There is a number of supporting activities to the campaign that need to be planned and implemented. These include:

4.1.1 Education Programme:
- Generating content for the education programme for schools, working with the enforcement team, PCSO's and Keep Wales Tidy officer.
- Running a competition for local schools to design a poster for their playground/playing fields. Also need to consider when officers will go into schools for an education roadshow. This is likely to be an 18 month programme.
- Liaising with Heritage & Countryside services for running a dog friendly event at some of the sites across DCC, similar to their dog show last year at Plas Newydd.

4.1.2 Consultation & Community Involvement:
The support of the local community is key to the success of this campaign and its sustainability. It needs to be made clear that communities need to share the responsibility with the council in achieving our objectives. This will be achieved by:

- Getting local people & city, town and community councils to support the campaign, to be our eyes and ears in the community and report problems correctly with relevant details of offenders.
- Consultation is taking place with Member Area Groups (MAG's) and 37 city, town & community councils by the Community Engagement Manager, David Davies, discussing the Anti-Dog Fouling strategy Once this has been agreed, a public friendly leaflet will be produced and available in key locations around the County to reinforce the campaign.
- The online survey will be re-run in approximately 6 months to monitor the effectiveness of the campaign, visibility and so on.
- Having the support from councillors to distribute material and communicate the message about the campaign and what the Council is trying to achieve in response to their feedback.

4.1.3 Marketing Materials:
- Roll up banners will be located around the County, in vets and so on to highlight the issue of dog fouling in that area.
- Banners will be produced and placed at identified hot spot areas i.e. parks and playgrounds for a period of time to raise the awareness of the issue in that area. This will be reinforced with the presence of enforcement officers in hot spot areas.
- To produce a visual map showing the key areas of concern.

4.1.4 Social Media & Technology:
This element is currently being considered by other councils in Wales. Social media is the newest form of communication and it is important that this is available to support the campaign. The following will need to be managed and controlled by the Corporate Communications team with the support of Customer Services:
- E-newsletters to be produced and sent to interested local groups of progress of the campaign.
- Regular twitter feeds including regular updates of enforcement action in key areas, improvement in the number of complaints and so on.
- Facebook page, allow people to report problems easily, thank the public for their support and so on.
- To produce a visual map showing the key areas of concern.