



CLEAN LAND.
SAFE WATER.
HEALTHY LIVES.

Litter and Illegal Dumping Enforcement Month (LEM) Talking Points

Please utilize these talking points when drafting content for internal or external communication about LEM month.

The Trash Free Potomac Watershed Initiative

- The Alice Ferguson Foundation's mission includes connecting people to their local watershed through education and stewardship.
- The Foundation's Trash Initiative seeks to empower community members to prevent litter and cleanup neighborhoods, greenspaces and waterways.
- We partner with community members, local governments and community organizations to take action for clean land, safe water and healthy lives.
- We work throughout the Potomac River watershed with a focus on the DC metro region.

Litter and Illegal Dumping Enforcement Month (LEM)

- The focus of LEM is about collaborating with law enforcement officers working to prevent litter and illegal dumping from negatively impacting people, communities and the environment.
- For many residents, litter and illegal dumping is a top concern. By taking action, law enforcement agencies are able to make a difference in their communities and show their constituents that they care about the local issues impacting their community.
- We can all be part of the solution! You can support your local police department by participating in the activities they have planned!

Action Projects

- Community cleanups not only help to beautify neighbors, they can be transformative experiences that catalyze community action around litter and illegal dumping prevention.
- The Litter Prevention Campaign posters, yard signs and banners are based on proven social marketing techniques to change behaviors and are backed by rigorous assessments.
- By tracking illegal dumping in our community, officers can identify hot spots, trends over time and coordinate more closely with neighboring jurisdictions.

Emphasize:

- Solutions for healthy communities
- Clean water is essential for our health
- Cleaning up communities
- Preventing litter
- Transformative experiences

Avoid:

- The trash problem
- Blighted communities
- 'Broken window' theory
- Litter and crime are correlated
- 'Band-Aid' solution