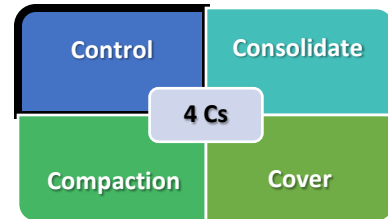


7.5 Community Education & Outreach

Involving the community in safe and healthy waste practices improves landfill operations and the overall health and safety impacts of the landfill.

The average person generates 7 lbs. of trash daily, which means that a community of 200 people produces 1,400lbs of trash every day! With that much garbage being generated, it's important that everyone in the community is doing their part to properly manage this trash. But how are they supposed to know what to do? This is where landfill operators, administrators, and IGAP staff come in. Using the information gained from conferences and trainings, they can educate other residents about what they need to do to help. There are many ways to spread the word, but it is important to ensure that each message is clear and short and only covers a single topic.



Outreach materials:



Tips for effective community outreach and education:

- Focus on one topic at a time.
- Tailor the message and the materials to the community.
- The message must be repeated and reinforced in order to be effective.
- Work with teachers and school children during the school year.

Types of outreach:

Community meetings

- Good way to educate the whole community at one time.
- Food, door prizes, activities, or games are good ways to improve attendance.
- It can be effective to hold an environmental community meeting around Earth Day following the spring clean-up efforts.

VHF/Radio Announcements

- A good way to deliver supplemental messages on a consistent basis.
- Weekly reminders can be issued for topics that impact the community.

Newsletter

- Keep the delivery of the newsletter consistent.
- Include applicable information regarding solid waste and recycling issues or successes in the community.
- Include information on events since the last newsletter and events scheduled in the future.

School Presentations

- Working with children is often easier than working with adults.
- Common topics that work well are litter prevention and sorting recyclables.
- Children are able to influence their parents behaviors which is why many outreach efforts begin with youth outreach.

Student Involvement

- Have students share what they have learned in school and have them create posters or signs.

Examples:



Signs for recycling outreach in the community.



Outreach signs promoting litter prevention and proper waste management within the community.