



# PROTECT OUR PIPES

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SARAH ROBINSON, PROGRAM DEVELOPMENT LEAD  
ALANNA REED, DIRECTOR OF COMMUNICATIONS



**blockages from fats, oils, grease (fog) & wipes  
are the leading cause of sanitary sewer overflows  
(ssos) in Houston**

# PREVENTING & REDUCING SEWER OVERFLOWS

## Public Works

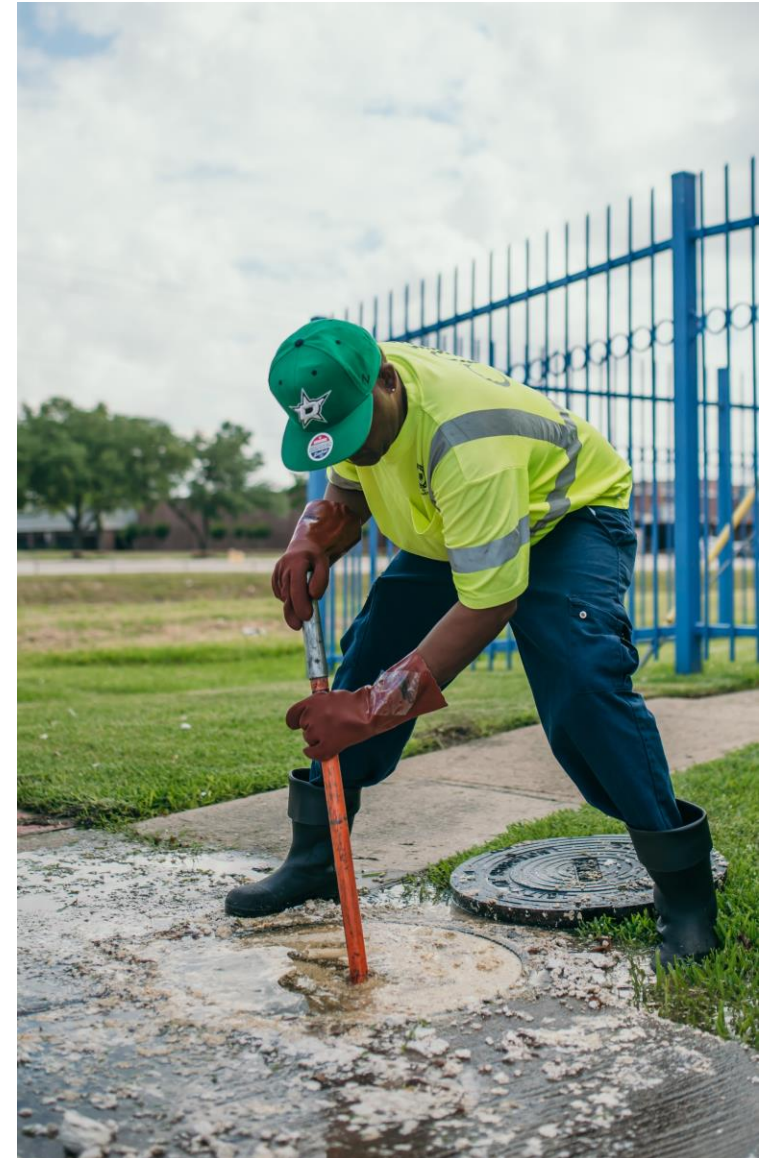
- infrastructure improvements
- sewer overflow tracking & response
- preventative cleaning
- outreach & education
- regulation & compliance

## Health Department

- enforcement & education

## Community

- reduce sanitary sewer overflows



# PURPOSE

create a relevant, inclusive education campaign

reduce sanitary sewer overflows



An infographic titled "PROTECT OUR PIPES" from Houston Public Works. The top section is a dark blue rounded rectangle with the Houston Public Works logo and the text "PROTECT OUR PIPES" in large yellow letters, followed by "Help keep fats, oils, grease, and other items from going down the drain." The infographic is split into two vertical panels: a yellow panel on the left and a blue panel on the right. The yellow panel is titled "GREASE CLOGS PIPES" and says "Put Grease in its Place". It features three circular icons: a glass of oil labeled "POUR in a safe container", a snowflake labeled "COOL in the fridge", and a trash can labeled "TOSS in the trash". The blue panel is titled "WIPES CLOG PIPES" and says "Only Flush the 3 P's". It features three circular icons: a yellow drop labeled "PEE is easily processed", a pile of poop labeled "POO breaks down", and a roll of toilet paper labeled "TOILET PAPER dissolves in water". In the center, there are two cartoon characters: an elderly woman with glasses and a young boy. At the bottom, it says "LEARN MORE AT ProtectOurPipes.org".

# CHARACTER DEVELOPMENT





# COLLATERAL & ASSETS

**HOUSTON PUBLIC WORKS**

**PROTECT OUR PIPES**  
Help keep fats, oils, grease, and other items from going down the drain.

**PROTEGE NUESTRAS TUBERÍAS**  
Ayuda a evitar que las grasas, aceites y otros artículos se vayan por el drenaje.

**GREASE CLOGS PIPES**  
Put Grease in its Place  
**LA CRASA BLOQUEA LAS TUBERÍAS**  
Ponga la Crasa en su Lugar

  
**POUR**  
in a safe container  
**VIÉRTALA**  
en un recipiente seguro

  
**COOL**  
in the fridge  
**ENFRÍELA**  
en el refrigerador

  
**TOSS**  
in the trash  
**DESÉCHELA**  
en la basura

**WIPES CLOG PIPES**  
Only Flush the 3 P's  
**LAS TOALLITAS BLOQUEAN LAS TUBERÍAS**  
Solo Tire las 3 P

  
**PEE**  
is easily processed  
**PIPI**  
se procesa fácilmente

  
**POO**  
breaks down  
**POPO**  
se disuelve

  
**TOILET PAPER**  
dissolves in water  
**PAPEL**  
higiénico se desintegra en agua

LEARN MORE AT [ProtectOurPipes.org](https://ProtectOurPipes.org)    OBTENGA MÁS INFORMACIÓN EN [ProtectOurPipes.org](https://ProtectOurPipes.org)

**HOUSTON PUBLIC WORKS**

**HI, NEIGHBOR!**

Grease and wipes in a wastewater pipe caused a sewer overflow in your neighborhood. Houston Public Works does not want this to happen at your home. Cooking grease should never get poured down the drain. When grease settles, it can clog wastewater pipes and cause expensive repairs.

Only the 3 P's can be flushed down the toilet – **Pee, Poo, and (Toilet) Paper**. Anything else will clog your pipes and cause sewer overflows.

Learn more at [ProtectOurPipes.org](https://ProtectOurPipes.org)  
For questions or to report sewer overflows, call 311 (713.837.0311)

**¡HOLA, VECINO!**

La grasa y las toallitas desechables en una tubería de drenaje causó un desbordamiento de aguas residuales en su vecindario. Houston Public Works quiere prevenir que esto suceda en su hogar en el futuro. La grasa para cocinar nunca se debe de tirar en el drenaje. Cuando la grasa se endurece, causa bloqueos que tapan las tuberías de las casas y puede ocasionar reparaciones costosas.

Solo tire 3 Tres P – **el pipi, el popó, y el papel (higiénico) por el Inodoro**. Cualquier otra cosa bloquea sus tuberías y puede causar un desbordamiento de aguas residuales.

Obtenga más información en [ProtectOurPipes.org](https://ProtectOurPipes.org)  
Si tiene preguntas o quiere reportar un desbordamiento de aguas residuales, llame al 311 (713.837.0311)



**PROTECT OUR PIPES**

Help keep fats, oils, grease, and other items from going down the drain

**CLEAR THE CLOGS**

Do your part by putting grease in its place—the trash—and only flushing the 3 P's (pee, poo, toilet paper). Together, we can protect our pipes from clogs and overflows.

**HOUSTON PUBLIC WORKS**

LEARN MORE AT [ProtectOurPipes.org](https://ProtectOurPipes.org)

**WHAT IS A SEWER OVERFLOW?**

A sewer overflow is a backup of untreated wastewater into our streets and homes. **Sewer overflows can be prevented.** The main cause of sewer overflows in Houston is clogged pipes from fats, oils, and grease poured down sinks and wipes flushed down toilets.

**PROTECT YOUR WALLET**  
Sewer overflows can cost thousands of dollars in plumbing costs and fines.

**PROTECT YOUR HEALTH**  
Sewer overflows include harmful microbes that can make you and your family sick.

**PROTECT OUR WATERS**  
Sewer overflows can pollute our environment, making our public spaces less enjoyable.

**HELPFUL TIPS**

**USE A SINK STRAINER**  
Garbage disposals do not prevent clogs. Keep food scraps, hair, and other items from going down the drain.

**USE A SPATULA OR PAPER TOWEL**  
Wipe grease from pots, pans, plates, and utensils before washing. Throw the paper towel in the trash.


**RECYCLE YOUR GREASE AT AN ENVIRONMENTAL SERVICE CENTER**  
Visit [ProtectOurPipes.org](https://ProtectOurPipes.org) for more information and for locations.

**GREASE CLOGS PIPES**

Prevent harmful overflows by following these three easy steps.

Put Grease in its Place

  
**POUR**  
in a safe container

  
**COOL**  
in the fridge

  
**TOSS**  
in the trash

**WIPES CLOG PIPES**

Clogs from wipes, rags, and any item other than toilet paper trap grease and cause overflows.

Only flush the 3 P's

  
**PEE**  
is easily processed

  
**POO**  
breaks down

  
**TOILET PAPER**  
dissolves in water

## ProtectOurPipes.org

**HOUSTON PUBLIC WORKS**

**PROTECT OUR PIPES**  
Help keep fats, oils, grease, and other items from going down the drain.

**WHAT IS A SEWER OVERFLOW?**  
A sewer overflow is a backup of untreated wastewater. It can cause costly damage to your property and harm our health and the environment.  
**MOST sewer overflows ARE PREVENTABLE.**

**70%**  
The approximate number of sewer overflows caused by clogs from grease and wipes in Houston.

**365**  
The number of days a year Houston Public Works responds to reports of sewer overflows.

**\$2,500**  
The cost to homeowners in plumbing repairs and fines from a sewer overflow. In some cases costs are even higher.

**UP TO 2X**  
**THE AMOUNT OF SEWER OVERFLOWS**  
occur during the holiday season due to a significant increase of grease clogs.

**SEWER OVERFLOWS CAN MAKE YOU SICK**  
Contact with raw wastewater can cause many different types of illness, including symptoms similar to food poisoning.

Each Houston resident poured **TABLESPOON OF GREASE** down the drain, it would fill up an **OLYMPIC-SIZED POOL** every week.

# OUTREACH & ENGAGEMENT

outreach to City staff

education – social & City platforms

advertising – media & publications

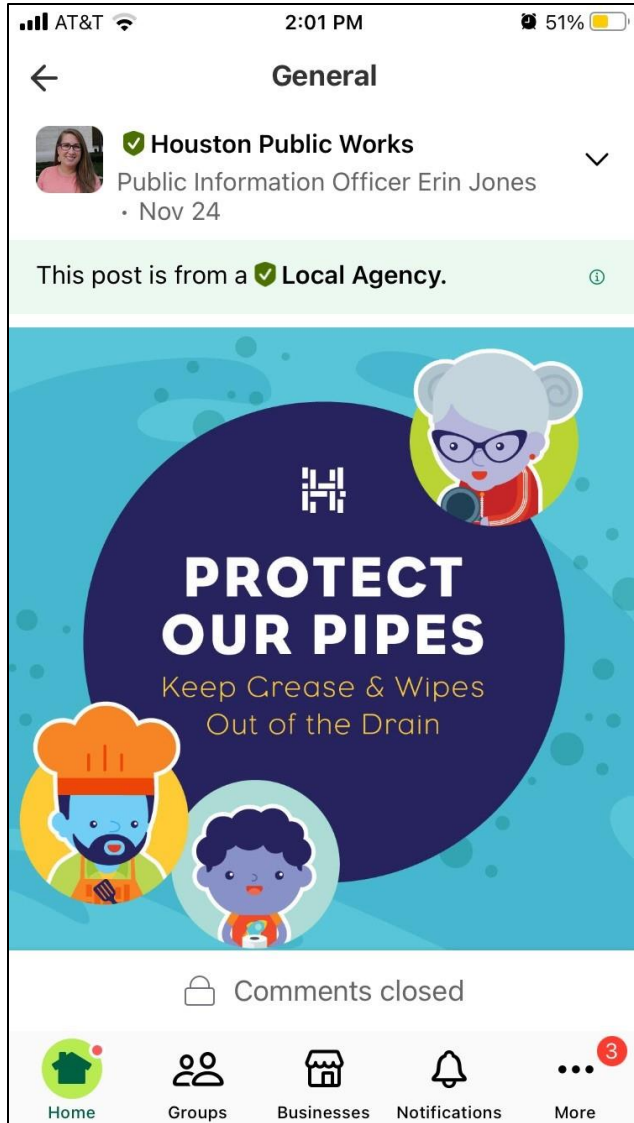
engagement – community partnerships

## GOAL

brand recognition & behavior change



# CITY OF HOUSTON PLATFORMS





# PUBLICATIONS & MEDIA

SPECIAL ADVERTISING FEATURE

## HOW YOU CAN PROTECT OUR PIPES!

Help prevent harmful sewer overflows in Houston's communities.

**H**ave you ever been about to rinse or flush something down the drain but wondered if you shouldn't? You're not alone! Rinsing and flushing products such as cooking grease and wipes clogs our pipes and causes sewer overflows in Houston every day. These clogs are expensive to repair, they pollute our environment and they may even make us sick. Luckily, while these overflows are common, they are easily preventable. Here's what you need to know about sewer overflows and how you can help prevent them.

**GREASE CLOGS PIPES**  
Put Grease in Its Place

**WIPES CLOG PIPES**  
Only Flush the 3 P's

**FOOD**  
**PEE**  
**COOL**  
**POO**  
**TOSS**  
**PAPER**

LEARN MORE AT [ProtectOurPipes.org](http://ProtectOurPipes.org)

**How to Prevent Sewer Overflows in Your Community**

The best way to prevent sewer overflows is to properly dispose of fats, oils and grease. Put grease in its place—the trash—and never down the drain. Just Pour, Cool and Toss for Reuse!

**Pour:** Scrape or pour grease into an empty container, such as a metal can, glass jar or heat-resistant bag.

**Cool:** Let the grease cool and cover it. Store in the fridge until the container is full.

**Toss or Reuse:** Once the container is full, toss it directly in the trash can, or reuse for cooking.

**Remember to only flush the 3 P's:**

**Pee:** Pee and poo are treated at our wastewater treatment plants.

**Poo:** Poo breaks down and doesn't clog our wastewater pipes.

**Paper:** Tidy paper dissolves in water.

Many "biodegradable" products can cause serious damage to your plumbing system, which can cause backups in your wastewater lines that pollute our homes, streets, and waterways. When in doubt, throw it out!

**Household items that should never be flushed:**  
All wipes—including those advertised as "flushable"

**Paper towels**

**Food leftovers**

**Coffee grounds**

**Cleaning and disinfectant items** (including rags, gloves and masks)

**For More Information**  
Learn more about how to properly dispose of fats, oils and grease at [ProtectOurPipes.org](http://ProtectOurPipes.org). Email [ProtectOurPipes@houston.gov](mailto:ProtectOurPipes@houston.gov) or call 832-395-5700 to request a presentation or materials, or share with your community.

HOUSTON | FORT BEND

**houston moms blog**

Protecting Our Pipes: It Starts at Home

By [Houston Public Works](#)

Protecting Our Pipes: It Starts at Home

It's not just a partner with Houston Public Works, but how we can protect our sewer system in Houston.

There are many things we can be doing as a family to help better our environment and community within our home and during everyday tasks. Recycling, turning off lights to help conserve energy, reusing plastic and glass bottles, and more. So when you consider what you're doing, what the weather is like, and the fact that there are so many of us, it's a good idea to take a few extra steps.

**PROTECTING OUR PIPES: It Starts at Home**

Let's make every day a better one by taking simple steps to help protect our pipes and prevent sewer overflows. It's not just a partner with Houston Public Works, but how we can protect our sewer system in Houston.

**PROTECT OUR PIPES**

PUT GREASE IN ITS PLACE

ONLY FLUSH THE 3 P'S

FOOD  
PEE  
COOL  
POO  
TOSS  
PAPER

LEARN MORE AT [ProtectOurPipes.org](http://ProtectOurPipes.org)

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**SPONSORED CONTENT**

**How You Can Protect Our Pipes!**

Help prevent harmful sewer overflows in Houston's communities.

Presented by Houston Public Works | What's This? | 11/23/2020 at 6:46pm

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**HOUSTON PUBLIC WORKS**

**GREASE CLOGS PIPES**

[ProtectOurPipes.org](http://ProtectOurPipes.org)

**Houston Public Works launches "Protect Our Pipes" campaign**

by Rajini Dackery  
Posted: Nov 12, 2020 / 10:53 AM CST | Updated: Nov 13, 2020 / 06:30 AM CST

**HOUSTON PUBLIC WORKS**

**GREASE CLOGS PIPES**

[ProtectOurPipes.org](http://ProtectOurPipes.org)

**total estimated impressions: 14,295,826**  
**total estimated reach: 3,357,337**

# PARTNERSHIPS & ENGAGEMENT

## Community-based

- influencers & local leaders
- organizations & committees
- events, local places & publications
- relevance to targeted community

Track changes at the community level



# HOW YOU CAN HELP

Share through newsletters, social media

- facebook, Twitter
- youtube Video
- infographic
- website: ProtectOurPipes.org

Email ProtectOurPipes@houstontx.gov to:

- share community publications/groups
- request presentations
- request more information & materials
- provide additional suggestions/programs











# VIDEO



[bit.ly/pipesvideo](https://bit.ly/pipesvideo)

# thank you!

ProtectOurPipes@houstontx.gov



[houstonpublicworks.org](http://houstonpublicworks.org)



@houpublicworks