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**A REVIEW OF ALTERNATIVE  
APPROACHES FOR LITTER CLEAN-UP  
CAMPAIGNS IN THE UNITED STATES**

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**A REVIEW OF ALTERNATIVE APPROACHES FOR  
"LITTER" OR "CLEAN UP" CAMPAIGNS  
IN THE UNITED STATES**

**I. INTRODUCTION**

The purpose of this document is to provide the Jordanian Society for the Preservation of Nature with an overview of "litter" or "clean up" campaigns in the United States. The Jordanian Society requested assistance from the U.S. Agency for International Development (USAID) for ideas on how to prepare a "Keep Jordan Clean" campaign. The Near East Bureau of USAID responded to this request through the Environmental Planning and Management project (EPM). The EPM project is a cooperative agreement between the International Institute for Environment and Development and USAID. The cooperative agreement was developed through the Joint Environmental Service of IIED and the International Union of the Conservation of Natural Resources.

This document outlines the origin, structure, resources, successes and shortcomings of some of the most outstanding federal, state, local, public and private campaigns nationwide. Essential resources to the campaign such as educational, public information and support materials (litter bags, bumper stickers) are attached in a separate "resources supplement package."

A "litter" or "clean up" campaign is defined as an organized effort to clean up litter in a given area. They can be comprised of any combination of public awareness programs, clean-up activities, and assistance through funding, expertise and/or support materials. "Litter" is bottles, cans, packaging and other materials which are not recycled or disposed of in trash receptacles or specified dump sites.

As can be expected, investigation of U.S. anti-litter campaigns revealed a broad spectrum of programs. They exist at every institutional level, from national to local, and are focused on many aspects of littering. They vary in purpose, level of sophistication, funding sources, target audiences and resources. Some cover highway littering, others waste in the home. There are programs which emphasize youth participation, and others community clean-up projects. The vast number of programs are impossible to cover in this document, so a selection of representative campaigns in the U.S. are included as examples (see II. Methodology).

Anti-litter campaigns in the U.S. must be viewed with a sensitivity towards the politics involved. Perspectives on the most effective means to the end of a clean community differ radically amongst leading anti-litter groups, and many have underlying political or economic motivations which should be taken into account.

The success of a campaign depends on how well it is designed specifically to the needs of the sponsoring country or state. Elements of the U.S. campaign models may be applicable in Jordan, yet must be applied only after significant adjustment to Jordanian social, political, economic and cultural characteristics. It would be inappropriate to apply these models directly in a Jordanian setting, as it would be ineffective for a school's litter program to be presented to the general public. The success of a program depends on judicious tailoring by experts to Jordan's own needs.

## II. METHODOLOGY

This document contains general characteristics of clean-up campaigns and recommendations for their use in developing a new program.

Information was compiled from two sources: interviews with spokespersons from select clean-up programs, and printed material from the sponsoring organization (see attached "Resource Package").

Numerous groups across the U.S. are involved in clean-up projects, so the initial step was to select a small representative sample for inclusion in this report. Extensive informal conversations with experts in the field and related publications provided guidance for selection of seven organizations, as outlined herein (see V, The Organizations). Representatives from the organizations were contacted, materials sent, and an "interview questionnaire" was developed so each organization was asked the same set of questions (see Appendix A). Key spokespersons were interviewed and responses noted (See VI, Interview Responses).

For each of the seven organizations, the "Interview Responses" provides details on persons to contact for further information, a description of the organization's litter campaign strategy, and how it was originally designed. It includes public communication outlets used, educational programs and other resources, budget and funding sources and personnel requirements. The last section of each questionnaire response is the interviewee's comments and/or recommendations for anyone starting a new clean-up campaign.

## III. GENERAL CHARACTERISTICS OF U.S. LITTER CAMPAIGNS

As information from the seven groups was obtained, a number of common features or characteristics emerged. Of them, the most useful in developing and running a successful campaign are as follows:

- o In general, the campaigns are administered from a central location and implemented locally. This seems to be the most effective use of planning and management techniques. Litter is generated by many sources, from businesses to individual citizens, and it affects all types of people and

property alike. A program which is developed by a centralized group with a wide reaching view of the problem provides the all-encompassing, long-term clean-up necessary for most localities.

- o The campaigns are well researched and planned out prior to going public. The success of a program depends on its credibility with the public from the very beginning.
- o Print and especially television media is an important awareness and reinforcement factor in the campaigns.
- o Litter legislation is an important aspect of the formal structure for most campaigns. It lends official governmental status to anti-littering and aids enforcement measures.
- o Volunteerism is important to the grassroots functioning of every U.S.-based campaign.
- o The majority of funding comes from outside sources: either corporate contributions, government allocations or business taxes. Campaigns are self-sustaining only if legislation mandates an income, such as taxes levied on industry. Revenue from sale of support materials is usually not enough to sustain a campaign.
- o Central to anti-littering campaigns is the theory of altering attitudes and thus behavior towards cleaning up.
- o A positive approach to cleaning up is most effective in the educational and public awareness campaigns.
- o Reinforcement and positive feedback in such forms as awards, merit badges and media recognition is necessary.
- o Use of school curricula is an integral part of the programs.
- o Actively involving youth as a distinct target audience (through Ecology Youth Corps, Boy Scouts) is common in most campaigns.
- o Local group leaders are necessary for continued application of the programs.
- o The target audience is broad based. Campaign leaders stress that industry, organizations and individuals alike are the cause of litter. Maintaining a general base of support and involvement in the community is necessary.
- o Clean-up activity is coupled with public education. The campaigns were not effective when one or the other was used separately.

- o The programs are continuous and ongoing. Litter is generated continually, so campaigns addressing that issue must be set up for the long term.
- o Results take time. Most of these campaigns are educational, attitudinal altering programs which require years to reach fruition.

#### IV. RECOMMENDATIONS

The following are some recommendations and considerations for Jordanian application in planning a new litter campaign. They are based on the aforementioned characteristics which proved most successful for the existing U.S. campaigns.

- o A campaign to clean up litter should occur on various levels, simultaneously, so each program supports and enhances the other. The five levels include:
  - **Institutional:** The campaign should be incorporated into legislative and governmental structures. National laws and local ordinances pertaining to litter should be passed. This gives legal status to litter control; clearly defines litter and methods for alleviating it; can generate funding for litter programs via taxes or other income; and provide enforcement. It helps to create mandatory/official incentive or appreciation where "pride in property" or the anti-litter ethic may initially fall short as behavior motivators.
  - **Support and participation of governmental and Royal Jordanian leaders:** Involvement of the states' leaders provides role models for litter clean-up. A ranking Jordanian could be an important link to the program and the Jordanian people. He or she could become a sponsor of the campaign, demonstrating through media exposure and personal example the need to maintain clean areas in Jordan's cities and elsewhere.

Both legislation and the incorporation of Jordanian leaders as role models can provide credibility and lend significance to the campaign, especially in the early stages when Jordanian residents need to be convinced the effort is worthwhile.

- **Public information/media programs:** This targets the general public and creates simple association and awareness.

- **School education programs:** Children exposed to an anti-littering ethic will not only form positive life long habits but also influence other family members to clean up.
  - **Support materials and equipment:** Cleaning up litter, or not littering should be made easy. Receptacles and litter bags should be made accessible to motorists and pedestrians so throwing trash in a contained disposal area is just as easy as throwing it on the ground.
- o Using well established expertise is invaluable in the planning, development, production, distribution and evaluation stages. Campaign organizers should include advertising and marketing experts from the very beginning of the project. They will have the ready made data, professional insight and resources to increase success in a campaign.

## V. THE ORGANIZATIONS

The following organizations were selected for detailed report on their clean-up campaigns:

### A Public Sector

#### 1. Federal

- a. "Woodsy Owl", Forest Service, U.S. Department of Agriculture

#### 2. State (State oriented)

- a. Washington State Litter Control and Recycling Program

#### 3. State (Community oriented)

- a. Virginia Division of Litter Control
- b. Ohio Division of Litter Control

### B. Private Sector

#### 1. National

- a. Keep America Beautiful, Inc.
- b. Environmental Action, Inc.

### C. Local

- 1. Potomac River Cleanup Project (Boy Scouts of America)

	LITTER CAMPAIGN AND ORGANIZATION NAME	AFFILIATION AND SCOPE	AUDIENCE	MATERIALS AVAILABLE	BUDGET AND FUNDING SOURCE
1	"WOODSY OWL" Forest Service, U.S. Department of Agriculture	U.S. Federal Government, federal, state, and locally oriented	School children kindergarten through third grade	Educational packets, support materials, media assistance, costume free or low rate	U.S. Government alloca- tion: \$250,000 p/year \$30,000 revenue from sales
2	KEEP AMERICA BEAUTIFUL, INC.	Private, national, non-profit organization, national and community oriented.	General public and school children	Educational kit, business kit, re- cycling information, media assistance, fact sheets. cost.	Corporation contribution and participation fee: budget not available.
3	WASHINGTON STATE LITTER CONTROL AND RECYCLING PROGRAM	State program; state oriented	Emphasis on teen- aged youth, general public.	Litter bags, other support materials, fact sheets, media assistance. free.	Tax on industries: \$2 million annually.
4	VIRGINIA STATE DIVISION OF LITTER CONTROL	state program; community oriented	General public and school children	Newsletter, educa- tional audio visuals, brochures, "how-to" plan. free.	Tax on industries: \$1.2 million annually
5	OHIO STATE DIVISION OF LITTER CONTROL	State program; community oriented	General public and school children	Educational kit, fact sheets, support materials, media assistance. free.	Tax on industries: (6 year limit to program): \$10,000,000 annually
6	ENVIRONMENTAL ACTION, INC.	Private, national, non-profit lobbying organization	Community leaders and "lobbyists"	Fact sheets, bro- chures, political materials. free.	One/seventh of the total \$700,000 annual budget
7	POTOMAC RIVER CLEAN-UP PROJECT	Locally oriented; cooperative effort with national, private, and federal organizations	Boy Scouts Aged 10-16	"Patch" awarded to participating Boy Scout. Fact sheets.	Donation from participating organi- zations: \$6,650 total

## **VI. INTERVIEW RESPONSES FROM THE SEVEN CLEAN UP CAMPAIGNS**

Following are responses from a spokesperson (listed under "contact person(s)") from each of the seven campaigns. Each group has a number which corresponds to an attached resource materials package.

### **1. Name: "WOODSY OWL" Program**

#### **Address, Telephone, Contact:**

Jackie Smith, Assistant Program Manager; Art Morrison, Program Manager. Forest Service, U.S. Department of Agriculture, P.O. Box 2417, Washington, DC 20013, (202) 447-5060.

#### **Organization/Campaign Description:**

"Woodsy Owl" is an official symbol sponsored by the U.S. Forest Service (USFS), set up by an act of the U.S. Congress, 1974, along with the slogan "Give a Hoot, Don't Pollute".

#### **Campaign Strategy:**

The "Woodsy Owl" campaign is a cooperative effort, administered by the USFS with a steering committee of the Public Service Council, an advertising agency and marketing agency. They act jointly to produce, distribute and evaluate Woodsy Owl annual programs.

"Woodsy Owl" provides materials to federal, state and local groups on request.

Interest in the campaign is generated through reputation and ads placed in educational publications.

#### **Origin of Campaign:**

In the early 1970's USFS representatives identified the need for a symbolic character to represent a national environmental campaign. A cartoon character was selected because an inanimate logo could not be animated or deliver action, and selecting a human character which would not alienate a portion of the public was too difficult.

#### **Resources:**

Environmental Education teachers kits; balloons, bumper stickers and other support materials; a life-size Woodsy Owl costume; media public service announcements (PSA's); brochures and fact sheets (see samples).

#### **Audience:**

Children in grades K-3. Expanded this year to families.

#### **Personnel Requirements:**

Two fulltime staff and numerous volunteers nationwide.

**Budget/Funding Sources:**

Annual federal appropriations (FY 1981 - \$240,800; FY 1984 - \$232,000) and royalties from sale of materials (FY 1981 - \$30,000; 1984 not yet available).

**Recommendations or Comments from Organization Spokesperson:**

1. Obtain a corporate sponsor which can participate, support and/or fund the campaign. That way you can use at no cost, already developed expertise in marketing, research, evaluation and distribution techniques.
2. Begin the campaign with a well-planned, highly publicized program so when it is introduced there is audience acceptance. Audience receptivity in the beginning sets the stage for the entire campaign.
3. Use only the best quality materials. Alter the time frame if materials are not fully ready to be released.
4. Format the materials to fit communication outlets. For example, do not provide film public service announcements if video is more apt to be used by station programmers. Information like this can be obtained from the marketing experts.
5. Maintain a constant symbol for the campaign so audience recognition can be maintained at a high level even if the message is changed from year to year.

2. Name: KEEP AMERICA BEAUTIFUL, INC.

**Address, Telephone, Contact:**

Don Pendley, Vice President of Communications and Programs Development, 99 Park Ave., New York, New York 10016, (212) 682-4564.

**Organization Description**

National, non-profit organization established in 1953. Supported by over 140 member companies. Board of Directors includes businesses, labor, government, professional, trade and professional associations, many of which represent canning, packaging and bottling interests.

**Campaign Strategy:**

Administers a number of highly structured, sophisticated programs aimed at "promoting proper waste management through voluntary action". Principle program is the Clean Community System (CCS) which is a comprehensive plan for community involvement in cleaning up their area (see attached section on CCS).

Other programs include: Keep America Beautiful Week; National Awards; "Waste in Place" sequential educational curriculum guide; "Clean Team" plan for businesses; and support materials (see samples).

Keep America Beautiful receives exposure through an extensive successful ad campaign featuring Ironeyes Cody, the "Crying Indian". The ad campaign is run in conjunction with the U.S. Ad Council and a publicity agency.

Keep America Beautiful has trained representatives from eight countries, all of which belong to the "Clean World International" consortium (see attached materials).

**Origin:**

A group of industry executives identified that littering was the responsibility of the general public and that people at the local level should be urged to keep a cleaner community. Keep America Beautiful was founded to help organize that effort.

**Resources:**

Extensive media campaign with the Crying Indian as central character. Ironeyes Cody was originally developed when Keep America Beautiful and Marsteller Associates decided they wanted an American Indian as a Keep America Beautiful symbol. They wanted a symbol with which Americans could identify, and which would not represent a negative or alarmist approach to a clean environment. They felt an American Indian would demonstrate pride, concern and a tangible image. Since the ad campaign has been launched in 1971, Keep America Beautiful reports that Ironeyes has become one of the most widely recognized symbols for litter clean-up in America.

For a period of 6 months Keep America Beautiful decided to experiment with a new format and replace Ironeyes with a campaign entitled "Point Out Pollution." Negative images of pollution such as dead fish or black smoke pouring from smoke stacks were presented in TV public service announcements (PSA). After receiving reports that the amount of air time donated by broadcast stations had dropped from a value of \$35 million (what contributed air time had been for Ironeyes Cody) to \$6 million (for a comparable amount of time), the Ad Council made recommendations to drop the new campaign. Ironeyes Cody was quickly reinstated and air time immediately increased.

Other resources include support materials; numerous fact sheets and brochures; media psa's; cost analysis (see samples).

**Audience:**

General public

**Personnel Requirements:**

14 fulltime: 12 in the main New York office and 2 in the Texas and California branches.

CCS Training Workshops are conducted with 1 Keep America Beautiful national representative and two field consultants.

**Budget/Funding Sources:**

Not available from Keep America Beautiful

**Evaluation:**

Feedback from TV stations show psa's to have received about \$35 million of airtime annually.

**Recommendations or Comments:**

1. Any program set up must be ongoing. It cannot be a one time clean-up project because litter is generated on a continual basis.
2. The underlying emphasis for any program must be to change people's attitudes towards litter. It has to be done voluntarily on a grassroots level so people feel motivated in a positive way. Cleaning up litter cannot be mandated through legislation as that is a negative approach and people will feel as if they are being forced to do something they may not want to do.
3. The program should be broad based, trying to solicit the help and concern of business, civic, religious, government and other groups in the locality. The campaign must appeal to all who litter.
4. There is a temptation to rely heavily on the public education aspects of campaigns, such as getting the message across through ads and literature. Although an important part, this must be supplemented with a strong ongoing system of local programs in which people are active in litter control. The backbone of a program should be small group situations where local coordinators are working directly with the people on volunteer clean up projects. Ads provide reinforcement to the activities.

2a. Name: CLEAN COMMUNITY SYSTEM of the Keep America Beautiful

**Address, Telephone, Contact:**

Same as Keep America Beautiful

**Campaign Method:**

The Clean Community System is a behavior based plan developed for use by certified communities nationwide.

Clean Community System process includes: getting facts about litter; involving people in the community; developing a plan of action; focusing on results; giving positive reinforcement.

Communities must apply and become certified to join Clean Community System. Must have approval of local authorities; name people in community to be trained by Clean Community System; agree to make reports and pay certification and annual fees. (The actual Clean Community System plan was not available from Keep America Beautiful).

**Origin**

Based on three years research which found that the only way for people to control litter is to alter their attitudes and subsequent behavior.

Research found people litter when: they feel no sense of personal ownership for the property; where they know others will clean up after them; and where they see litter already accumulated.

**Audience**

General public.

**Resources**

Clean Community System Training workshops; regular Keep America Beautiful monitoring; litter assessment with the use of photography; manuals; other Keep America Beautiful materials.

**Personnel Requirements**

Clean Community System participating communities must have: a three member Project Team for training workshops; staff coordinator; Clean Community Committee to run the program.

**Budget/Funding Sources**

Clean Community System is supported by corporate contributions (80%) and by the one time certification fee (\$1,000 - \$7,000 depending on community size) and the annual fees (from \$100) for 20% of the budget.

**Time Frame:**

Planning: 3 months-one year; development: 2-3 months; implementation: long-term

**Evaluation:**

Photometric index of litter accumulation over time.

Regular progress reports; Keep America Beautiful monitoring

3. **Name: WASHINGTON STATE LITTER CONTROL AND RECYCLING PROGRAM (LCRP)**

**Address, Telephone, Contact:**

Terrence Todd, Public Information Officer, Department of Ecology, State of Washington, Mail PV-11, Olympia, Washington, 98504, (206) 459-6000.

**Organization Description:**

Set up by the first state law of its kind, in 1971.

Required to conduct a permanent, continuous program to control and remove litter; recycle waste; and increase awareness of the benefits of cleaning up litter and recycling.

**Campaign Strategy:**

LCRP carries out statewide programs: the Youth Ecology Corps which receives the emphasis, and recycling and litter programs.

The Program includes: organization of community clean-ups; roadside signs; telephone hotline; litterbag distribution; media programs and displays at public events; and 1,000 recycling sites.

Youth Ecology Corp is a summer program in which 600 youths aged 14-17 are employed by the state to clean up highways and do public awareness projects. This is set up not only to benefit the youth but to maintain a high visual impact on motorists who see the Corps clearing the highways. It is a conscious effort on the part of the LCRP to remind Washingtonians that their image of a beautiful litter-free state requires hard work and commitment from everyone.

**Origin:**

Passage of the litter control law (under which LCRP was developed) was based on the recognition that Washington's population was growing rapidly, people were becoming increasingly mobile and a fundamental need for a clean environment.

**Resources:**

Brochures; litterbags; school curriculum (being developed); media psa's; and support materials.

**Audience:**

General and Youth audience.

**Personnel Requirements:**

25 employees statewide: 12 in the main Olympia office and others in regional offices.

**Budget/Funding Sources:**

Funded by a self-imposed tax on industries which sell manufacture or distribute products or packaging which produce litter. The tax was suggested by industry in an effort to stave off counter legislation which would have passed (litter) deposit legislation. \$2 million collected annually. 50% spent on Youth Ecology Corp, 20-30% each spent on recycling and litter programs.

**Evaluation:**

Institute for Applied Research does annual survey of litter accumulation and composition, regional and national comparison, and litter sources.

**Comments:**

1. Controlling litter with the use of legislation is the most effective way to motivate people, because you can reinforce the clean-up effort by telling them "It's the law". Voluntary behavior changes aren't as easily applied.

**4. Name: VIRGINIA STATE DIVISION OF LITTER CONTROL****Address, Telephone, Contact:**

Jan Robertson, Assistant Commissioner; and John Jackson, Commissioner, Division of Litter Control, Department of Conservation and Economic Development, Commonwealth of Virginia, 1215 Washington Building, Richmond, Virginia, 23219, (804) 786-8679.

**Organization Description:**

Established in 1976 by act of state legislature.

Supports a network of local programs through grants and program development; education; and communications.

**Campaign Strategy:**

Grants awarded to any community making application. They provide seed money for community-based committees to begin their own clean-up campaigns.

Aid for program development is offered through one of two plans: "The Virginia Plan: A Model Program to Prevent Littering" and Keep America Beautiful's Clean Community System (see attached reports). Communities choose whichever plan suits their needs.

Clean Community System is more complicated, expensive and requires more commitment to staff and systematic reporting. It is suitable to large urban areas, and a more educated citizenry.

In contrast, The Virginia Plan is less sophisticated, not as centralized and cheaper. It urges each community to make their own custom-made program with the support of Virginia State Division of Litter Control.

Of the 324 localities in Virginia, almost all receive grants for small project clean-up or receptacles. Of those cities, 90 have adopted plans for litter control: 67 for the Virginia Plan and 23 for Clean Community Systems.

The education program centers around "Operation Waste Watch", a series of environmental study kits for classroom use.

Communications involves distribution of newsletters, "Operation Clean Water (guidelines for water recreation), and designation of state recycling month.

**Origin:**

State law, based on the Washington State law.

**Resources:**

"Operation Waste Watch" education kit, brochures, newsletters, posters, decals, books, fact sheets, TVP, driver education materials, and other support materials (see samples).

**Audience:**

General audience.

**Personnel Requirements:**

Seven fulltime, three part time.

**Budget/Funding Sources:**

Funded by self-imposed industrial tax. About \$1.2 million annually. At least 50% must go to the grants program.

**Evaluation:**

Grant recipients must submit a program accomplishment report annually.

**Recommendations or Comments:**

1. Administering agencies for a clean-up campaign should help community leaders to develop group dynamic and management skills.
2. When new programs are starting, most communities want to jump in with visible clean-up activities or strong law enforcement. This suffices for the short term but are not effective in the long run. Programs should begin with education which will build community support. Strict law enforcement in the initial stages of

a campaign can alienate people because they are used to littering and slowly have to learn to alter their activities.

**4a. Name:** THE VIRGINIA PLAN: A model Program to Prevent Littering (TVP)

**Address, Telephone, Contact:**

Same as Virginia State Division of Litter Control.

**Campaign Method:**

The Virginia Plan was written by John Jackson, Commissioner of the Virginia Division of Litter Control. It is a guidebook for communities participating in the Virginia Division of Litter Control grants program.

The plan contains five main elements: planning and organization, communications, education, cleanup and law enforcement. Appendices to The Virginia Plan are important, including facts on "Structuring a Program for Effectiveness", "How to Do a Survey" and others.

**Origin:**

Jackson studied all existing litter campaigns to come up with one suitable for Virginia. He wanted to have a plan which was education and community oriented, as opposed to Washington state's legislative focus and state orientation. The program began in May 1979 with five introductory workshops throughout the state. By September 1979 the first set of communities joined and currently 67 participate. Initial adoption was extremely slow, but after five years the program is very successful.

**Resources:**

Same as Virginia Division of Litter Control.

**Audience:**

General audience.

**Personnel Requirements:**

A Virginia Division of Litter Control representative is assigned to a given community. Local leaders are identified and the number assigned depends on the community's population.

**Budget/Funding Sources:**

The Virginia Plan participants are funded by small grants. Grants range from \$300 base for small towns to \$3,000 base for larger areas. Amounts are comprised of a formula from road mileage and town population.

**Evaluation**

A record of the amount of involvement from communities shows the Virginia Plan's status annually. Performance and accounting reports are required by participating communities.

**Recommendations or Comments:**

1. Jackson is not in favor of the use of deposit legislation as a means of litter control because, generally, states have limited budgets and the passage of one form of litter control precludes the other. Education is better as a means of long range clean-up.
  
2. The litter problem cannot be solved with programs which have as their foundation the spending of large sums of money (as does Washington State). The dedication of people in communities is key to a successful campaign, backed up by small grants and support materials.

5. Name: OHIO OFFICE OF LITTER CONTROL

**Address, Telephone, Contact:**

Mary Wiard, Chief, Office of Litter Control, Ohio Department of Natural Resources, Fountain Square, Columbus, Ohio, 43224, (614) 265-6351.

**Organization Description:**

State run program established under legislation in 1980.

**Campaign Strategy:**

Focuses on litter containment; litter prevention education; law enforcement and recycling.

These elements are carried out through public education; community grants; and a recycling program.

Grant monies are available through a competitive application process. To date 209 communities have received grant assistance. Of the three types of grants available, the Phased Program receives the most emphasis.

The first phase is a development grant in which \$30,000 is available for up to a year. After successful completion, a second phase grant can be applied for the next three years, up to \$400,000. After that period communities are expected to become self sufficient in their clean-up program.

**Origin:**

State law.

**Resources:**

Audiovisuals; "Clean up Ohio Community Guide"; litter support materials; promotional materials and speakers; brochures; psa's; educational materials; recycling materials.

**Personnel Requirements:**

40 fulltime staff members (half work on administering the grants, half on technical assistance).

**Budget/Funding Sources:**

Funded through 1986 by a two-tiered temporary tax on corporations doing business in Ohio. A tax credit is given to corporations who make cash donations. The annual budget for 1983 was \$10,000,000. and for 1984 \$10,750,456. The huge amount of funding this program receives makes it unique among other litter programs. Most of the money (75%) goes to the grants programs.

**Evaluation:**

A statewide, roadside litter survey is done annually by a research company. This is seen as only partially adequate in evaluating the litter control program as it is not broad enough.

**Recommendations or Comments:**

1. Recycling itself does not have a recognizable impact on the amount of litter accumulated. It is important, however, because it creates an awareness of where packaging goes once it has been used.
2. Despite the fact that this state has a large grant program, Ms. Wiard advises that smaller amounts of money be distributed to communities. When large sums are awarded competitively communities become interested in the money as a prestigious acquisition rather than using it wisely on litter control. The large sums of grant money have caused Ohio Office of Litter Control staff to be tied up in administering the funds. She advocates the Virginia Plan in which smaller sums of seed money are granted.
3. Ohio Office of Litter Control recommends the grant monies be used under the Keep America Beautiful's Clean Community System because it involves key businesses and policy makers in the community, which she sees as unique to that program.

6. **Name:** ENVIRONMENTAL ACTION, INC.

**Address, Telephone, Contact:**

Johnathan Pruth, Suite 731, 1346 Connecticut Ave., NW,  
Washington, DC 20036, (202) 833-1845.

7. **Name:** POTOMAC RIVER CLEAN UP PROJECT

**Address, Telephone, Contact:**

Robert Hoeffel, Office of Youth Programs, Department of the Interior, Office of the Secretary, Washington, DC 20240, (202) 343-6044.

**Campaign Description:**

A one-day clean up project sponsored by the Boy Scouts of America, National Capital Area Council, U.S. Department of the Interior, and National Park Service.

3,700 local Boy Scout troops and leaders from Washington, Virginia and Maryland cleaned up litter along 200 miles of National Park on the Potomac River, April 23, 1984.

Key elements to the campaign were: a) planning which began two years prior to the event. Steering committee of sponsoring groups originally came up with the idea because they needed to clean the parks with a small budget. They tapped the Boy Scouts' volunteers services. This provided the Scouts with an opportunity to perform service to the community and a chance to receive a merit badge; b) development: steering committee set tasks and clean-up sites; c) execution: packaging of information for site leaders. Presented a slide show to leaders 18 months before the clean-up date. The local leaders organized materials and scouts for the event.

**Resources:**

Merit badges; trash bags; fact and tally sheets; slide show.

**Audience:**

Boy Scouts.

**Personnel Requirements:**

Steering committee of one representative from Boy Scouts of America, Department of Interior, National Park Service, and National Capital Area Council.

Unit leaders for each troop and Boy Scouts.

**Budget/Funding Sources:**

The total budget was \$6,650: \$5,100 for merit badges to be made and \$1,550 for trashbags.

**Evaluation:**

Follow up discussions were done by the steering committee and several unit leaders. They felt the event was a major success in terms of amount of litter cleaned and experience the boys had. Media coverage was good; they received air

**Organization Description:**

National, Non-profit membership organization, established in 1970.

Works to develop a broad base of support on environmental issues through lobbying, citizen involvement and coalition building.

**Campaign Strategy:**

Emphasis for Environmental Action's litter control is on obtaining deposit legislation on a state level.

It lends support to local efforts through lobbying expertise, model laws, building citizen support and public awareness campaigns.

**Origin:**

Environmental Action's programs grew out of "Earth Day" (a national but unofficial annual celebration of environmental issues and events on June 5) enthusiasm for environmental protection.

**Resources:**

Fact sheets; written psa's and other media materials; brochures.

**Audience:**

Lobbyists, policy makers, farmer groups, industry, community groups nationwide.

**Personnel Requirements:**

2 fulltime staff people on deposit legislation.

**Budget/Funding Sources:**

Environmental Action is funded by membership fees and grants. Their entire budget is \$700,000 annually. Deposit legislation is one of seven projects which draw from the annual budget.

**Recommendations or Comments:**

1. Environmental Action cautioned against campaigns such as the Keep America Beautiful which are supported by packaging interests and lobby strongly against deposit legislation. Environmental Action represents the belief that people are not the only cause of litter or uncontrolled waste disposal, and that the industry must comply with laws which require a return of the product container.

time on the networks and in local print. This is to be a prototype for similar events to be held in urban areas such as San Francisco and Atlanta.

**Recommendations or Comments:**

1. One of the most beneficial aspects of the clean-up was the newly developed relationship between the Scouts and the organizations involved. The project initiated a strong connection between Boy Scouts and the National Park Service which has resulted in subsequent joint efforts.

## INTERVIEW QUESTIONNAIRE

Name of Organization:

Address, Phone, Contact:

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Organizations Description:

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Description of Clean Up Campaign

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How was it originally designed? By whom?

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What is the audience? Why?

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What is the message? Why?

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What resources and communications outlets are used? Why?

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Budget/Costs/Funding Sources:

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Is the campaign self sustaining?

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Personnel Requirements:

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Time Frame: Planning, Development, Implementation, Evaluation:

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What was most successful? Why?

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Least successful? Why?

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Evaluation method? Useful or not? \_\_\_\_\_

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- .

List of resources available: \_\_\_\_\_

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Recommendations:

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Other groups to contact:

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## GLOSSARY OF TERMS

1. **Target Audience**                      A specific portion of the public (grouped by age, sex, education or other demographic characteristics) for which a campaign or media project is especially designed.
  
2. **Lobbying**                                The act of informing a legislative representative about an issue for which a government action is pending. Lobbying is usually done by a special interest group to influence the outcome of a legislator's vote.
  
3. **Public Service Announcements (PSA)**                      Short, 5-60 seconds, radio or television spots projecting a public service message for a sponsoring group. In the U.S. television and radio stations have been required by the Federal Communications Commission (FCC) to run a certain number of PSA's per week, free of charge.
  
4. **Deposit Legislation**                      Legislation requiring that a refund be paid on the return of beverage containers.