

Don't Trash the Passaic!

An Anti-Litter Education Campaign

by

Passaic River Coalition

Eugene Reynolds

The Nuts and Bolts of Stopping Trash

- Education/media campaign
- Based on the Lower Passaic River
- Two years working with schools and press
- Partnered with PVSC
- Partially funded by private NJ foundations

What's the Problem?

- NJ litter: Here today, here tomorrow ...



- Trash in the River: Little things add up

Where Does it End?

- The Great Pacific Garbage Patch

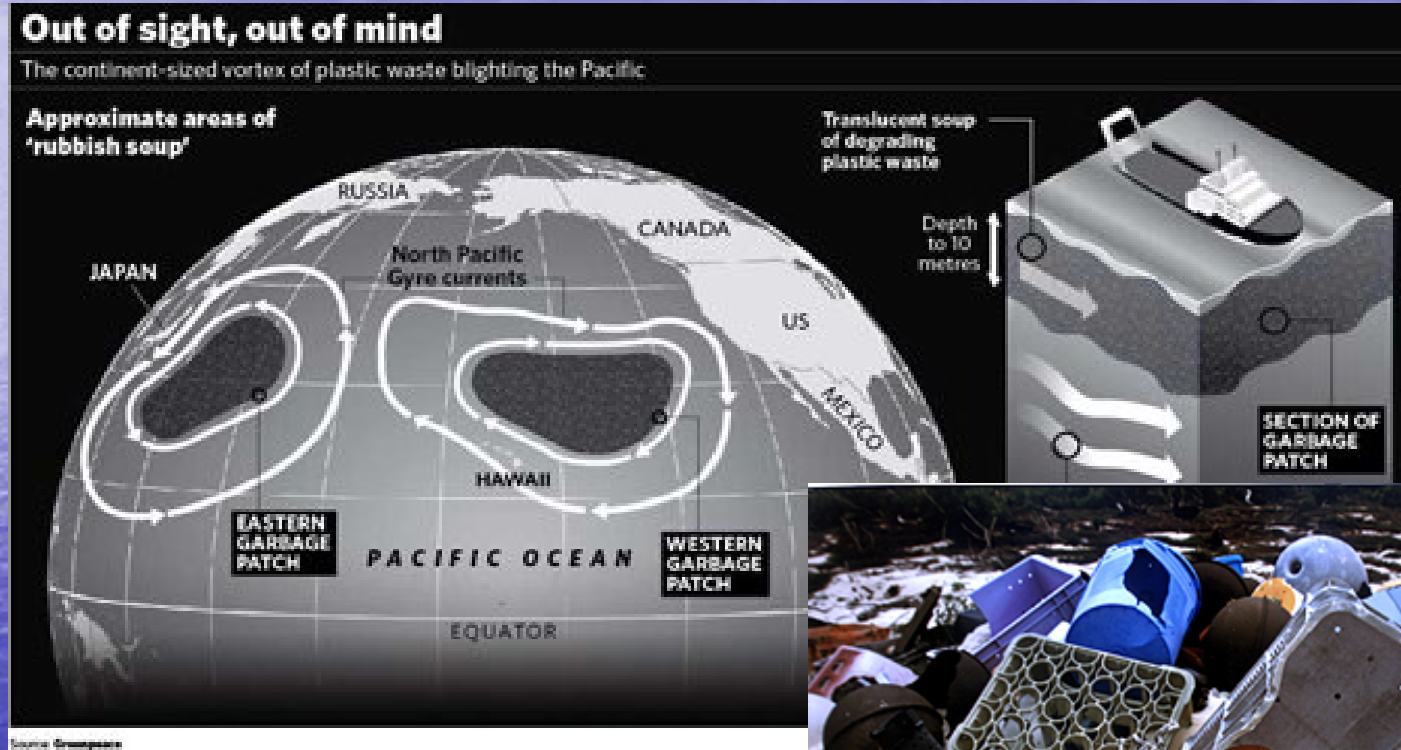


Photo Credit: Rick Loomis, LA Times

Picking up the Pieces

- Proper disposal – Cheaper than clean-ups
- Educate the public, the earlier the better
- Publicize – in strong, clear tones (“Don’t!”)

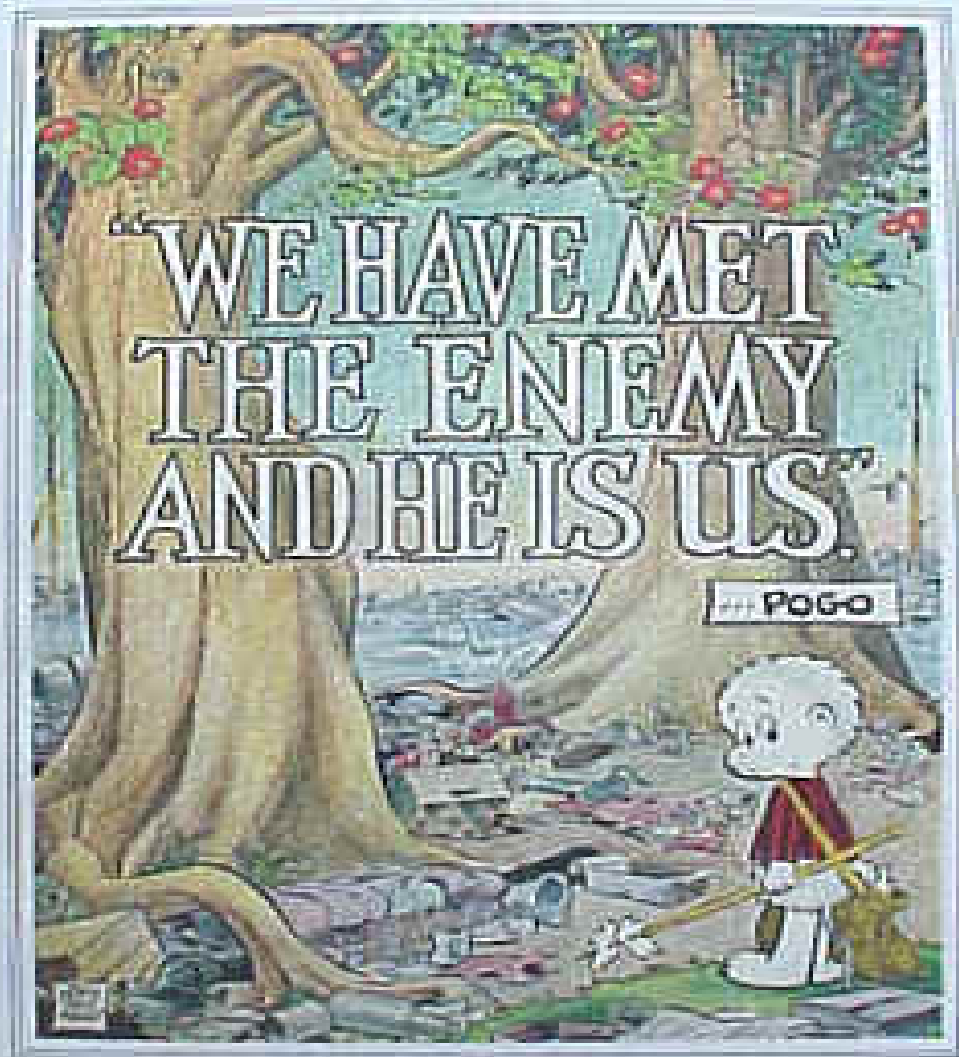
“Don't Mess with Texas”



- The most successful anti-litter campaign
- Running since 1985, with 75% recognition and 70% reduction in roadside litter

“Don’t Trash the Passaic!”

- Create litter baseline/list of alternatives
(3Q 2008)
- Stakeholder meetings
(4Q 2008 – 2Q 2009)
- Develop media campaign
(3Q 2009 – 1Q 2010)
- Develop educational materials
(3Q 2009 – 1Q 2010)
- Follow-up/evaluate
(2Q 2010)



“WE HAVE MET
THE ENEMY
AND HE IS US”

POGO