

RECYCLE

OR



DIE

Effective Outreach methods

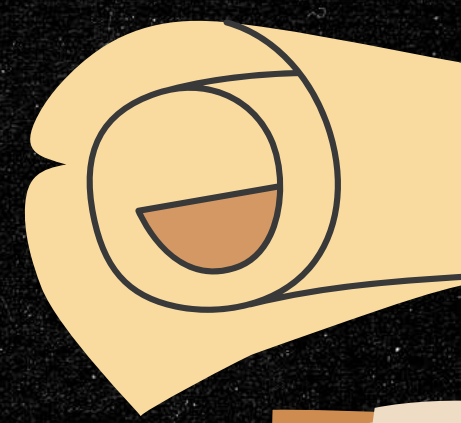
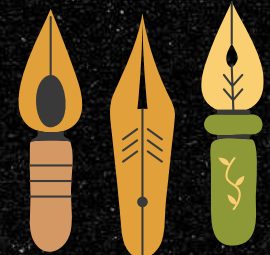
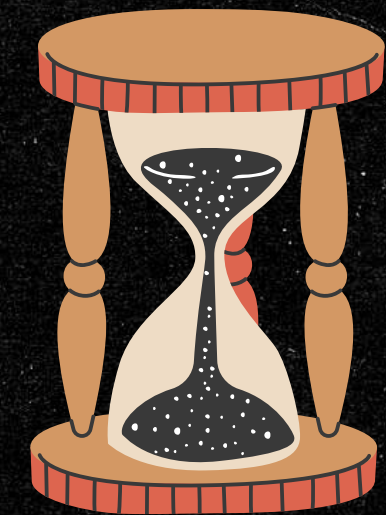
in Public Schools,
and

What We've Learned Along the Way



outreach goal

“Inspire new habits essential to our individual growth and to the health of our society.”



Lay the foundation

Make Yourself Known

Community Involvement

Look for Collaboration
Opportunities

Be Visible/Be Involved

Build Upon the Trust Factor



Community partners



Public School System /
School Board

Focus Groups

Social Media

City and County
Departments

Law Enforcement

Codes Enforcement

School Resource Officers (SRO)

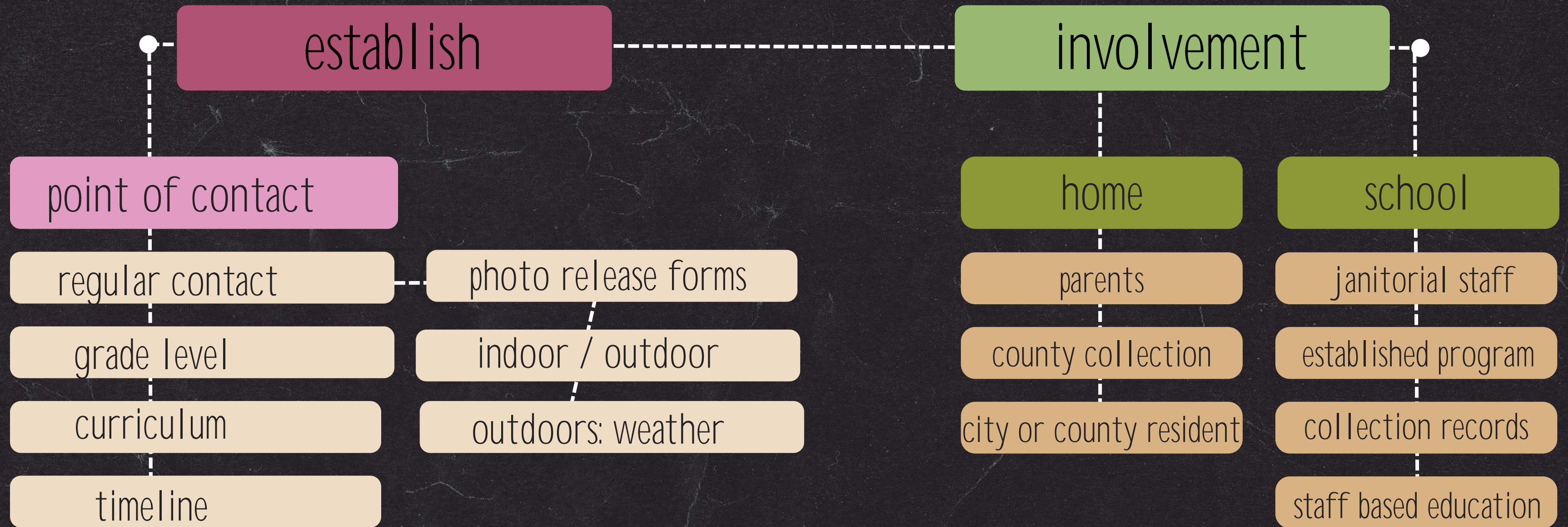
Chambers of Commerce

NMRC and SWANA

EPA



do your homework



compile your message

- Start with realistic expectations
 - ~behavioral / situational circumstances
- Provide memorable quotes or takeaways:
 - ~instead of “do better”, state “don’t bag your recycling”
 - ~‘when in doubt throw it out’
 - ~‘Recycle Smart-5 For the Cart’
- Make it easy and convenient
 - ~use plain language (leave MSW lingo at home)
- Provide situational education
 - ~existing processes

plant the seed....



'asks' to be effective

Goals

Do I really understand my target audience and see things from their perspective?

timeline

Did I leave time in my presentation for redirection, activities and questions?

strategy

Am I clear about what I would like my target audience to do and are the benefits of 'call to action' realistic?

activities

Have i included a fun, challenge or activity for my audience?



do's and Don'ts

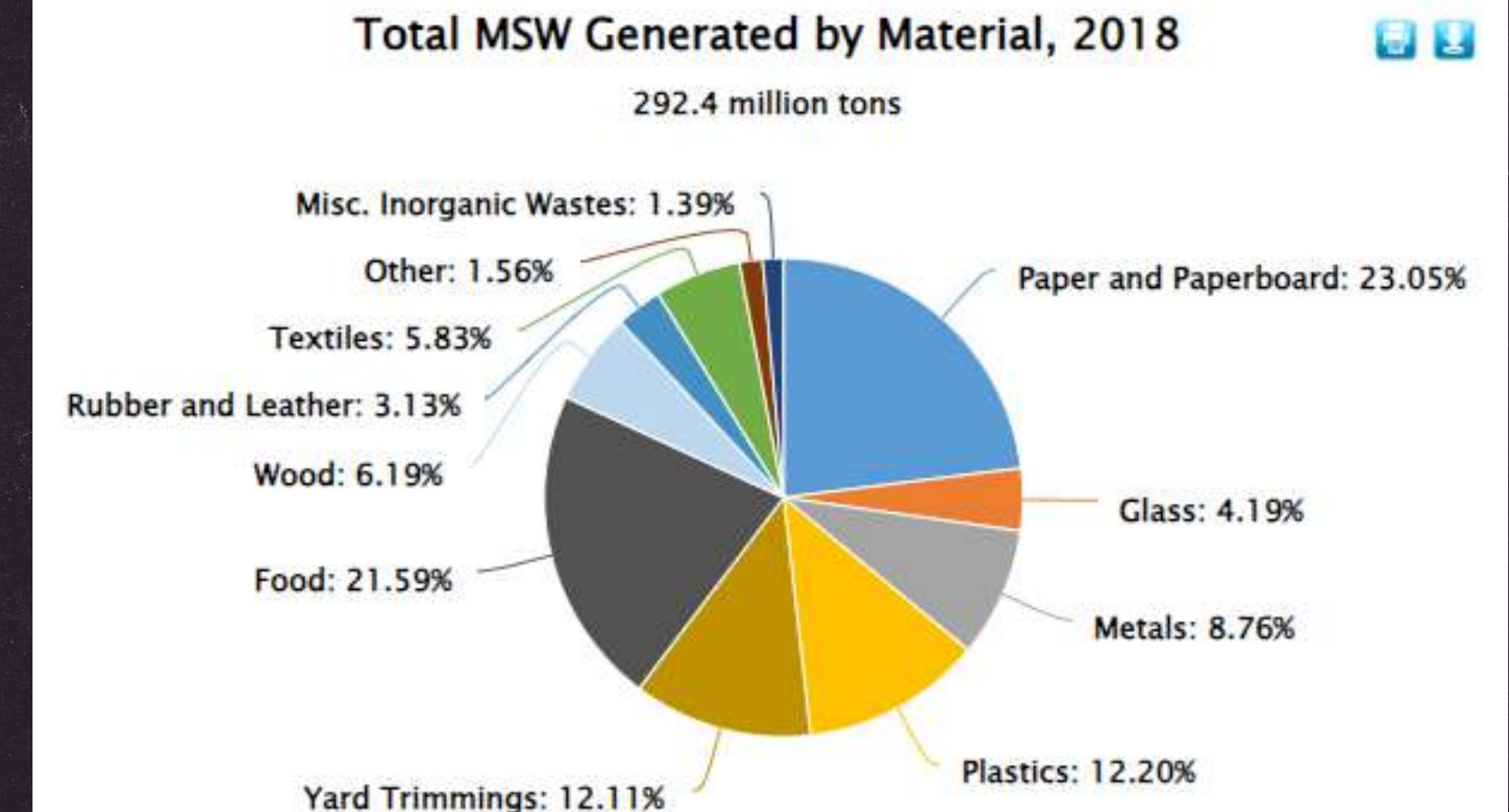
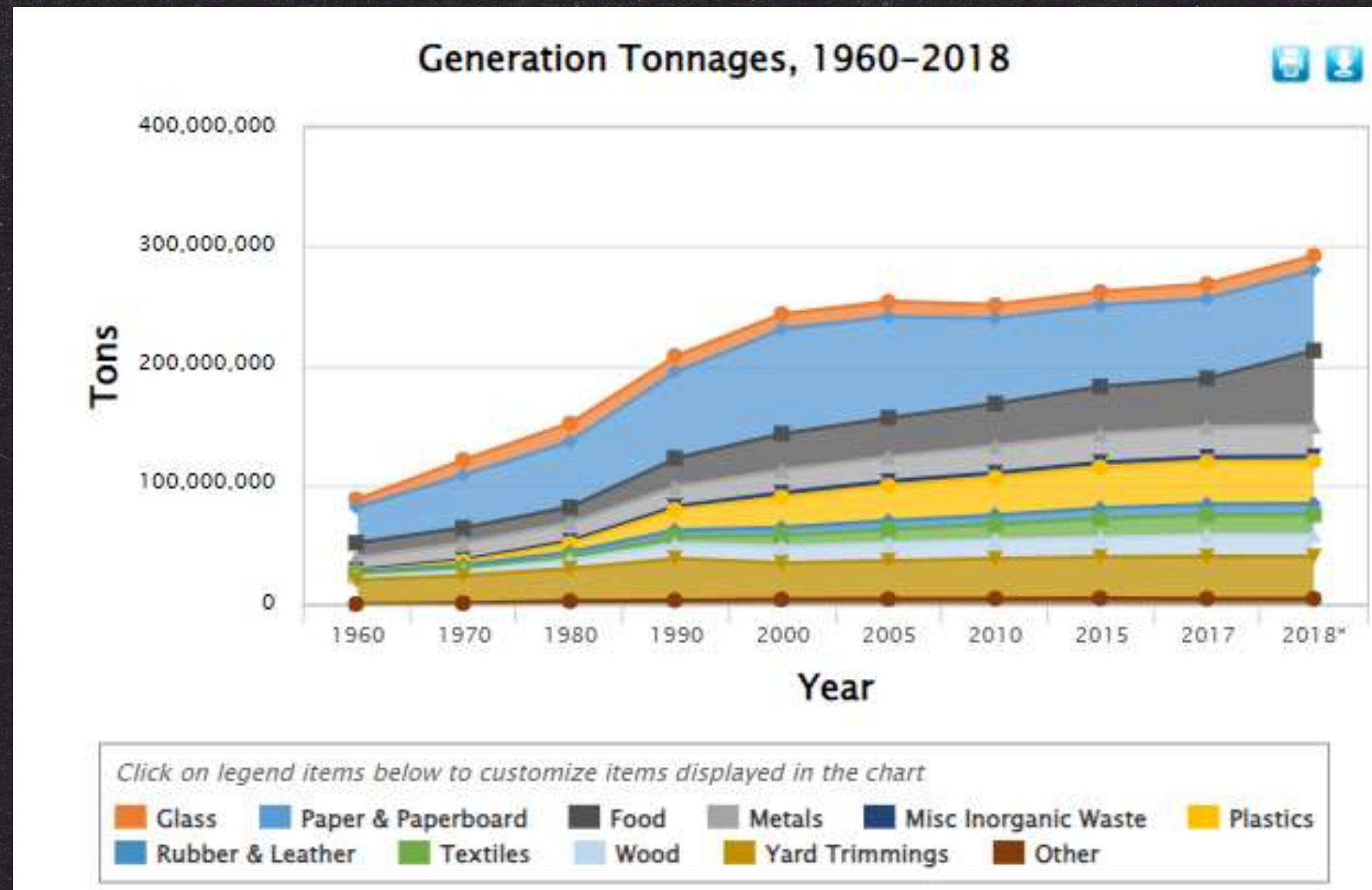


- utilize imagery specific to your areas current available processes but don't be married to them

- be flexible

do's and Don'ts

- balance data presentation with audience
- age appropriate and CTA driven





don't forget.....

- take-home information
- family involvement
- reverse outreach opportunity
- calendar events- community clean up
- cool prizes (Environmentally responsible)

repetition is key

A flyer for a recycling education event. The top half shows various recyclable items like plastic bottles, paper, and cardboard being sorted into blue recycling bins. A green circular inset shows a group of children and adults standing in front of a banner that says 'COMMUNITY CHAMPIONS'. To the right of the inset is a circular logo for 'MONTE VISTA ELEMENTARY WOLVES' featuring a wolf's head. The text 'YOUR CHILD BECAME A Recycle Hero TODAY!' is prominently displayed. Below this, a paragraph describes the event at Monte Vista Elementary School, mentioning the 'Rule of 4' and encouraging participation. At the bottom, there is a QR code labeled 'recycle coach', a phone number (575) 528-3587, the website www.scswa.net, and another 'SCAN ME' button. The Solid Waste Authority logo is in the bottom right corner.

YOUR CHILD BECAME A Recycle Hero TODAY!

South Central Solid Waste Authority spent time with your student at Monte Vista Elementary School today providing Recycle Education based on hands-on activities and participated in an interactive presentation based on Las Cruces recycle collection systems and habits. We encourage you to actively participate in the tips your child acquired today!

ASK THEM ABOUT THE RULE OF 4!

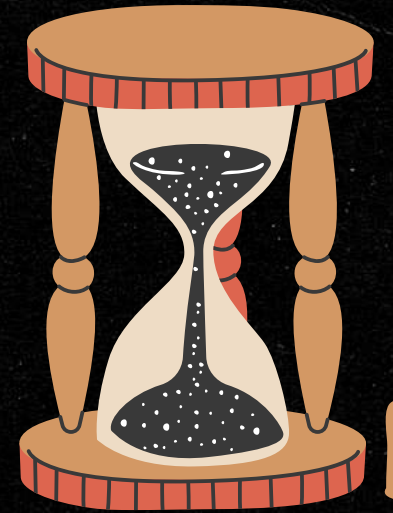
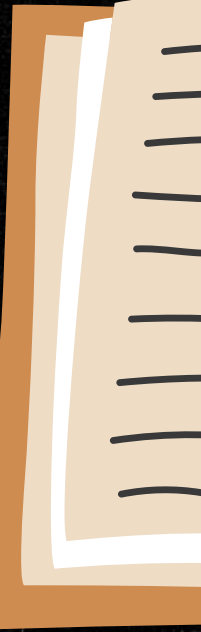
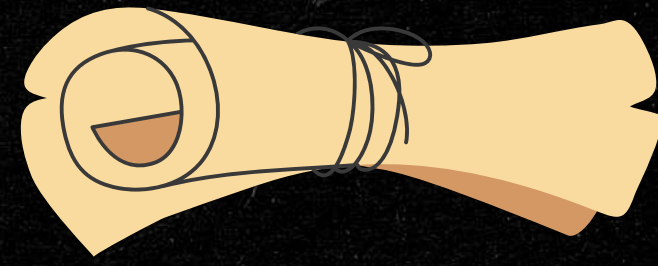
(575) 528-3587

www.scswa.net

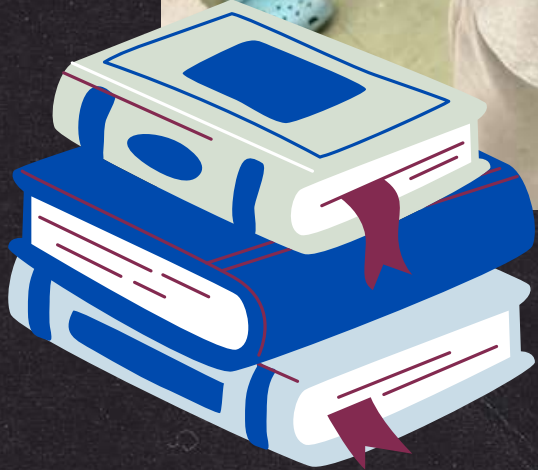
SCAN ME

SC Solid Waste Authority

now comes the
fun part!



get active student involvement



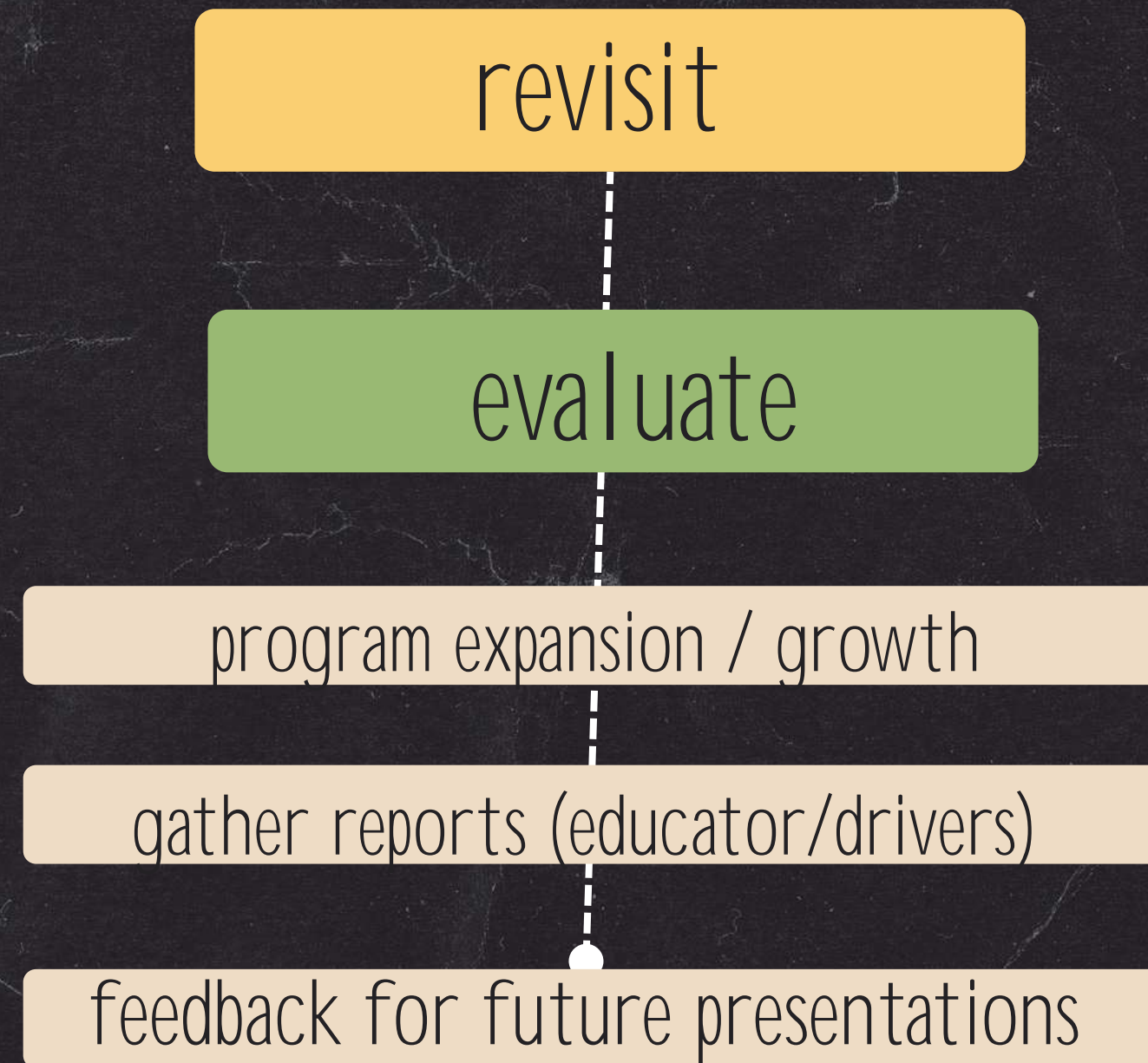
Don't be afraid to look silly....



or sweaty!



revisit and evaluate





Recap



01

Lay The Foundation

Be visible
Be Active
Build upon the Trust Factor

03

Do Your Homework

Know your audience
Be Relatable

02

Identify Community Partners

Decision-Making community leaders

04

Compile Your Message

Set realistic expectations
Time management
Avoid Industry Jargon
Plant the Seed.....

great resources



u.s. environmental
protection agency



the recycling partnership



new mexico recycling
coalition



resource recycling



solid waste association of
north america



waste advantage magazine



recycle coach



environment new mexico
research & policy center



the lorax



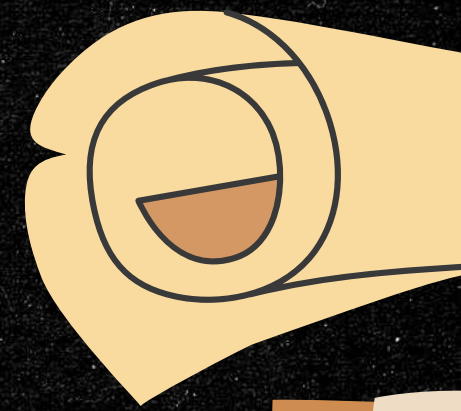
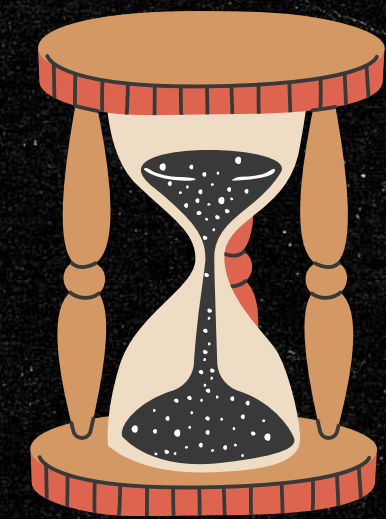
COMMUNITYSHARE

community share



outreach goal

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