

# BALLOON FREE SEAS

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Communications Capstone Project  
Spring 2022



UC SANTA BARBARA  
Bren School of Environmental  
Science & Management



NATIONAL MARINE  
SANCTUARIES  
CHANNEL ISLANDS





Source: [BalloonsBlow.org](http://BalloonsBlow.org)





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Source: Justin Williams



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Source: BalloonsBlow.org



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# ENVIRONMENTAL PROBLEM



A photograph of a bright yellow balloon tied to a large, smooth, light-colored rock. The rock is partially submerged in clear, rippling blue water. A long, thin, purple and pink striped ribbon is attached to the bottom of the balloon and extends downwards into the water. The background is a solid light blue color.

# **PROJECT GOAL**

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Develop an adaptive communications strategy aimed at reducing balloon use and release in Santa Barbara County.



A photograph of a bright yellow balloon tied to a large, smooth, light-colored rock. The rock is partially submerged in clear blue water, and the balloon's string is visible, trailing off into the water. The background is a solid light blue color.

# **PROJECT GOAL**

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Develop an adaptive communications strategy aimed at reducing balloon use and release in Santa Barbara County.

**Motivate**

A photograph of a bright yellow balloon tied to a smooth, light-colored rock. The rock is partially submerged in clear blue water, and the balloon is floating on the surface. A long, thin, purple and pink striped ribbon is attached to the bottom of the balloon and trails into the water. The background is a solid light blue color.

# **PROJECT GOAL**

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Develop an adaptive communications strategy aimed at reducing balloon use and release in Santa Barbara County.

**Motivate**

**Collaborate**

A photograph of a bright yellow balloon tied to a smooth, light-colored rock. The rock is partially submerged in clear blue water, and the balloon's string is visible, trailing off into the water. The background is a solid light blue color.

# **PROJECT GOAL**

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Develop an adaptive communications strategy aimed at reducing balloon use and release in Santa Barbara County.

**Motivate**

**Collaborate**

**Adapt**

# TARGETED AUDIENCE



## CITY RESIDENTS

Balloon consumers in  
Santa Barbara and  
Goleta



## LOCAL SCHOOLS

High schools and  
universities



## PARTNERS & ALLIES

Nonprofit organizations  
and other national  
marine sanctuaries

# CAMPAIGN STRATEGY



There are significant barriers to changing businesses practices and institutions.



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Santa Barbara County consumers have a powerful role!

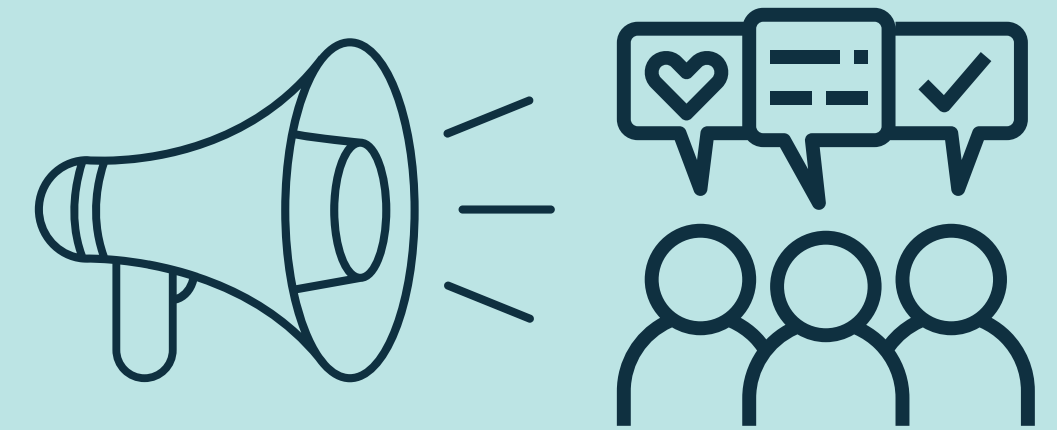
# CAMPAIGN STRATEGY



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Santa Barbara County consumers have a powerful role!

Raise awareness, engage target audiences and tap into coastal pride.



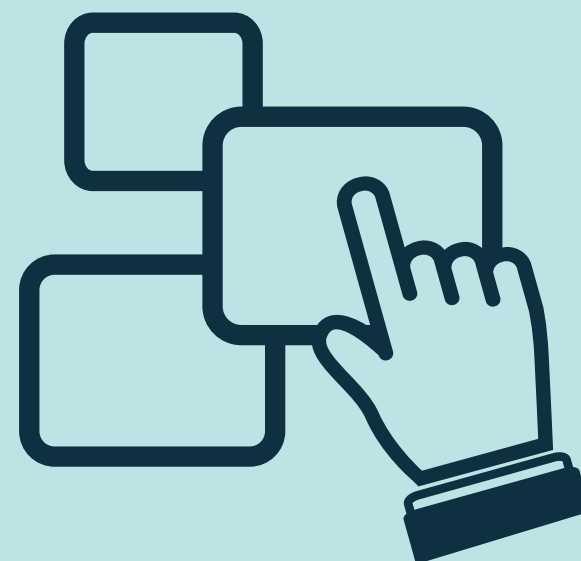
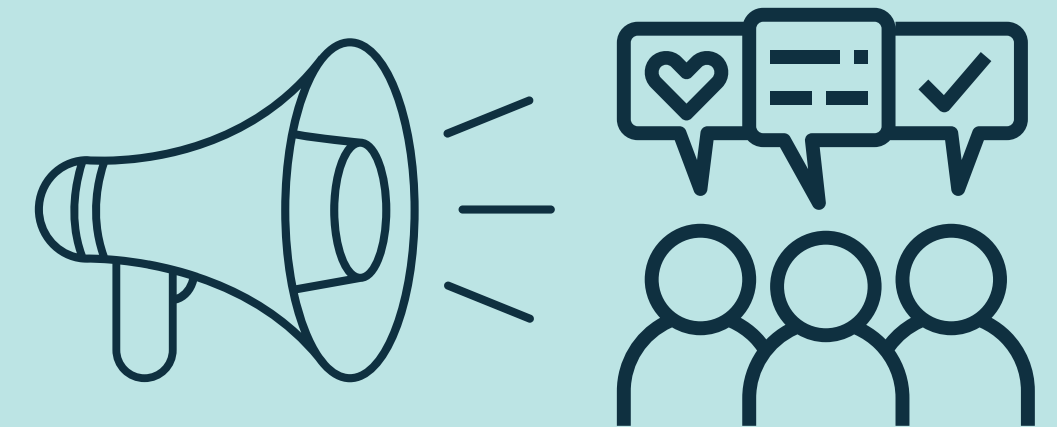
# CAMPAIGN STRATEGY



There are significant barriers to changing businesses practices and institutions.

Santa Barbara County consumers have a powerful role!

Raise awareness, engage target audiences and tap into coastal pride.



Consumers make better choices.



# TACTICS



## **Youth and educational institutions are key agents of change.**

- Youth are effective advocates for behavior change in families and schools.
- Education on balloon environmental impacts is an important first step for raising awareness.

## **Balloons are single-use plastic.**

- Coastal residents who are changing their plastic consumption must be engaged early on.
- This lens on the balloon pollution problem creates new partnership and policy opportunities.



# TACTICS



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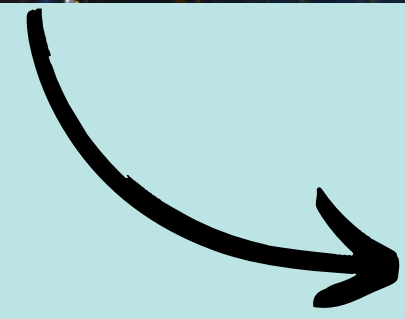
# SAMPLE MESSAGING



# Social Media



# Social Media



# Social Media



**You ditched plastic here...**

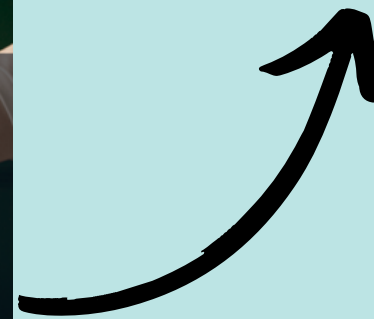
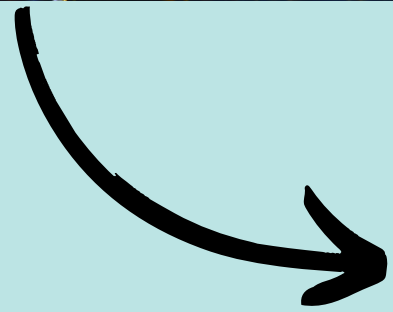


**But you still use plastic here...?**



**You made the switch here...**

**I love our ocean.**



# Social Media



**You ditched plastic here...**



**But you still use plastic here...?**



**You made the switch here...**

**I love our ocean.**

**Balloons are single-use plastic.**

They can injure or kill our favorite marine wildlife.



# Social Media



**You ditched plastic here...**





**But you still use plastic here...?**



**Love your Channel.**

Swap balloons with flowers & bubbles to keep sea life out of trouble.



**You made the switch here...**



**Balloons are single-use plastic.**

They can injure or kill our favorite marine wildlife.





# Newspaper advertisement

Let graduation caps fly-  
**NOT BALLOONS!**



## **BALLOONS ARE NO PARTY FOR SANTA BARBARA SEA LIFE...**

After graduation, hundreds of balloons end up in the Santa Barbara Channel. Dolphins, whales, seabirds and other wildlife may ingest or become entangled in balloon litter which can result in injury or death.

This year, celebrate graduates AND local sea life with balloon substitutes. Never release balloons- it's against the law!

## **LOVE YOUR OCEAN!**

Celebrate with these fun balloon alternatives:

- Flowers
- Non-toxic bubbles
- Pom poms
- Recyclable posters
- Pinwheels
- Colorful flags
- Streamers



***As coastal residents, we can celebrate important moments and help protect our marine environments.***



# ACKNOWLEDGEMENTS



**CHANNEL ISLANDS**  
NATIONAL MARINE  
SANCTUARY

**Sean Hastings**

*Channel Islands National  
Marine Sanctuary*

**Robert Mazurek**

*California Ocean Alliance*

**Jewel Persad**

*UCSB Office of Sustainability*

**Stacy Rebich**

*Bren School of Environmental  
Science and Management*

**THANK YOU!**  
**QUESTIONS?**

# Holidays & Events



**LOVE IS IN THE AIR!**



**But, balloons shouldn't be.**

**Balloons are red,**

**Or sometimes pink.**

**They're worse for sealife than you might think.**



**This Valentine's Day,  
BREAK UP  
with balloons.**



**Give flowers & cards to  
cause sealife less harm!**



# Holidays & Events

