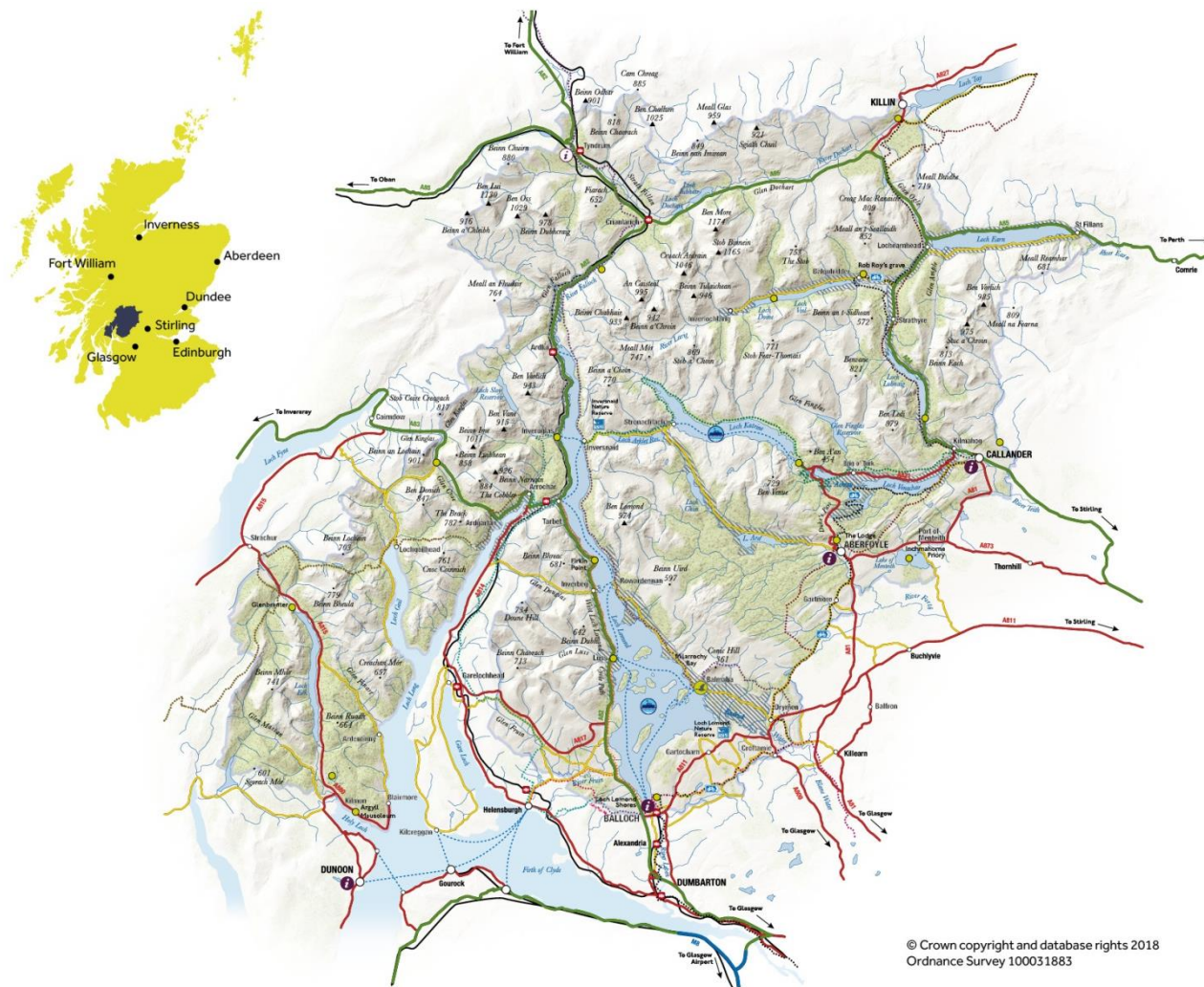


# Shh...It Happens!

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A “FECEABILITY” PROJECT ON REDUCING IRRESPONSIBLE  
TOILETING

# Scotland's first National Park



# Is this a load of ...?

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- Not unique to us, but an increasing issue across the National Park.

What's "irresponsible toileting"?

- Leaving poo on the surface without burying it, going too closely to water or buildings, or littering toilet paper and sanitary products.



# The issue is starting to pile up

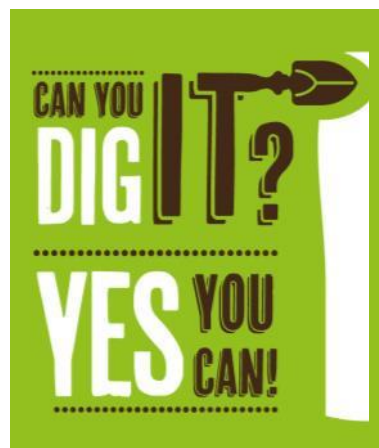


- Scottish Outdoor Access Code (SOAC) advice recommends digging a hole at least 30m away from water and buildings and replacing the turf when done.
- Sadly, messaging and engagement is limited and often a little dry.
- We wanted to understand how best to encourage people to poo responsibly, so designed our “feceability” project.



# Floating some ideas

## Communications strategy



3 physical  
interventions

# Not our favourite topic of discussion...But it's a solid number two.



Loch Lomond & The Trossachs National Park

14 August · 🌐

Do you know what to do when you #needtopoo 🦌 in the outdoors? Follow the Scottish Outdoor Access Code and dig it, don't dump it!

Find out more including where you can 'go' before you go 👉

<http://bit.ly/2T0sxXq>

.....  
CAN YOU  
DIG IT? YES YOU CAN!  
.....



13

1 comment 5 shares



Home > Things to do > Camping > What to do when you need to poo

## What to do when you need to poo

It may be the most natural thing in the world but that doesn't mean it's ok to 'dump' it anywhere.

[www.stirlingobserver.co.uk](http://www.stirlingobserver.co.uk)

## Scheme's poo-tential to protect beauty spots

### Campaign aims to reduce irresponsible toileting

KATYA MARKOBANKS

A pilot scheme is being launched to encourage campers to toilet responsibly outdoors.

Loch Lomond and Trossachs National Park Authority is hoping to take the embarrassment out of something everyone does, by launching a trial project to help people know what to do when they need 'go' in the park.

The trial aims to change behaviour and reduce irresponsible toileting. This will be supported by awareness raising on social media and the park's website.

Sites in Loch Lomond, the Trossachs and West Loch Lomond have been chosen for the trial due to their ongoing issues with human waste.

Posters will be displayed at Loch Lomond encouraging people to do the right thing and linking information on the location of the nearest public toilets.

At Three Lochs Forest Drive in the Trossachs, toilets will be available for campers to borrow with advice

on how to bury their poo in line with the Scottish Outdoor Access Code guidance.

Stirling-based Loch Lomond will be trialling the traditional approach with campers being asked to 'bag it and bin it' as they would with dog poo. Campers will be provided with a pack that includes biodegradable poo bags as well as an 'emergency' bag with information on how to pack out their waste. A hygiene drop bin will be on site for campers to drop their used poo packets. The bin will also have awareness raising information and advice printed on it.

LNPA's interpretation manager, Nik Turner said: "Talking about human waste can be awkward and it's understandable that people are squeamish about it, but it is a conversation we need to have."

"Not only is green and unhygienic improper disposal of human waste can be harmful to the environment, wildlife and people, it's also a nuisance for campers and visitors off and onto a considerable amount of time and resources to deal with."

Many are just as enthusiastic to

ask about how to toilet responsibly so our campaign is aimed at helping people understand the right thing to do in a light hearted and informal way. By trialling these different methods and gathering feedback we'll gain valuable insight into what works best."

Throughout the trial, the authority will also be running an online campaign to raise awareness, including encouraging visitors to go before you go and highlighting a map of all public toilets in the area. National Park Rangers will also be taking to visitors, providing advice and information about responsible toileting.

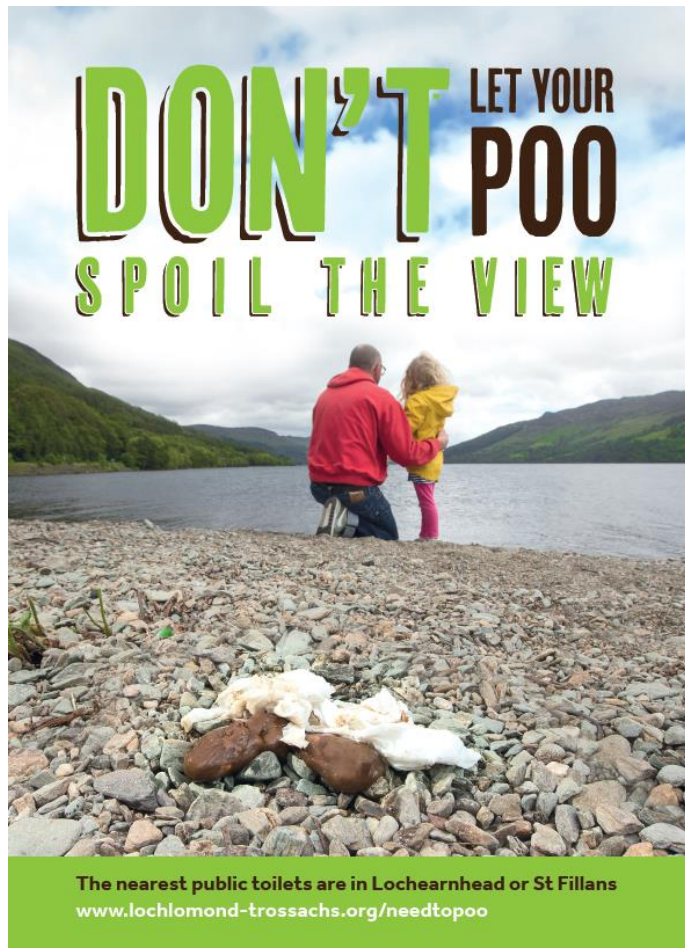
The trial will be closely monitored and at the end all the information from each site will be evaluated and compared to data collected in previous years to see what, if any, intervention worked best and could potentially be used more widely across the National Park in the future.

So find out more about the trial or the advice about responsible toileting, visit [www.lochlomond-trossachs.org/seeitgo](http://www.lochlomond-trossachs.org/seeitgo)



Campaign Posters being used to highlight the problem of irresponsible toileting

# Don't let your poo spoil the view



- Onsite signage, with “shock factor” imagery.
- Including information on the closest public toilet, reminding people of the most preferable message of “go before you go”.
- Quick, cheap and easy to implement at sites where toilets were less than 5 minutes away.

# Can you dig it? Yes you can!



- Trowel loan system.
- Graphics explaining how to use them, reinforcing Scottish Outdoor Access Code advice.
- Minimal servicing costs – once it's made, only need to “top up” trowels if any go missing / break.
- Aiming to give people the confidence to invest in their own trowel, so sustainable in long run.



# Shh...It Happens!

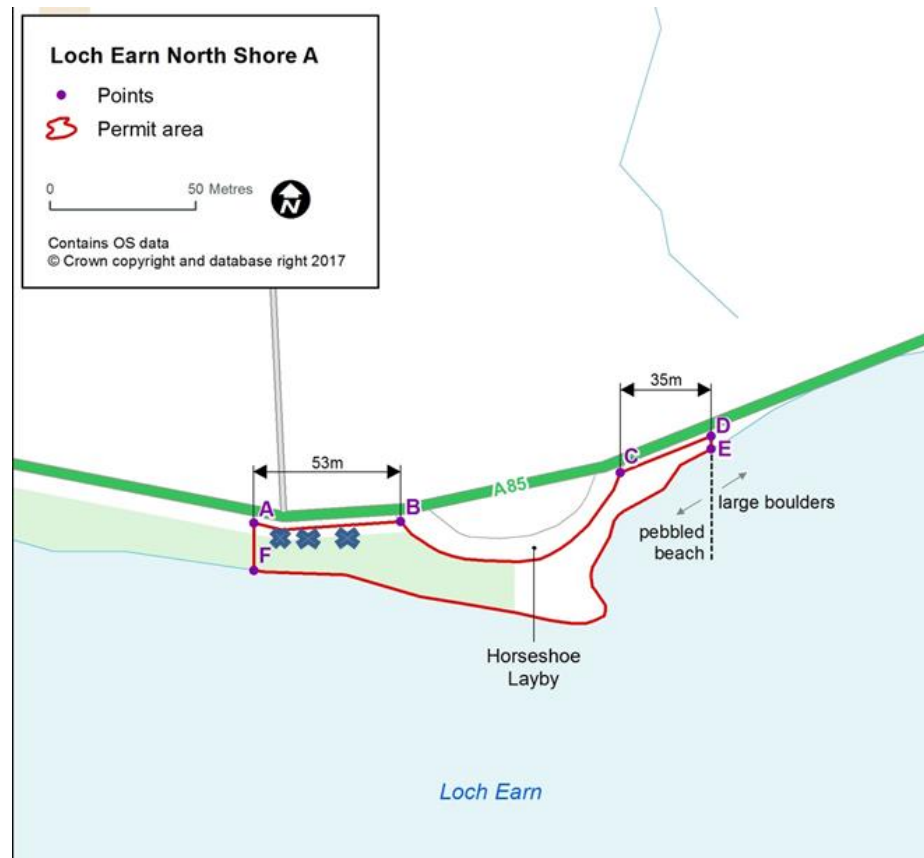


# Shh...It Happens!



- Human poo bin and poo packs.
- Encouraging people to bag it and bin it.
- Most challenging intervention both for behaviour change and management.
- Installed at site where it's difficult to get far enough away from the loch to follow SOAC advice.

# Keeping a log of the results



- Ranger feedback on poo amount and infrastructure use.
- Cleaning contractor poo counts.
- User feedback via post stay survey.



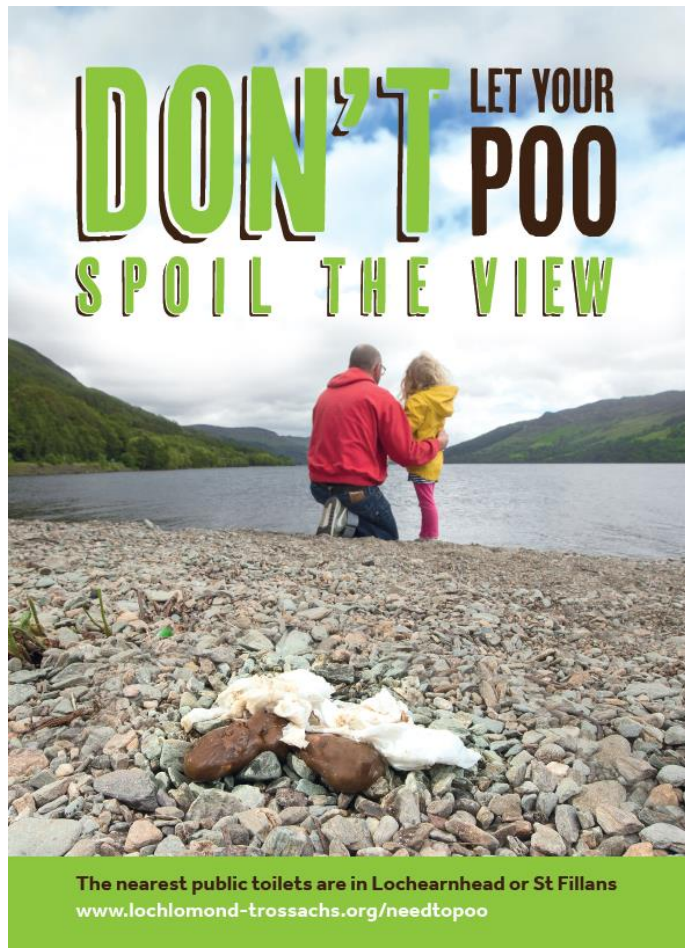
# Making a splash

- 11 print and online media outlets articles.
- 4 national radio and television pieces.
- Over 19,000 website hits over July – mid Sept.
- 19 external partners and stakeholders sharing through their social media channels.
- Suie Field poo bin video is our second most viewed video on Facebook, being shared 140 times with over 97,000 engagements.





# Nuggets of learning



*‘The posters/email did encourage us to lift it, my daughter stepped on someone else’s poo which I wasn’t too happy about so its only fair to other campers to lift it.’*

# It's got poo-tential

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*'It was brilliant, and I particularly liked the trowels at the site to encourage folks to dig their own latrines.'*

# Jobbie's a good'un!



*'It was fantastic and I would love to see this more widespread.'*

*'Excellent idea as long as everyone uses it.'*

*'Was camping with young children - very easy to use with them with travel potty. If I was desperate when camping would use this method [...] Trial is a good idea.'*

# Cleaned up in one wipe?

- No, but we never expected to crack the issue – we wanted to test different methods and see what did / didn't work.
- Interest and engagement far exceeded our expectations.
- Solid foundation from which to scale up.
- Currently evaluating what to take forward next year.
- Communications and messaging will definitely continue.





# Thank you



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trossachs.org**