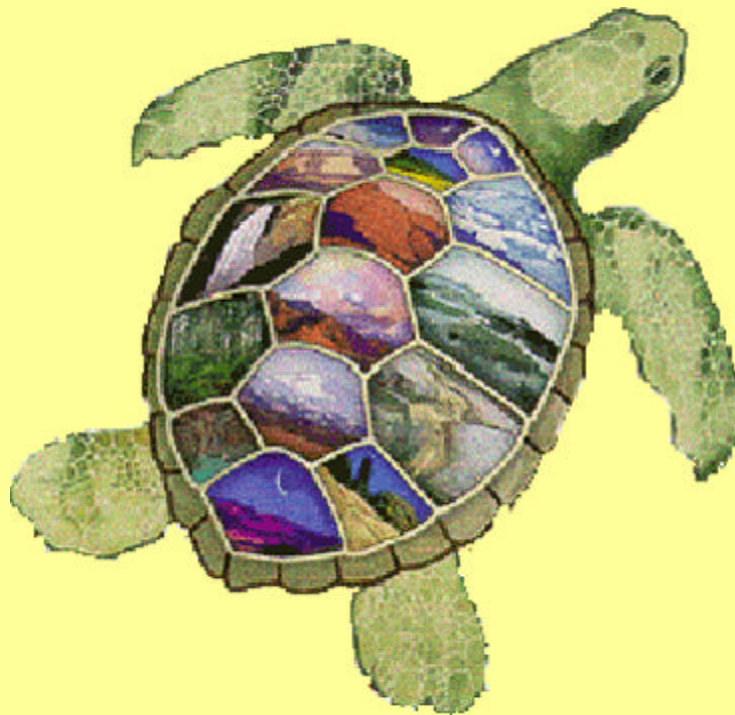


Pollution is nothing but the resources we are not harvesting. We allow them to disperse because we've been ignorant of their value.

— Buckminster Fuller

A Guide to Promoting Pollution Prevention Week: September 16-22, 2002



Compiled by the Peaks to Prairies Pollution Prevention Center
Montana State University Extension Service



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Begin Now! is the theme for National Pollution Prevention Week 2002. For the tenth year, local governments, state and federal agencies, businesses and others are teaming up across the nation to hold events that celebrate and promote the benefits of pollution prevention.

Pollution prevention (P2) is recognized as an effective tool for protecting the environment and the economy since it serves to eliminate pollution at the source—before it is generated. One goal of P2 Week is to make communities more aware of the many opportunities to prevent pollution, another is to highlight on-going waste and source reduction success stories within communities.

This Guide includes:

Activities	Tips for Organizing Activities Sample Activity Outline Activities to Choose From Words of Wisdom from the Trenches Youth Oriented Activities
Media Promotion	General Tips Newspaper Coverage Press Release Format New Content Tips of the Day Radio and Television coverage Public Service Announcements Preparing for Media Interviews
Award Programs	
Where to Go for More Resources	

COMMUNITY ACTIVITIES

Tips for Organizing Activities

- ✗ Identify key stakeholders and involve them in planning
- ✗ Convene regular planning meetings
- ✗ Contact others who have had successful events
- ✗ Plan activities well suited to your agency, industry or community
- ✗ Have a clear vision of what you want to achieve with your event
- ✗ Focus on a specific message, information or assistance
- ✗ Co-promote and co-produce activities with others
- ✗ Widely promote your activities
- ✗ Pick a theme that is important to a large cross-section of businesses and consumers in your community

(courtesy National Pollution Prevention Roundtable <http://www.p2.org/p2week/>)

Sample Activity Outline

Below is a sample outline of activities with options that worked well for a successful P2 week in 2000.

NATIONAL POLLUTION PREVENTION WEEK –SEPTEMBER 18-25, 2000 OUTLINE OF ACTIVITIES

1. Proclamation - Presented at city council meeting and signed by the Mayor
2. Series of six newspaper articles highlighting P2 events and providing a “Tip of the Day”
 - a. kick off article describing P2 week, what , where, who, etc.
 - b. Wyo Tech article outlining their “green” accomplishments
 - c. Burman Motors article outlining accomplishments
 - d. UW article outlining accomplishments, recycling, waste minimization
 - e. Dentists/photographers article outlining BMPs for silver and mercury
 - f. Homeowners article: household hazardous waste, storm drains, etc.
3. Radio Interview - DEQ representative discussing statewide P2
4. Distribute Informational Brochures, Flyers
5. Public Service Announcements (Radio and Public Access TV)
 - a. Radio announcements reminding public of P2 week
 - b. P2 Tip of the Day
 - c. 30 second television PSA on pollution prevention

(courtesy Wyoming DEQ)

Activities to Choose From:

- Hold a P2 business fair
- Hold facility tours of “clean shops”
- Host a P2 workshop showing advantages for cost savings and regulatory compliance
- Provide a focus on “green” office purchasing
- Recognize employees who demonstrate commitment to P2
- Distribute promotional materials on your current activities
- Host a brown bag lunch or breakfast seminar on P2
- Provide on-site prevention audits or technical assistance to businesses
- Evaluate existing waste practices and P2 options
- Conduct in-house training on P2
- Hold a “Convert a Paper Document to Electronic Format Day”
- Hold a “Reuse Inter-office Envelopes Day”
- Distribute industry specific P2 fact sheets
- Organize a contest to reward employees for developing P2 ideas
- Visit local schools and educate kids on P2 concepts
- Carpool to work
- If you do not have a recycling program, start one
- Bring your lunch to work or walk to the nearest eatery instead of driving
- Use reusable containers, cups and flatware for meals
- Coordinate a hazardous waste collection
- Hold a “Bike to Work Day”
- Distribute payroll stuffers announcing events such as ride shares
- Organize a P2 Week speakers bureau
- Educate the public at local fairs or shopping malls
- Have a “Clean-Up Day” for local areas
- Provide an article for newsletters or local newspapers focusing on a particular P2 practice
- Distribute pre-addressed postcards requesting removal from junk mailing lists
- Circulate P2 Week promotional materials such as posters
- Use electronic messages to notify staff in your organization about P2 week
- Use both sides of a piece of paper
- Organize a “Make Up Your Own P2 Idea Day”
- Contact local agencies to coordinate planned activities

Words of Wisdom from the Trenches:

We started our organizational meetings in early August -- any later and stuff doesn't get done. Any earlier and people procrastinate and stuff doesn't get done.

Our group had a central organizer who corresponded by e-mail and kept track of stuff. We had good volunteers who did what they said they would do when given one week to get it done.

We received really good response for newspaper coverage by getting several local businesses to buy ads. Then we got our general coverage for free. (Kind of like the buy three and get one free, and we did all the legwork for the newspaper). This took connected volunteers who worked with the newspaper often.

We used P2 Week as an opportunity to highlight the great things our clients have done/are doing.

We chose a theme around issues prominent to our community businesses and consumers.

We solicited P2 Award nominations from throughout the community, selected outstanding P2 champions and sponsored a P2 Awards breakfast as an introductory event to P2 Week. Not only was the event a success, but the nomination and promotional process itself turned out to have benefits on many levels.

Theme of the Week

Topics that everyone can identify with

- | | |
|--|--|
| Green building and remodeling | Promoting/celebrating P2 accomplishments |
| Worker health and safety | Energy conservation |
| Toxics use and handling | Water quality and conservation |
| Landscaping best practices | Financing pollution preventing changes |
| Recycling and materials exchange opportunities | Clean cleaning |
| | Environmentally Preferable Purchasing |

Youth-Oriented Activities



A great way to initiate community involvement in P2 Week and beyond is to appeal to the youth. The P2 EnviroRangers Web Club is fun for kids as well as being a resource for teachers and club leaders.

Kids 8-14 years old will enjoy using the internet to join the Club, do activities and win prizes while learning about P2. Teachers and youth club leaders can access group activities and search for information and resources on P2 topics. The web site also has

P2 News with stories of particular interest to this age group and stories about kids who are already practicing pollution prevention.

The club was created and is sponsored by the EPA Region 8 Peaks to Prairies Pollution Prevention Information Center. A display and informational brochures and bookmarks can be ordered to promote the club at your fair or community P2 Week event. A “how-to” video for kids, club leaders and teachers is also available by contacting the Center at 406/994-3451.

The P2 EnviroRangers Web Club can be found at
<http://www.montana.edu/wwwp2er/>

MEDIA PROMOTION

Reaching out to the media is easier than most people think. It requires planning and time, but does get results.

The reason most often given for unsuccessful outreach efforts is lack of publicity! Prior to getting started, assign one person to be the media coordinator/contact to coordinate press activities. Then:

- Decide what you want your community to know about P2. A consistent message will give your plan more impact.
- Develop a timeline for submission of press releases, tips of the week, P2 facts, and public service announcement information.
- Develop a list of all the local possible media outlets.

The audience of each news organization affects how its news is defined. Reporters gather information from many sources, selecting information that they believe is of interest to their audience. Orient your contacts to specific news organizations to reflect their audience's interests. *Make certain that special events are listed with the correct date, time and location.*

Possible Media Outlets:

Local newspapers, radio, talk shows, the Internet, billboards, community calendars, etc., are all options. You may want to talk to the editor of the local paper, the chamber of commerce, the manager of the radio station, or the producer of a cable television talk show and/or the webmaster of your community's homepage before you decide which outlets will be the most effective.

For additional information on developing media releases see:
<http://peakstoprairies.org/library/newstips.cfm>

Newspaper Coverage

There are many ways to get your story into the newspaper. The key is to be creative and persistent.

- Keep your story suggestions short and to the point. Use facts and figures, but don't forget the human interest angle.
- Use plain English. Avoid jargon, technical terms and acronyms.
- Submit an already written piece, a Press Release, in the standardized, acceptable format. Sample format and sample press release follow.
- Make sure times, dates and locations are accurate.
- Articles can be generated by query letters or calls, or by press releases.
- Options besides articles include letters to the editor and inclusion of activities in community calendars.

Sample Press Release

The standard format for a press release includes the following items in the order and spacing given, with the first line below appearing one inch from the top of the page:

FOR IMMEDIATE RELEASE

Your name
Organization's Name
Mailing Address
Phone Number
E-mail

The Title of Your Piece

Brief concise text, double-spaced. A press release should be neat and professional in appearance, and not more than two pages long. Make sure that your first sentence will grab an editor or reader's attention.

If it is more than one page long, at the bottom of the first page put:

MORE

At the end of the piece type:

-30-

This lets an editor know that he has reached the end of the piece.

News Content

Ideas for P2 articles may seem endless. Your best bet is to narrow the focus, isolate and select areas pertaining to your community, and create a handful of high quality press releases.

Examples of excellent topic-focused campaigns include:

- *P2RIC*
Selects five topics (one for each workday) and gives information on each of them at:
<http://www.p2ric.org/p2week/business-intro.cfm>.
- *NEWMOA*’s EPP P2 Week at:
<http://www.newmoa.org/prevention/p2week/>
- *PPRC* ‘s P2 Quiz at:
<http://www.pprc.org/pprc/pubs/quizes/p2quiz.html>
- *West P2 Net* - Promotional materials and text at:
<http://www.dtsc.ca.gov/PollutionPrevention/p2-week-promo-2001.html>

Tips of the Day/Quick Facts

All forms of media appreciate quick blurbs or a brief listing of facts. For example one week’s Tips might include:

Monday	Replace incandescent light bulbs with energy conserving fluorescent ones (at home and in the office)
Tuesday	Buy products with the least unnecessary packaging
Wednesday	Use rechargeable batteries whenever you use batteries, at home or work
Thursday	Make sure your office copy machine has a power-saving device
Friday	Turn off the lights and your computer when you go home from work
Saturday	Carry your own reusable shopping bag
Sunday	Shut off the water when you brush your teeth

Radio and Television Coverage

Local radio and TV stations are good outlets for community information. Do your homework. Identify any community news segments or talk shows, and get the names of news directors, assignment editors and the contact person for public service announcements; as well as the contact for scheduling. Is there a “drive-time” segment on a radio station that is willing to do an interview? Would a radio station broadcast live from a P2 event? Fax “reminders” of your events to radio stations by 5:00 *am* to capitalize on morning news.

Sample Fax Cover Sheet Text to Radio/TV station

Dear [name of contact person]:

National P2 Week (Pollution Prevention Week) is September 17 to 23rd, 2001. Attached you will find [number of] sheets with various pollution prevention information. Please consider reading some of these “Tips ” each day this week. There is a page explaining what P2 is, what people think P2 is, and who in [your community] is supporting P2 week.

Thank you for considering this information as a public service announcement.

[Your name]

Public Service Announcements (PSA)

PSAs are short information items that usually announce events or provide educational information of interest to the public. They are usually offered to radio or TV stations, but can also be offered to the print media. If a station agrees to use a PSA, it is at no cost to you. They will usually schedule it to run periodically for a given time period. Every station has different requirements. Some take written PSAs while others require broadcast quality tape. Contact stations well ahead of time to find out which format each one prefers, send items at least one week before P2 Week, and follow up with a phone call to make sure they were received. Be prepared to send more than one fax, as news media are generally inundated with them.

Your community access station may assist you in the development and recording of a PSA.

Preparing for Media Interviews

- When working with local radio/television talk shows, it may be beneficial to provide a list of questions and answers to the producers, to give them a better understanding of P2 and P2 week, and how they affect the local/national scene.
- Research the reporter/interviewer’s style so you know what to expect.
- In interview, be brief and concise when responding to the reporter’s questions. Respond to questions with short, clear answers.
- Take a few moments to think about your response before speaking.
- If you don’t know the answer to a question, say so and move on.

POLLUTION PREVENTION AWARD PROGRAMS

For additional recognition of activities completed, by both agencies and businesses, consider nominating them for an award.

Pollution Prevention Week Activities Award

Certificate awarded recognizing National Pollution Prevention Week Activities. E-mail or fax a brief description of activities to California DTSC. For forms and contact info see:

<http://www.dtsc.ca.gov/PollutionPrevention/>, click on “National Pollution Prevention Week” and “Pollution Prevention Recognition”

Most Valuable Pollution Prevention Awards (MVP2 Award)

Programs from government agencies, academic institutions, private industry, NGO's and individuals are eligible. Participants are judged on: innovation, measureable results, transferability, commitment, optimization of available resources. Applications are due August 7, 2002.

<http://www.p2.org/p2week/appform.cfm>

Colorado Environmental Leadership Program

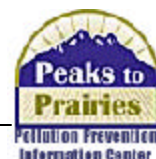
The Environmental Leadership Program strives to make examples of companies and municipalities that are doing the right thing. Public recognition, financial reward and regulatory relief are available to those that go beyond what is legally required of them.

<http://www.cdphe.state.co.us/el/elphom.asp>

Montana EcoStar Award

Recognizes small businesses for taking environmentally friendly steps to reduce waste, maximize efficiency and create a safer work environment. Nominations accepted year round.

<http://www.montana.edu/wwwated/ecostar.shtml>



WHERE TO GO FOR MORE RESOURCES



Where to go for Topic Specific P2 Resources

Pollution Prevention Resource Exchange
Regional Information Centers

<http://p2rx.org>

Northeast Regional P2 Information Center (NEWMOA)

EPA Regions 1 & 2
617/367-8558

<http://www.newmoa.org/newmoa/htdocs/publications>

Waste Reduction Resource Center (WRRC)

EPA Regions 3 & 4
919/715-6511

<http://wrrc.p2pays.org>
(select "P2 InfoHouse")

Great Lakes Regional Pollution Prevention Information Center (GLRPPR)

EPA Region 5
217/244-6061

<http://www.glrppr.org/topic hubs/>

Southwest P2 Information Center

EPA Region 6
915/747-5494

<http://p2.utep.edu/publications/>

Pollution Prevention Regional Information Center (P2RIC)

EPA Region 7
402/472-1183

<http://www.p2ric.org/>

Peaks to Prairies Pollution Prevention Information Center

EPA Region 8
406/994-3451

<http://peakstoprairies.org/library/index.cfm>

Western Pollution Prevention Network

EPA Region 9
408/566-4560

<http://www.westp2net.org/factshts.htm>

Pollution Prevention Resource Center (PPRC)

EPA Region 10
206/223-1151

<http://www.pprc.org/pprc/>

Additional examples of P2 Week promotional ideas can be found at these sites:

- NEWMOA - <http://www.newmoa.org/prevention/p2week/>
- P2RIC - <http://www.p2ric.org/p2week/whatisp2week.cfm>
- California DTSC - <http://www.dtsc.ca.gov/PollutionPrevention/>
- National Pollution Prevention Roundtable - <http://www.p2.org/p2week/>

Updated May, 2002



Networking Pollution Prevention (P2) Programs in EPA Region 8.

This guide was produced by the Montana State University Extension Service and the Peaks to Prairies Pollution Prevention Information Center, a member of the Pollution Prevention Resource Exchange funded by the Environmental Protection Agency. For additional information please contact 406/994-3451 or visit

<http://peakstoprairies.org>.



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