

Recycling Education/Outreach & Illegal Dumping

Recycling Training for Tribes

May 17, 2016 @ Pojoaque Pueblo

May 19, 2016 @ Santo Domingo Tribe



to key information...

- “POP QUIZ” at the end of the presentation?!?!?!?
- What's the difference between “education” & “outreach”
 - Education: refers to efforts involving the formal education system: curriculum development, professional development of teachers, or support for systematic reform efforts
 - Outreach: refers to efforts intended to excite wider public interest

Quotes can deliver a powerful message

“We are a part of everything that is beneath us, above us, and around us. Our past is our present, our present is our future, and our future is seven generations past and present.”

Traditional Haudenosaunee Teaching



Why Educate on Recycling Programs?

- Opportunity to provide information to people
- To increase awareness, knowledge and understanding of environment issues
- To promote environmental initiatives, projects and programs
- To instill environmental protection measures
- To enable community members to make decisions and actions that create and maintain an optimal relationship between themselves and the environment, and to preserve and protect unique natural resources of our Tribal lands





Why Recycling Conduct Outreach?

- To **CONNECT** your community to the environment and the need for protecting
- To **BUILD RELATIONSHIPS** that garner support and actively engage the stakeholders
- To take **RESPONSIBLE ACTION** to prevent pollution and conserve our natural resources
- To **COMMUNICATE** with NRD/Environmental Staff about their environmental concerns
- To **ESTABLISH** baseline data to build environmental programmatic capacity

The Need to Conduct Recycling Education & Outreach



- Is recycling/waste diversion needed in your community? If so, here are some possible steps to consider when identifying the need?
 - What are the solid waste issues/problems?
 - What are your available resources and tools?
- Who is contributing to increased trash, illegal dumps, etc.?
 - On another note...who is participating in your programs?
- What are the barriers?
- Who are your partners?
- What are the solutions?
- What do you expect to change?

Components of a Recycling Education & Outreach Program

1. Tailored to your Community
2. Targeted & Focused
3. Consistent & On-going
4. Innovative
5. Leadership/Community Involvement
6. Partnerships
7. SUCCESS



Tailored to your Community

- Culturally appropriate & specific
 - Who is your Community?



Pueblo de Cochiti

Picuris Pueblo



Taos Pueblo

Zuni Pueblo

Things to Consider



- Your audience
 - Youth
 - Mid-generation
 - Elderly
- Objective/Goal
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-sensitive
 - ...and, don't forget to
- Delivery of information:
 - Newsletters
 - PSAs
 - Radio
 - Billboards
 - ...what delivery methods have you done?
- Are multi-languages need?
 - How to best get your message across



Consistent & Outgoing

- Identify short & long-term goals/objectives/plans...re-visit often
- Multiple messages – repeat...repeat...repeat
- Understand behavior change and know that this may take time...not an “overnight type of thing.”

Ak-Chin Indian Community –
“Earthy Enos”





Innovative

- Be Creative
- Think outside the box and what will get people
 - ...Involved
 - ...Excited
 - ...Active
 - ...A promoter/supporter of the program/projects



Leadership/Community Involvement

- Support – Involvement from leadership is needed to establish, implement, and encourage buy-in
- Buy-in – Participation is needed from the community to be successful

Get kids involved

Booths at
Community fairs

School presentations & activities
Community
survey/questionnaire
Council
meetings/presentations
Community
events

Together
Everyone
Achieves
More

Mel



Partnerships

- Why
 - Effective in developing your recycling program
 - Work in collaboration to identify solutions to problems
 - Build capacity for your projects and programs
- Who
 - Neighboring & Other Tribal Environmental/Natural Resources Departments
 - Federal, state, & local governments
 - Non-profit organizations, Inter-tribal consortia, private foundations
 - ...and others

What are Your Next Steps...



&



Outreach, kids, recycling, solutions, partnerships...and what?!?!?

