



Pet waste media kit

Resources to promote proper pet waste management.

Ways to educate the public about pet waste:

- Use the sample newsletter articles to share on your organization's website or in your newsletters. These are editable so you can customize the length or message.
- Use the sample social media posts to share through your social media channels. These are editable so you can customize the message and website.
- There are **two sets** of articles/social media posts that have different seasonal focuses to be used throughout the year. We suggest that the summer focused media set is used during **July**, and the early spring focused media set is used during **March**.
- Use the mailer to insert into your city mailings to continue pet waste education. Mailers can be printed and delivered by Hennepin County staff if requested.
- Web links:
 - westmetrowateralliance.org/pet-waste

Contact

For more information about pet waste contact:

Grace Barcelow, Conservation Specialist, grace.barcelow@hennepin.us

Summer focused content

Newsletter article

Be a responsible pet owner and scoop that poop!

Being a pet owner comes with many responsibilities, and let's be honest, they aren't all fun! Even though picking up pet waste is not anyone's favorite task, it is undoubtedly better than swimming in it.

Pet waste that isn't picked up washes into nearby storm drains in the street and directly into our lakes, rivers, and streams with no filtering... gross! This waste adds excess nutrients into the water, which can cause algae blooms and make water unpleasant or unsafe for swimming in the summer. Pet waste also pollutes the water with harmful bacteria such as E. coli. Bacteria in the water can cause beach closures and transmit diseases that threaten the health of people, pets, and wildlife.

This is why picking up your pet waste, though it can seem insignificant, is a big deal. Not only does it make you a responsible pet owner, but it helps protect water quality and public health. Not to mention, it's the law. Help keep our waters safe for swimming and fishing this summer by scooping that poop!

Learn more at westmetrowateralliance.org/pet-waste.

Social media posts

Suggested hashtags: #EnvironmentalConservation #CleanWater #ScoopthePoop #PetWaste #Water #WaterQuality #EColi #Pollution

To use images and graphics: right click on image and select Save as Picture

Facebook:

Picking up pet waste is a big deal! Pet waste that isn't picked up washes into nearby storm drains in the street and directly into our lakes, rivers, and streams with no filtering... gross! This waste adds excess nutrients into the water, which can cause algae blooms and make water unpleasant or unsafe for swimming in the summer. Pet waste also pollutes the water with harmful bacteria such as E. coli. Bacteria in the water can cause beach closures and transmit diseases that threaten the health of people, pets, and wildlife. Not only does picking up pet waste make you a responsible pet owner, but it helps protect water quality and public health. So, scoop that poop and help keep our waters swimmable for summer fun!

Instagram:

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#ScoopthePoop

X (Twitter):

Pet waste that isn't picked up washes into nearby storm drains and enters our lakes, rivers, and streams with no filtering. This increases bacteria and nutrients in the water, contributing to algae blooms, public health threats, and beach closures #ScoopthePoop

Image 1:



Black dog running through a creek.

Image 2:



Black dog standing in shallow creek.

Image 3:



Photo Credit: Clean Water MN. Responsible pet owner walking a dog on a leash carrying a bag of pet waste.

Early spring focused content

Newsletter article

Scoop that poop during the spring thaw!

Spring is coming, which means snow and ice will soon melt and wash into storm drains, carrying pollutants, like pet waste, into nearby bodies of water.

During the spring thaw, pet waste left in yards, sidewalks, or streets, enters our lakes, rivers, and streams without any filtering. This waste adds excess nutrients and harmful bacteria, like E. coli, to the water, decreasing water quality and threatening the health of people, pets, and wildlife.

Picking up your pet waste is a big deal! Not only does it make you a responsible pet owner, but it helps protect water quality and public health. Not to mention, it's the law. Help protect water this spring by making sure all the poop in your yard or neighborhood is picked up as the snow and ice starts to melt!

If you have any questions or would like to know more visit westmetrowateralliance.org/pet-waste.

Social media posts

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Instagram:

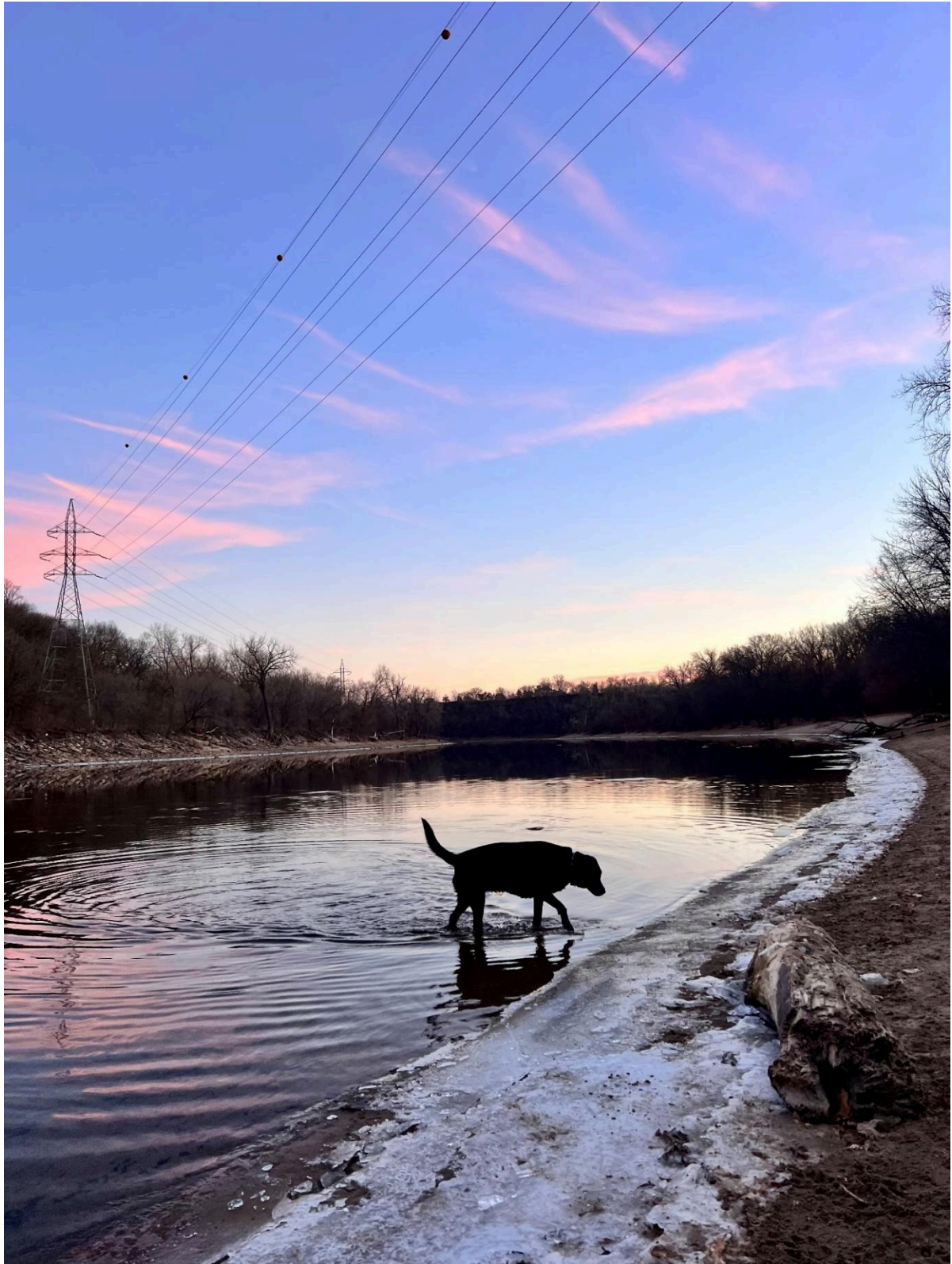
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#ScoopthePoop

Twitter:

Spring is coming, and that means not only will snow and ice melt and wash into nearby storms drains, but pet waste will wash into water with it, harming water quality and public health. Help protect water this spring and #ScoopthePoop

Image:



Black dog wading in the Mississippi River along a beach with a thin layer of ice and snow near the shoreline.