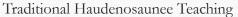


### Quotes can deliver a powerful message

"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."





## 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? Picuris Pueblo Taos Pueblo Zuni Pueblo

### Things to Consider



Your audience

Youth

Mid-generation

Elderly

• Are multi-languages need?

How to best get your message across

• 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?

### Consistent & Outgoing

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

Ak-Chin Indian Community – "Earthy Enos"



