

CMP GRANTS PROGRAM CYCLE 12 FINAL REPORT

CAPTAIN CRAB CLEAN BEACH MEDIA AND EDUCATION CAMPAIGN & PUPPET SHOW



CONTRACT NO. : 08-003



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VALLEY PROUD ENVIRONMENTAL COUNCIL (VPEC)

12/16/2008



The Captain Crab Clean Beach Media and Education Campaign was created in 1998 by Valley Proud to educate residents of the Rio Grande Valley in Texas and northern Mexico and visitors to the beaches of South Padre Island and Boca Chica that it is unhealthy and unlawful to litter our beaches. It is the only educational beach litter deterrent program in our area. This project utilizes multiple programs to combat beach litter, to raise awareness and to educate the public about the environmental and legal consequences of littering. Litter threatens our natural resources and is dangerous to marine life and local wildlife. It leads to expensive clean up costs and causes unattractive and unhealthy shorelines. Being an ongoing project, many changes have occurred over the last few years.

Final Report GLO Contract No. 08-003

Task 1 – Project Organization:

VPEC solicited bids from four local advertising agencies to oversee the Captain Crab Clean Beach Media portion of Cycle 12. WK Associates, Harlingen was awarded the contract. The Captain Crab Cycle 12 project utilized all forms of media, including paid TV, radio and newsprint ads, billboards and flyers. Captain Crab is an ongoing project and we are able to keep production and material costs down by updating existing artwork for print media, existing copy and video for radio and TV and existing materials for distribution. Beach signs are replaced or removed only when necessary. Billboards were left in place between grant cycles as additional in-kind contributions to Valley Proud. This continuity also generates reinforcement of Captain Crab’s message to those who recognize the familiar image while still being eye-catching to those who have not seen it before. All promotions are in English and Spanish, and the message is clear: “TRASH OUR BEACH, PAY THE PRICE! FINES UP TO \$2,000.00 FOR LITTERING OUR BEACH!”

BILLBOARD



BEACH SIGN



NEWSPAPER AD

CAPTAN CRAB



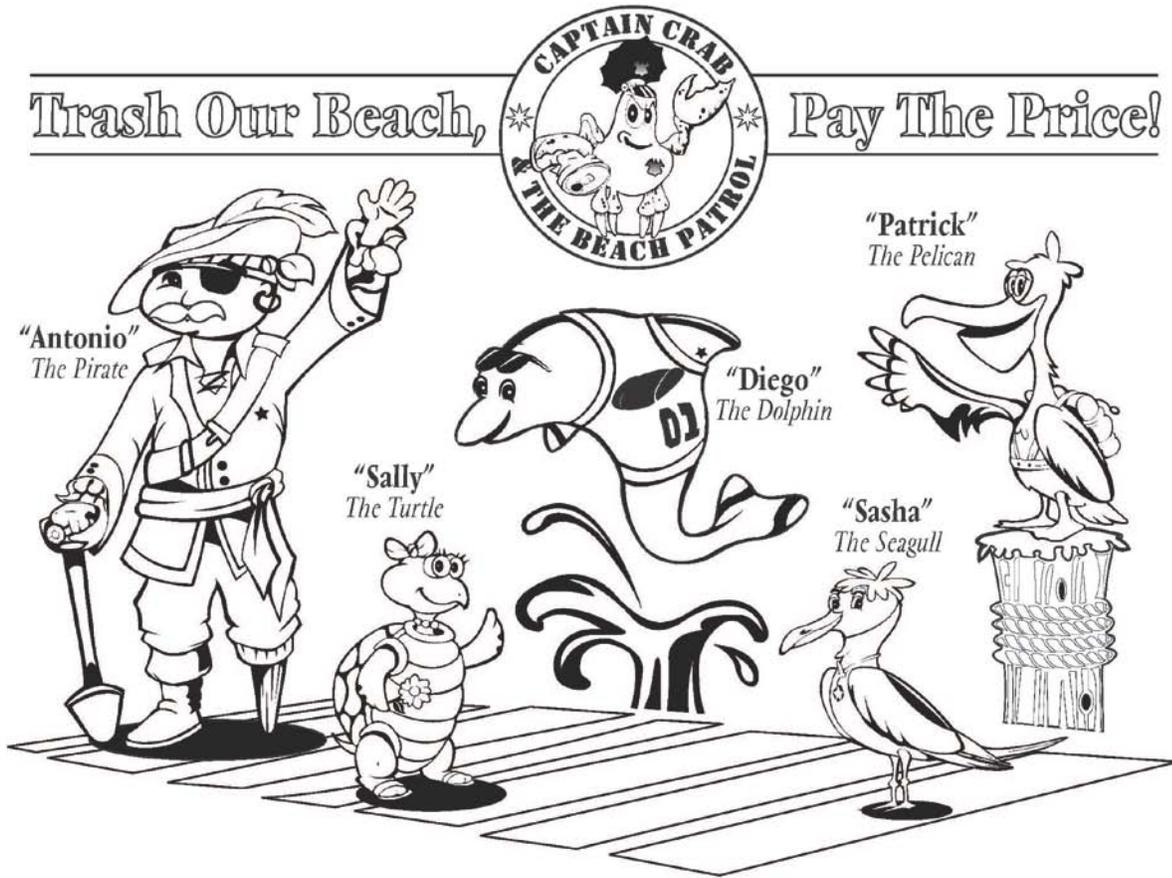
In November of 2005 VPEC held auditions for puppeteers for the newly created Captain Crab and His Beach Patrol Puppet Show that debuted in January of 2006. At that time six people were selected. Five puppeteers remained on the puppet team (two other high school students are on an “as need” basis after school and on weekends) and signed Cycle 12 puppeteer contracts through December 31, 2008. Captain Crab was returned to the manufacturer several times. The helmet was replaced and the manufacturer “forgot” to cut the holes for the fan in the helmet. VPEC has not begun contacting elementary campuses (this process usually begins in October of each year). VPEC began scheduling shows in January 2008, once final modifications were completed.

Our Faithful Puppeteers!



The creation and reproduction of the Captain Crab and His Beach Patrol coloring page (two-sided) was a great success. 10,000 copies (in bundles of 500) were made and 10,000 four packs of crayons were ordered. VPEC 3,725 coloring pages and crayola's to 14 Laguna Madre area restaurants. 500 more were delivered throughout the mid - valley to sea food restaurants.

Captain Crab and His Beach Patrol Coloring Page:



Student take home packets containing a litter bag, ruler, stickers, activity book and the Captain Crab pledge and Litter Fact Sheet were ordered during this grant Cycle. The Captain Crab student "Good Citizen" packet items (Captain Crab seven minute video, "A Day at the Beach" and the pledge and litter fact sheet) were not replaced during Cycle 12 but will need to be replaced during Cycle 13.

Captain Crab Pledge and Litter Fact sheet for student take home packets:

CAPTAIN CRAB "TALKIN' TRASH"

What is MARINE DEBRIS???
MARINE DEBRIS is on our beaches and in our oceans!
Common items like fishing line, strapping bands and six-pack rings can hamper the mobility of birds and marine animals. Once entangled, animals have trouble eating, breathing or swimming, all of which can have fatal results!

Birds, fish and mammals often mistake plastic for food. Some birds even feed it to their babies. With plastic in their stomachs, animals have a false feeling of being full, and may die of starvation. Sea turtles mistake plastic bags for jellyfish, one of their favorite foods. Almost 90% of floating MARINE DEBRIS is plastic. Because plastic floats and can take hundreds of years to decompose, it is especially harmful to birds and marine life!

**TRASH OUR BEACH
PAY THE PRICE!**
Fines up to \$2,000 for trashing our beach!

How MARINE DEBRIS Harms People
Beachgoers can cut themselves on glass and metal left on the beach. MARINE DEBRIS also endangers the safety and livelihood of fishermen and recreational boaters. Nets and fishing line can get caught in propellers and plastic bags can block the boats cooling system. Such damage is hazardous and costs money in terms of repair and lost fishing time.

REDUCE - REUSE - RECYCLE
For every item we recycle or reuse, that's one less piece of trash that can become a part of the MARINE DEBRIS cycle, threatening people and wildlife. We should recycle, but what if we don't? Let's see how long the things we toss in the trash take to decompose:

Cigarette Butts	1-5 years
Plastic bags	10-20 years
Nylon fabric	30-40 years
Tin cans	50 years
Plastic 6-pack holders	100 years
Aluminum cans & tabs	500 years
Glass bottles	1,000 years
Plastic bottles & styrofoam	Indefinitely!!!

Valley Proud Environmental Council (956)412-8004 www.valleyproud.org
This Litter Fact sheet was made possible in part by the Coastal Coordination Council pursuant to National Oceanic and Atmospheric Administration Award Number NAD4N084190058.

VALLEY PROUD ENVIRONMENTAL COUNCIL

Captain Crab
Clean Beach Patrol
"Deputy" Pledge

I _____, solemnly swear that
I will do my part to keep the beaches of Texas safe,
clean and beautiful for the enjoyment of all people
today and in the future.

Signed _____ Date _____

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The Captain Crab Clean Beach Campaign and Puppet Show received the 2007 National Gulf Guardian Award in the Civic/Non-Profit category last November. Captain Crab attended and received this award on behalf of VPEC!



The Captain Crab survey is ongoing from grant cycle to grant cycle. VPEC kept statistics for Cycle 12 and cumulative statistics were tallied and made available for review on the VPEC website. Elementary campuses that scheduled the puppet show viewed the seven minute video and teachers completed a brief four question survey with their students (teacher holds up a picture of Captain Crab and asks four questions and by a show of hands records the results) and gave surveys to Bonnie Waller, Captain Crab Puppet Show, Program Director, prior to viewing the puppet show.

Captain Crab Clean Beach Campaign Survey Results

Cycle 12 (1/10/08-6/30/08)

16 schools surveyed

6,037 students responded (Attended performance/may not have participated in survey)

Questions in survey:

1. How many of you have heard of Captain Crab? 2,660 students/44%
2. How many of you have seen him (show picture of Captain Crab) on billboards and beach signs? 2,864 students/47%
3. How many of you have seen his commercial? 2,316 students/38%
4. How many of you want to help Captain Crab stomp out litter? 4,177 students/69%

The puppet show was translated into Spanish during Cycle 12. The agency that translated the puppet show also edited and reproduced the DVD into Spanish. VPEC plans to make copies of the DVD in Spanish (using VPEC funds) to be delivered to schools in Matamoros and Monterrey, Mexico.

During this school year VPEC introduced “*Bucks For The Beach*”, a new school campaign to help offset some of the puppet show expenses. Each puppet show costs approximately \$200 to perform.

Captain Crab’s new “*Bucks For The Beach*” promotion encourages teachers to announce the puppet show for one week prior to the Beach Patrol’s performance. Children were asked to help the Beach Patrol by bringing donations to aid Captain Crab’s friends in cleaning up the beach – “*Bucks For The Beach*”. As the children entered the show, a bucket was made available for depositing their donations. Participation in “*Bucks For The Beach*” was strictly voluntary and school’s were not required to participate. A donation of any amount was encouraged, if at all possible. Most campuses budgets were already set for the 2008-2009 school year. VPEC asked them to consider participating in the future.



During Cycle 12 VPEC and the Captain Crab and His Beach Patrol Puppet Show saw a dramatic increase with organizations scheduling the show for their events.

EVENTS LIST 2008 (other than schools)

Captain Crab and His Beach Patrol Puppet Show

January	Foto Fiesta, Edinburg
February	Ocelot Festival, Harlingen KOA World's Largest Fishing Tournament/Beach Cleanup (C. Crab only) Children's Fiesta, Edinburg
March	RGV Coastal Expo, Edinburg (13 th & 14 th)
April	Portland Windfest SPI Ecotourism Summit
May	Bay Day, Kemah (May 17 th)
June	21 st Century Summer Program Family Exploration, Quinta Mazatlan, McAllen
July	Energy Expo, Cameron Works Sea Life Day
August	Su Clinica Health Fair, Harlingen
September	Oceanarium, Brownsville Zoo
October	McAllen Green Living Festival Beyond Translation Forum, McAllen (Sponsored by EPA) Sand Castle Days Pirates of Llano Grande, Llano Grande State Park, Weslaco
November	Su Clinica Health Fair, Brownsville RGV Birding Festival Texas Recycles Days, McAllen Recycling Center
December	Resaca de la Palma State Park, Brownsville
11/18/08	



The Captain Crab Teacher Survey was circulated to teachers that requested and viewed the performance. Eight teachers and a naturalist with the Edinburg World Birding Center submitted the survey.

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PAGE 92/92



Captain Crab and The Beach Patrol PUPPET SHOW SURVEY

We greatly appreciate Captain Crab and his Beach Patrol being permitted to perform at your campus. Please take a few moments to complete this survey. Your participation in will help us better understand the needs of the school districts in this region. Your opinion is valued and will be used to shape future performances. Thank you.

1. What Grade Level (s) attended the Captain Crab Puppet Show?
PK - 1st _____ 2nd - 3rd 3rd 4th - 5th 4th + 5th
Other (please explain) _____

2. How many attended? Adults 30 Children 510

3. Would you recommend this puppet show to other teachers/campuses/organizations?
Yes No _____
If not, Why not? _____

4. Where did you hear about the Captain Crab Puppet Show?
Principal _____ Newspaper Friends _____ Other _____

5. Did your students view the Captain Crab "A Day At the Beach" video and complete the brief student survey prior to the performance? Yes No _____

6. Was the performance appropriate for you students/classes? Yes No _____
If not, Why not? _____

7. Were the video, puppet show and take home packets easily integrated into your classroom schedule?
Yes No _____
If not, Why not? _____

8. Did the performance stay within the specified timeframe? Yes No _____

9. Were the performers friendly and professional? Yes No _____

10. Comments: Your team was stupendous and top class. Our students and teachers enjoyed it tremendously and several teachers gave great reviews. I know that your program will change people's view about our environment and encourage everyone to help in

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(Please Print)

Title Counselor Location/City Rio Hondo, Texas

Name of Campus Rio Hondo Intermediate Telephone Number (956) 748-1106

Date 5-29-06 Email hgalvan@rio.hondo.isd.net



Valley Proud Environmental Council • (956) 412-8004 • www.valleyproud.org
This survey was made possible in part by the Coastal Coordination Council pursuant to
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fax (956) 412-8008

maintaining our beaches as well as other areas litter free.
Education is the Key for solving many of our challenges
ahead and your team is at the forefront in this endeavor. H.C.

Task 3 – Education on the world wide web -

The VPEC website (www.valleyproud.org) was updated to contain current Captain Crab Clean Beach program information and performance schedules, available for download, along with a registration form for teachers to reserve programs, etc. A link to the Captain Crab and His Beach Patrol puppet show student survey results (a short survey is given to each Principal and teacher at the campus before each performance and is completed while we perform) and questionnaire were made available to anyone to download. The teacher survey was sent to various entities, individuals and schools during this grant cycle to further assist VPEC in determining the effectiveness of this campaign. A calendar was created during Cycle 12 to assist teachers, individuals and organizations with the puppet show reservation process. The calendar was updated on a regular basis as shows were scheduled.

ValleyProud Environmental Council



FEDERAL CMP BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	4,000.00	4,000.00	0.00
Fringe	0.00	0.00	0.00
Travel	1,813.67	1,813.67	0.00
Supplies	324.61	324.61	0.00
Equipment	0.00	0.00	0.00
Contractual	32,007.91	32,007.91	0.00
Other	10,853.81	10,853.81	0.00
Subtotal	49,000.00	35,327.32	0.00
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
FEDERAL			
TOTAL	49,000.00	49,000.00	0.00

LOCAL BUDGET

	<u>Budget</u>	<u>Expenditures To Date</u>	<u>Remaining</u>
Personnel	2,000.00	2,912.00	0.00
Fringe	0.00	0.00	0.00
Travel	0.00	0.00	0.00
Supplies	0.00	0.00	0.00
Equipment	0.00	0.00	0.00
Contractual	32,000.00	38,320.90	0.00
Other	0.00	0.00	0.00
Sub Total	34,000.00	41,263.90	0.00
Indirect cost	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
LOCAL			
TOTAL	34,000.00	41,263.90	0.00

Beyond Borders Forum, McAllen



Coastal Expo, Edinburg



Coastal Expo, Edinburg



Kemah Boardwalk, Kemah



Lamar Elementary, Harlingen



McAllen Green Expo



Pirates of the Llano Grande - Weslaco



RGV Birding Festival, Harlingen

Bonham Nature Club, Harlingen



Rodriguez, Harlingen

Lamar, Harlingen

Bonnie Unloading

