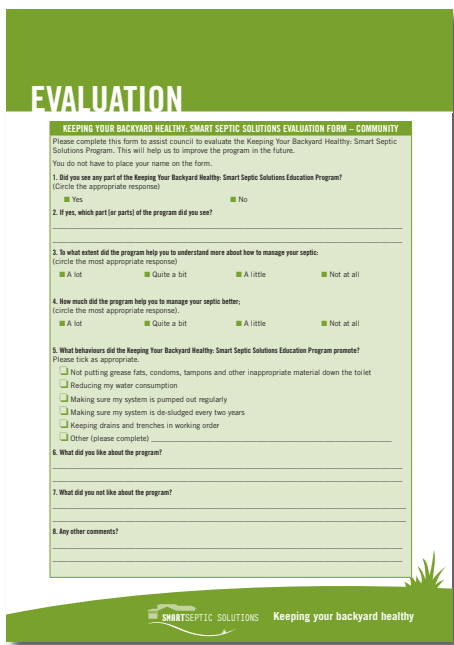


Planning/
Planning



PROGRAM EVALUATION

TEMPLATE – COMMUNITY



 Planning/Evaluation/
Community

What is the Product?

A template for use by EHOs when evaluating the Keeping Your Backyard Healthy: Smart Septic Solutions education program.

Purpose of the Product?

To assist Environmental Health Officers to evaluate the community's experience of the local Keeping Your Backyard Healthy: Smart Septic Solutions education program. It will help you to work through the approach developed in Section 2.1.

How Might this Product Be Changed?

EHO's are encouraged to adapt this form according to the nature of the local program

Hints for Production/ Placement.

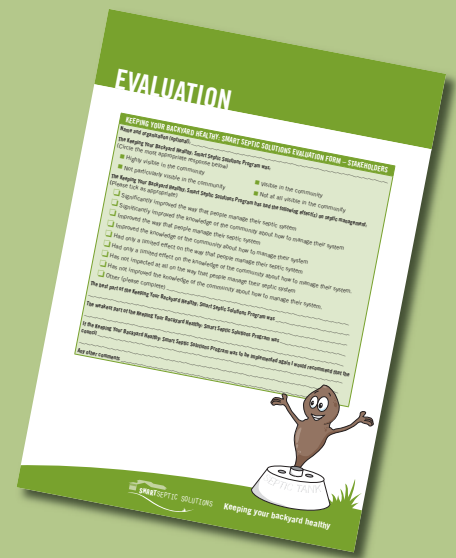
None.

Protocols for use.

No specific protocols.

PROGRAM EVALUATION

TEMPLATE – STAKEHOLDERS



What is the Product?

A template for use by EHOs when evaluating the Keeping Your Backyard Healthy: Smart Septic Solutions education program.

Purpose of the Product?

To assist Environmental Health Officers to evaluate stakeholders experience of the local Keeping Your Backyard Healthy: Smart Septic Solutions education program. It will help you to work through the approach developed in Section 2.1.

How Might this Product Be Changed?

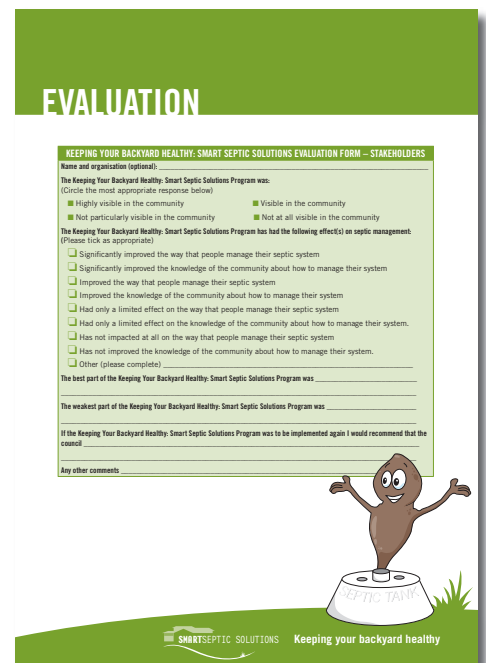
EHOs are encouraged to adapt this form according to the nature of the local program

Hints for Production/ Placement.

None.

Protocols for use.

No specific protocols.



Planning/Evaluation/
Stakeholders



4.1

GLOSSARY OF TERMS USED IN THIS DOCUMENT

Action Research:

Action Research involves a cyclical process of inquiry through planning, acting, observing and reflecting on practice that leads to improving and innovating.

Blackwater:

The term that is used for toilet wastewater.

Capacity-building:

Enhancing the effectiveness of individuals, organisations and systems to achieve or define outcomes by strengthening their knowledge base, competence, resources, networks, infrastructure and/or other forms of support.

Community:

Includes all spheres of government, industry, special interest groups and the general public. The term is also used in a more specific sense to refer to those affected by particular issues under consideration or who are interested in some way.

Ecologically Sustainable Development (ESD):

Development that aims to meet the needs of Australians today, while conserving our ecosystems for the benefit of future generations of all species.

Education:

A process or activity that engages people in learning by sharing and developing knowledge, skills and attitudes. Education occurs through formal or non-formal processes. Non-formal education includes learning through activities including community participation, information and communication, recreation events, extension and awareness-raising

programs, experiential learning programs, skills training, on-the-job training and development, and short courses and personal development activities. These may be delivered by government agencies, non-government organisations and industry at a community and individual level. Formal education can occur through the curricula of pre-schools, primary and secondary schools, vocational education and training institutions, and universities.

Environment:

The aggregate of all conditions that influence the life of a species, including natural, social, cultural, built and spatial elements.

Evaluation:

Is the process (collection of judgements/measures/observations) to understand how the program operates and the effect it is having. On most occasions, measures and/or judgments about the appropriateness, efficiency, effectiveness and the process of the program are required.

Greywater:

The term that is used to describe run-off from a domestic sources, the laundry, kitchen, shower, bath etc (approximately 90% of wastewater).

Impacts:

Refers to the immediate effects of the program or service.

Objectives:

Identify what the program is aiming to achieve.

Outcome Hierarchy:

A thinking tool which organises short to long term outcomes of a project in an ordered sequence, that have a cause and effect relationship with each other with the highest level being the ultimate outcome desired as a result of the project.

Owners/Occupiers:

Refers to those people who occupy premises where on-site wastewater systems are used.

Outcomes:

Relate to the specific changes that occurred as a result of the program.

Performance indicators:

The signs we accept to measure that a program is on track along the way. For example; committee established, brochure developed and distributed etc.

Product:

The specific things that the program produced (e.g. training package, brochure, trained staff etc).

Septic:

Used as a generic term or a shorthand description of a domestic on-site wastewater system. In this document this word is also used to describe particular devices that are characterised by the use of a tank. Thus when the word septic is used it refers to the range of on-site wastewater devices (including septic tanks, aerated wastewater treatment systems etc).

Septic Tanks:

Are particular wastewater devices that breakdown wastewater anaerobically in a tank.

Stakeholders:

People or groups with an interest or stake in the program and/or its outcomes and in the evaluation of the project.

Sustainability:

The goal to be achieved through ecologically sustainable development. It refers to the ability to continue an activity into the future or maintain a state or condition undiminished (or enhanced) over time.

Targets:

The sub-population whose behaviour is being improved and/or reinforced.

Wastewater:

A synonym for greywater, but at times used instead of blackwater. Usually refers to water containing sewage and greywater.