



Clean Land, Safe Water, Healthy Lives



Regional Litter Prevention Campaign Community Implementation Plan

This questionnaire will help you design an implementation plan to identify the needs and opportunities for a Litter Campaign in your community.

Campaign Goal: To implement outreach strategies that will to build awareness of residents and local businesses to the harmful nature of litter, help drive behavior change among litterers, and result in a demonstrated reduction in litter within your community.

Assessing the Situation:

1. Why does your community need a litter prevention campaign?
2. Describe the litter problem in your community including location of hot spots, types of trash found, and patterns you notice.
3. Can you identify any solutions to the litter problem mentioned above? Are there locations that need trash bins, certain groups or entities that could be targeted for education, ways of changing logistics to curb the problem?
4. What factors in your community would contribute to the success of a Litter Prevention Campaign (e.g. an impassioned leader or community group, a strong green ethic or pride in your community, or a need for community engagement)?

Litter Campaign Implementation:

Please check the items below that you'd like to use in your community. The items listed are ones the Alice Ferguson Foundation has already developed. Please make note of new items that would benefit your community's Litter Prevention Campaign.

1. Which **outreach and planning** materials would be helpful for your community's litter campaign?
 - Community Planning Document
 - Sample Community Activities Timeline
 - Letter to an Elected Official
 - Letter to a Community or Faith Leader
 - Written Sound Bites
 - Media Outreach Tips
 - Talking Points

2. Would **advertisements and visuals** be effective at reaching litterers in your community? Please list potential opportunities next to each box you check.
 - E-blasts
 - Social media recommendations
 - Online Ads
 - Flyers
 - Posters
 - Bumper stickers
 - Decals
 - Print Ad
 - Radio PSAs

3. What types of **educational resources** would be helpful in implementing your Litter Campaign?
 - A. Youth Education:
 - Book Bag Fact Sheet
 - Trash Free Script for talking to a youth group or sports team
 - Jingle Contest
 - Art Contest
 - Presentations by AFF staff (Requests considered on a case-by-case basis)
 - B. Other:
 - Template Letter-to-the-Editor/Op-Ed
 - Community Trash Information
 - Other (*Please specify*)

4. Which **community action** items would strengthen your litter campaign?
 - Clean the Block Contest
 - Host a Cleanup
 - Visual Trash Monitoring
 - Photo Trash Monitoring
 - Other (*please specify*)

5. Do you have any questions or concerns about any of these materials?

6. Are there any **other ways** you would like to engage your community in the Litter Prevention Campaign? How can the Alice Ferguson Foundation help you implement them?

7. Are there any factors that could limit your efforts to implement the Litter Campaign? What are they and is there any way to solve or plan for them?

Project Timeline: We suggest a commitment of at least two years to ensure success.

1. What is one thing you could implement within the next month?

2. What are three things you could implement within the next year?

3. How will you maintain the Litter Campaign throughout the year (e.g. monthly or quarterly meeting)? See next page for example schedule.

4. What would you ultimately like to do in your community?

Sample Timeline: Here's an example of what an implementation plan for a community Litter Prevention Campaign might look like.

Monthly Activities:

- Hold monthly planning and strategy meetings.
- Post on social media once or twice a month.

December:

- Assemble a Litter Campaign Team and plan campaign activities
- Gather Community Specific Toolkit items (either adopt existing or create new)
- Plan a Service Event
- Begin outreach to community

January:

- Meet with local government officials
- Table at the local Martin Luther King Day event
- Recruit neighborhood blocks to participate in Adopt-a-Block
- Recruit schools to participate in a YouTube Jingle Contest

February:

- Adopt-a-Block weekly contests
- YouTube jingle contest
- Complete 3 presentations to youth
- Begin outreach to faith communities

March:

- YouTube jingle contest ends and winner is announced
- Outreach and recruitment for April's Potomac River Cleanup
- "March Madness" Basketball outreach to youth
- Organize a faith community "Environment Week" around Earth Day.