LITTER

## I. Pollutant of concern/issue (what and why)

Litter pollutes streams, disrupts habitats, clogs piping which leads to flooding.

- II. Audience (who): homeowners,
- III. Resources lists available media, articles, and programs posts that specifically address the concern and are tied to stormwater (water quantity or quality). References and resources are included with the articles and posts. These are also compiled in Section IV with other relevant reference materials.

SOCIAL MEDIA and ARTICLES						
Season	Artl	Title/Description	Social Media Content			
Any	x	The Trouble with Trash TM: Trash pollutes our waterways	Trash left on the ground is more than unsightly. It's a source of pollution to our waterways and clogs streams and piping. Trash also is a potential hazard to fish and wildlife and people who utilize streams for recreation. Do your part to keep trash out of our waterways: reduce use of packaging, choose to reuse, refuse single use containers, recycle what you can, and Pick It Up! References and Resources: AEN-119 Keeping Trash out of Streams			

Sp=spring, Su=Summer, F=fall, W=winter; TM=target message

## IV. References and Other Resources

## Publications:

AEN-106 Reducing Stormwater Pollution

AEN-119 Keeping Trash out of Streams

HENV-101 Household Waste Management: Reduce

HENV-102 Household Waste Management: Reduce

HENV-103 Household Waste Management: Reduce

HENV-104 Household Waste Management: Hazardous Waste

## V. Faculty Resources

Carmen Agouridis

VI. **For MS4 Communities**. The following are examples of potential measures/evaluation methods to be used if working with the MS4 coordinator on a lawn debris program.

MCM1: Public Outreach

Number of educational materials developed and distributed (emails, print, website, social media/reach or followers)

Number of PSAs, articles or press releases

Number of homeowners attending educational workshops

Number of partnerships established with community organizations

Number of partnerships established with local businesses

MCM2: Public Participation (examples of potential measures)

Number of survey participants

Number of litter pickups

Number of participants in a stream clean up

Number of participants in litter pickups

Quantity of trash collected.

Number of participants in a hazardous waste disposal day.

Quantity of materials collected.

Number of likes/shares or other responses to media

VIII. Identify pollutant of concern	Litter: pollutes streams, disrupts habitats, clogs	
(what and why)	piping	
IX. Identify target audience (who)	Homeowners	
X. Tailor the message/materials to	Goal: Reduce litter in streams.	Presentations:
audience (how to deliver)	Objective:	
		Surveys:
		Data:
	<b>Tasks (to be worked out with MS4):</b> Produce (xx) social media posts, PSAs, articles Distribute (xx) educational materials (flyers, brochures) Attend (xx) events (trifold) Host (xx) workshops (trifold and slide presentation) Engage (xx) participants (sign-in sheets) Partner with (xx) businesses	Articles/Brochures/Pubs: The Trouble with Trash AEN-119 Keeping Trash out of Streams HENV-101 Household Waste Management: Reduce HENV-102 Household Waste Management: Reduce HENV-103 Household Waste Management: Reduce HENV-104 Household Waste Management: Hazardous Waste
		Social Media: The Trouble with Trash
		Flyers:
		Other Resources and Related Materials:
		Faculty Resources:
XI. Measure the program (how to measure)		
A. Evaluation Method	MCM1: Public Outreach (examples of potential	
1. public reporting	measures)	

	2. Inspection results	Number of educational materials developed and	
	3. Infrastructure clean out	distributed (emails, print, website, social	
	frequency	media/reach or followers)	
	4. Visual assessment	Number of PSAs, articles or press releases	
	5. street sweeper/collection	Number of homeowners attending educational	
	amounts	workshops	
	6. water sampling	Number of partnerships established with	
	7. Public survey	community organizations	
	8. Stakeholder and collaborators	Number of partnerships established with local	
	9. Public participation	businesses	
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		MCM2: Public Participation (examples of	
		potential measures)	
		Number of survey participants	
		Number of litter pickups	
		Number of participants in litter pickups	
		Quantity of trash collected.	
		Number of likes/shares or other responses to	
		media	
		MS4 responsibility:	
		Public Reporting on trash	
		Inspection results	
В.	Evaluation Frequency (when)	Determined with MS4 (ex. annually, biannually,	
		every 5 years)	
	Conduct Program and Evaluation	Program Implementation	
XII.	Reassess	Determine program effectiveness and what	
		needs to change.	
XIII.	Maintain Documentation	Will need to be done in collaboration with MS4.	
		Examples of documentation include:	
		Contact log	
		Sign-in Sheets	
		Survey results	
		Copies/images of media distributed	