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**COMHAIRLE CONTAE ÁTHA CLIATH THEAS
SOUTH DUBLIN COUNTY COUNCIL**



**MEETING OF SOUTH DUBLIN COUNTY COUNCIL**

**Monday, March 12, 2018**

**QUESTION NO.1**

**QUESTION: Councillor V. Casserly**

To ask the Chief Executive for costing details for advertising in County cinemas regarding dog fouling.

**REPLY:**

As part of the Litter Management Plan 2015-2019 South Dublin County Council committed to, initiated and has maintained active Anti Dog Fouling campaigns. These campaigns are managed through a number of different mediums eg:

* Green Dog Walker initiatives
* Anti-Dog fouling signage
* Responsible dog owner leaflets with licence
* Responsible dog owner online initiatives
* Pilot dog foul bag dispensers
* Anti-Dog Fouling initiatives on the radio – funded by the DCCAE Anti-Litter and Anti-Graffiti Grant
* Anti-Dog Fouling Cinema advert – funded by the DCCAE Anti-Litter and Anti-Graffiti Grant

The anti- dog fouling radio advert was aired on 98fm and Q102 for 52 slots over a period before Christmas 2017 with a listenership of 182,000.

The dog fouling advert was an element of the 2017 LMP action plan and part of the wider anti-litter awareness campaign that included anti-litter and illegal dumping adverts. The advert was produced at a cost of €12,343.93, screened at a cost of €6,355 and funded under the DCCAE Anti-Litter Anti-Graffiti awareness grant.

The screening of this advert has run in the Cinema since October 2017 reaching a targeted audience of 199,977 viewers. It was also part of a major online campaign for SDCC with 35,000 views, 307 shares and 125 likes to date on Facebook and 3,855 views on Twitter.

Tackling the problem of dog fouling remains a priority for SDCC and we will continue to promote the various strands of the dog fouling campaign through all possible VFM mediums in order to reach as many citizens as possible with this important message “Your Dog, Your responsibility”

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