

UK Experience – Some Reflection

- Increasing awareness
- Is it our advertising?
- Awareness peaks and dies away
- General sensitisation of population
- Long term strategies



Long-Term Cultural Change - Media

- Positive Media Presence
 - editorial coverage
 - effective relationship with journalists
 - not just news releases
 - briefings, lunches etc



Long-Term Cultural Change – Education

- Education through the schools
 - environmentalists showed the way
 - Resource Pack 1987/88 1,400
 - Data Watch Pack 1994
 - Plumstones CD 2001 36,000

