



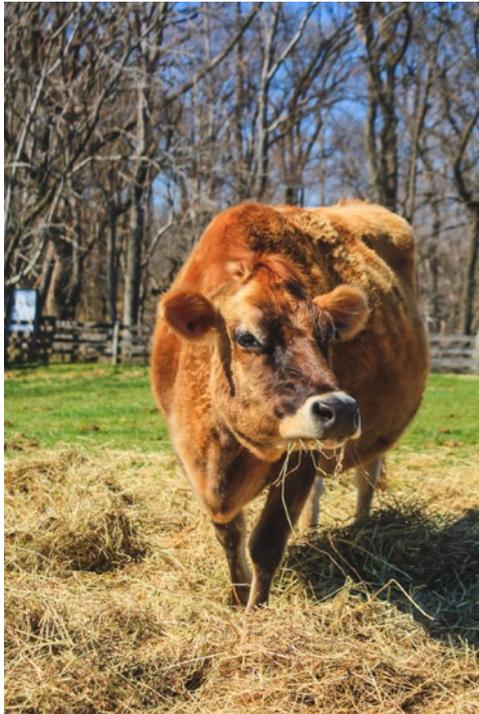
Litter Prevention Toolbox



Laura Cattell Noll
June 18, 2019

Alice Ferguson Foundation

Mission: to connect people to the natural world, sustainable agricultural practices, and the cultural heritage of their local watershed through education, stewardship, and advocacy.

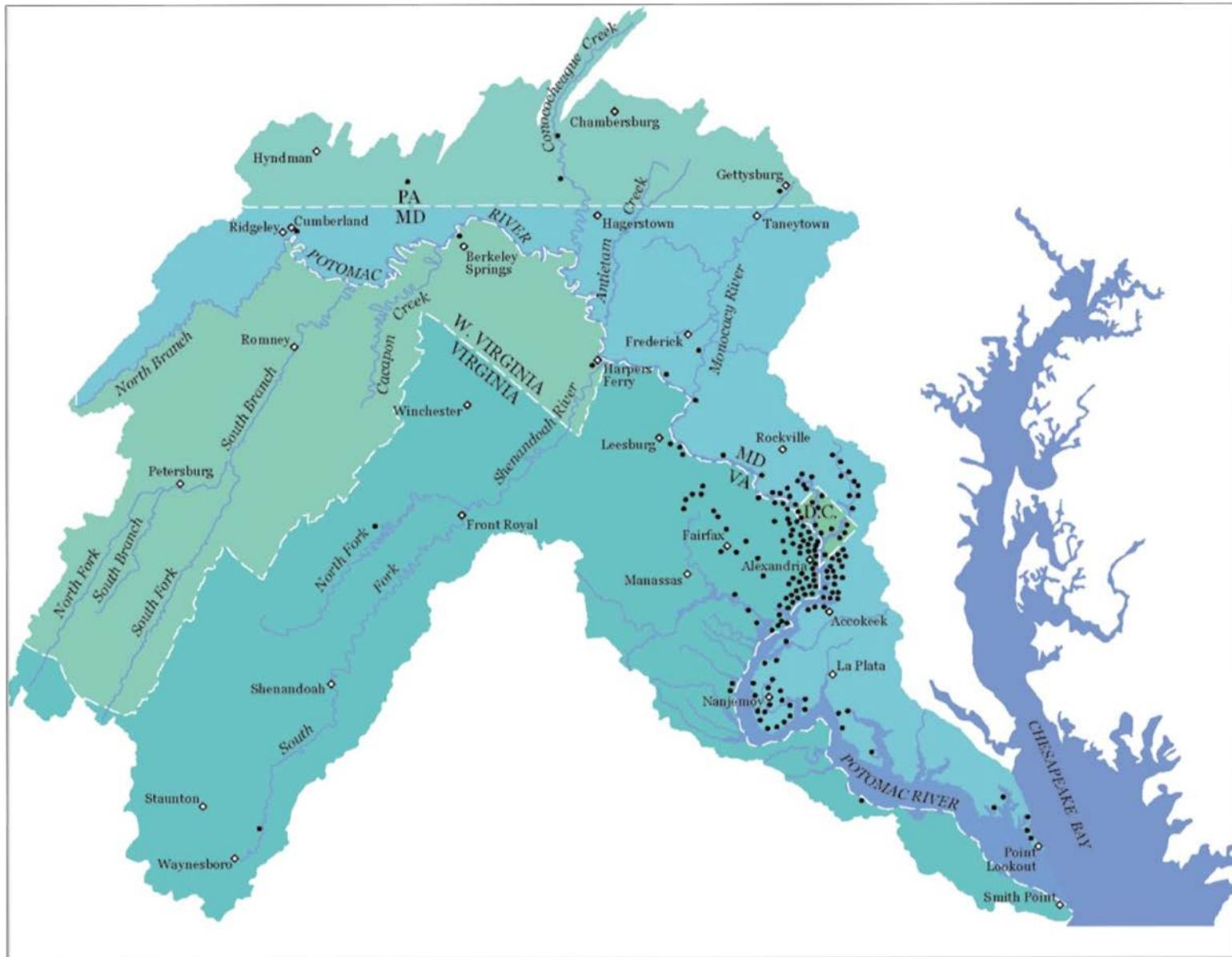


Trash Free Potomac Watershed

- Connect people to their local watershed
- Partner with communities to prevent litter and cleanup the watershed



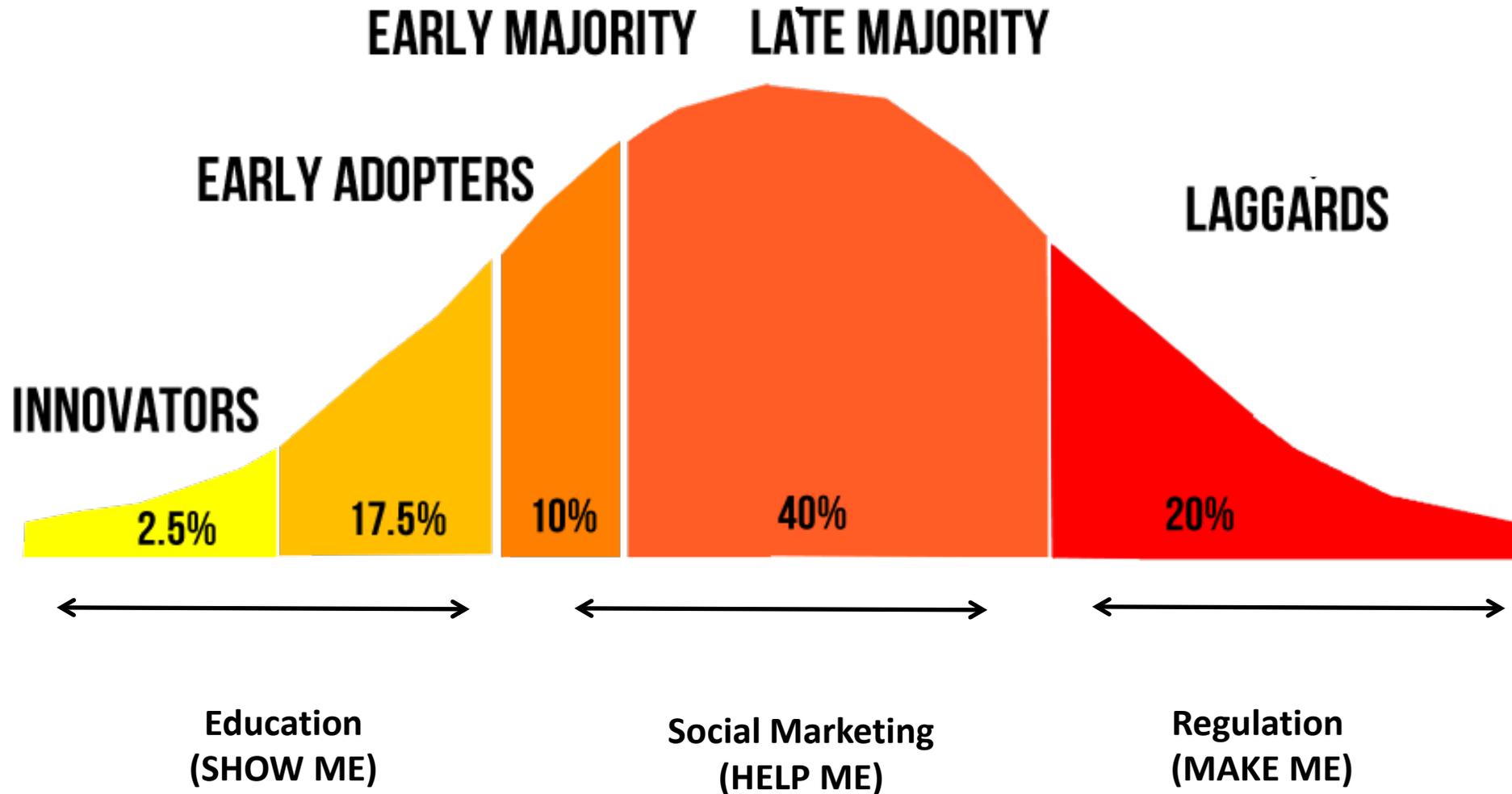
Potomac River Watershed



The Problem



Behavior Change

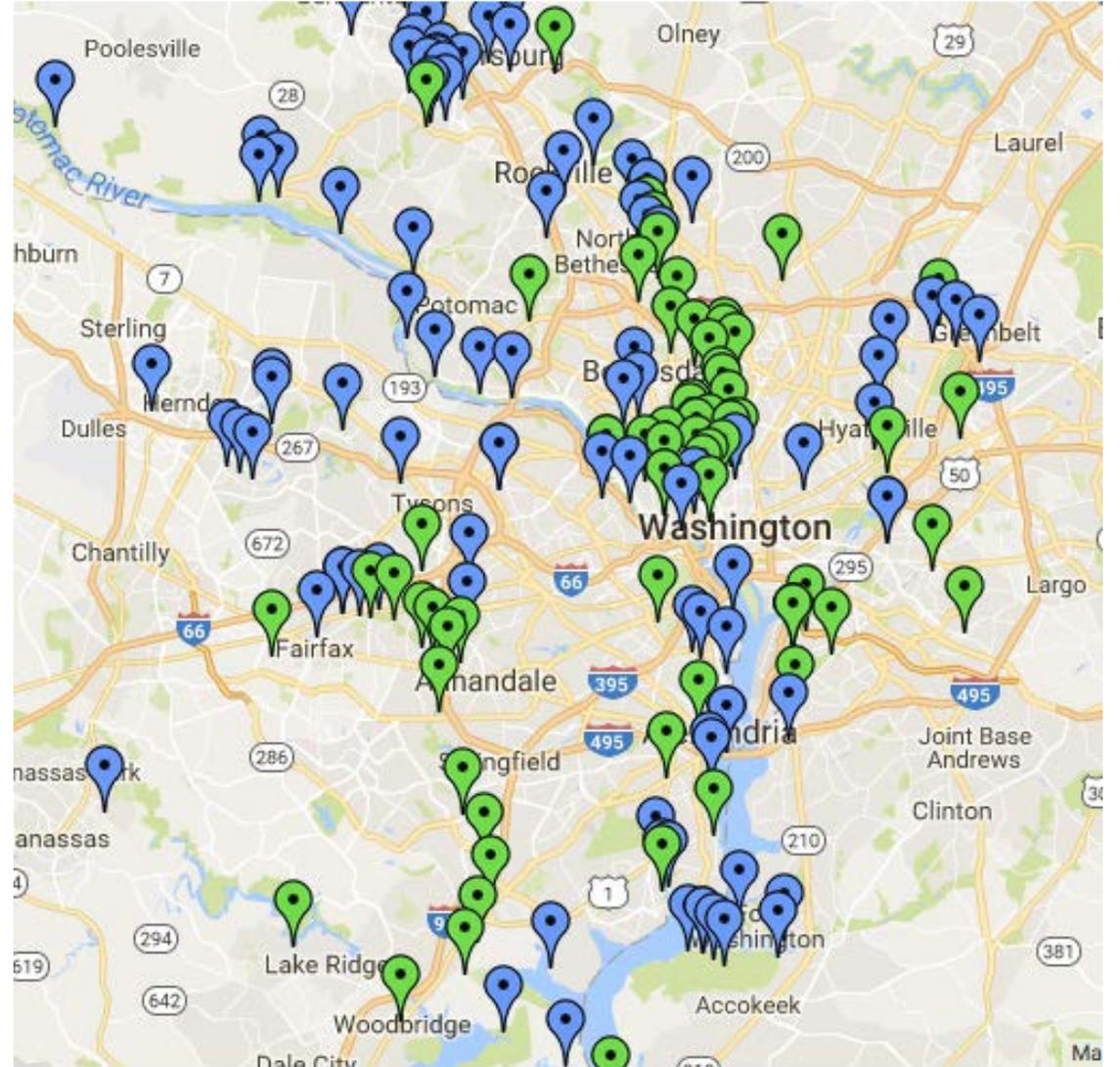


Litter Prevention Toolbox

- Annual Potomac Watershed Cleanup (Education)
- Trash Free Schools (Education)
- Litter Prevention Campaign (Social Marketing)
- Policy Solutions (Regulation)

Annual Potomac Watershed Cleanup

- For 31 years, AFF, partners, and volunteers have successfully cleaned up and tracked litter
- A transformative experience for volunteers

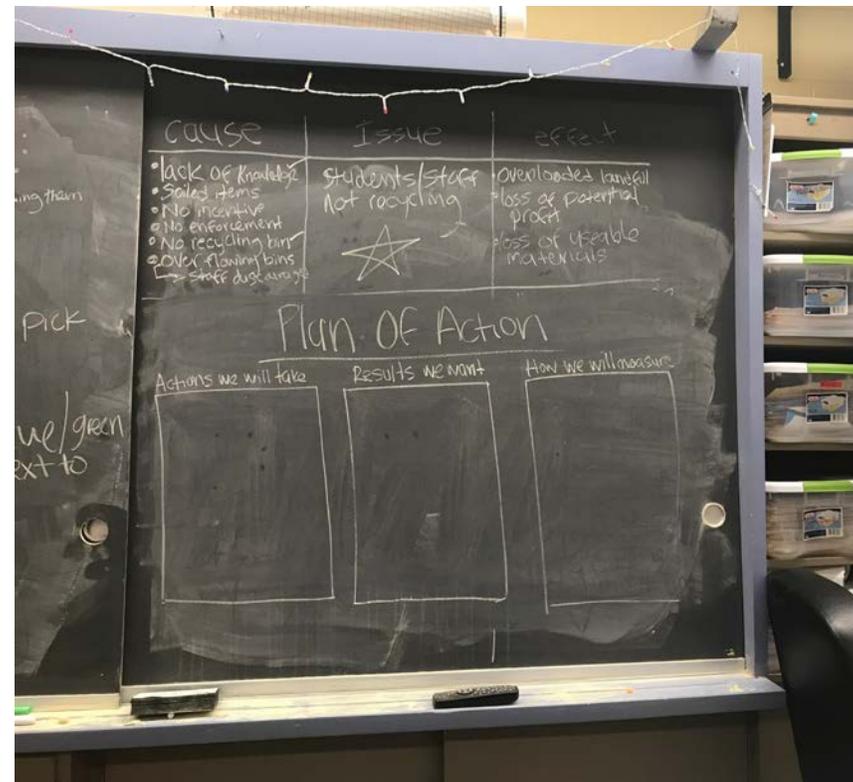


Annual Potomac Watershed Cleanup

- 150,000+ volunteers have removed more than 7 million pounds of trash



Trash Free Schools



Trash Free Schools



“The students looked up to us and saw that we wanted to make the earth a better clean place...and that motivated them to do it too”

Litter Prevention Campaign

- A community based social marketing campaign to change littering behavior



**YOUR LITTER HITS
CLOSE TO HOME.**

**Take control.
Take care of your trash.**

www.trashfreepotomac.org



YOUR LITTER HITS CLOSE TO HOME.

Piece by piece, litter adds up, and makes the places we go to every day unsafe and unhealthy.

**Take control.
Take care of your trash.**

www.trashfreepotomac.org



Trash Free Cleanwood

A campaign brought to you by Alice Ferguson Foundation, Metropolitan Washington Council of Governments, the District of Columbia Government, the Montgomery County Government, the Prince George's County Government, the Fairfax County Government, the City of Arlington Government, the Charles County Government, and the City of Bethesda Government.

Community-based Social Marketing

- Using traditional marketing techniques to influence socially responsible behaviors
- Implemented on a local scale in partnership with community members and community organizations



McKenzie-Mohr, D. (2014). *Fostering sustainable behavior: an introduction to community-based social marketing*. Gabriola Island, BC: New Society .

CBSM Strategies

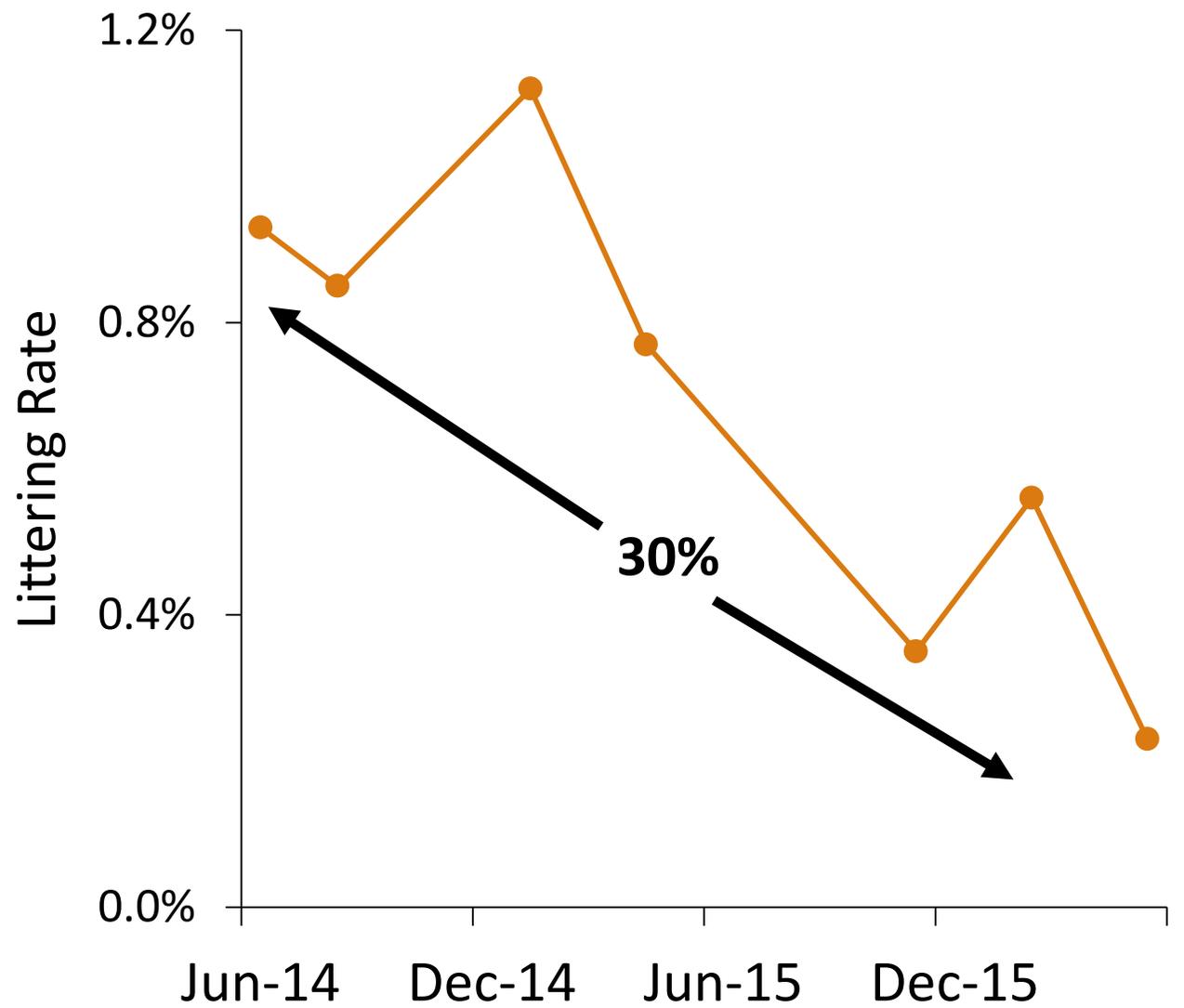
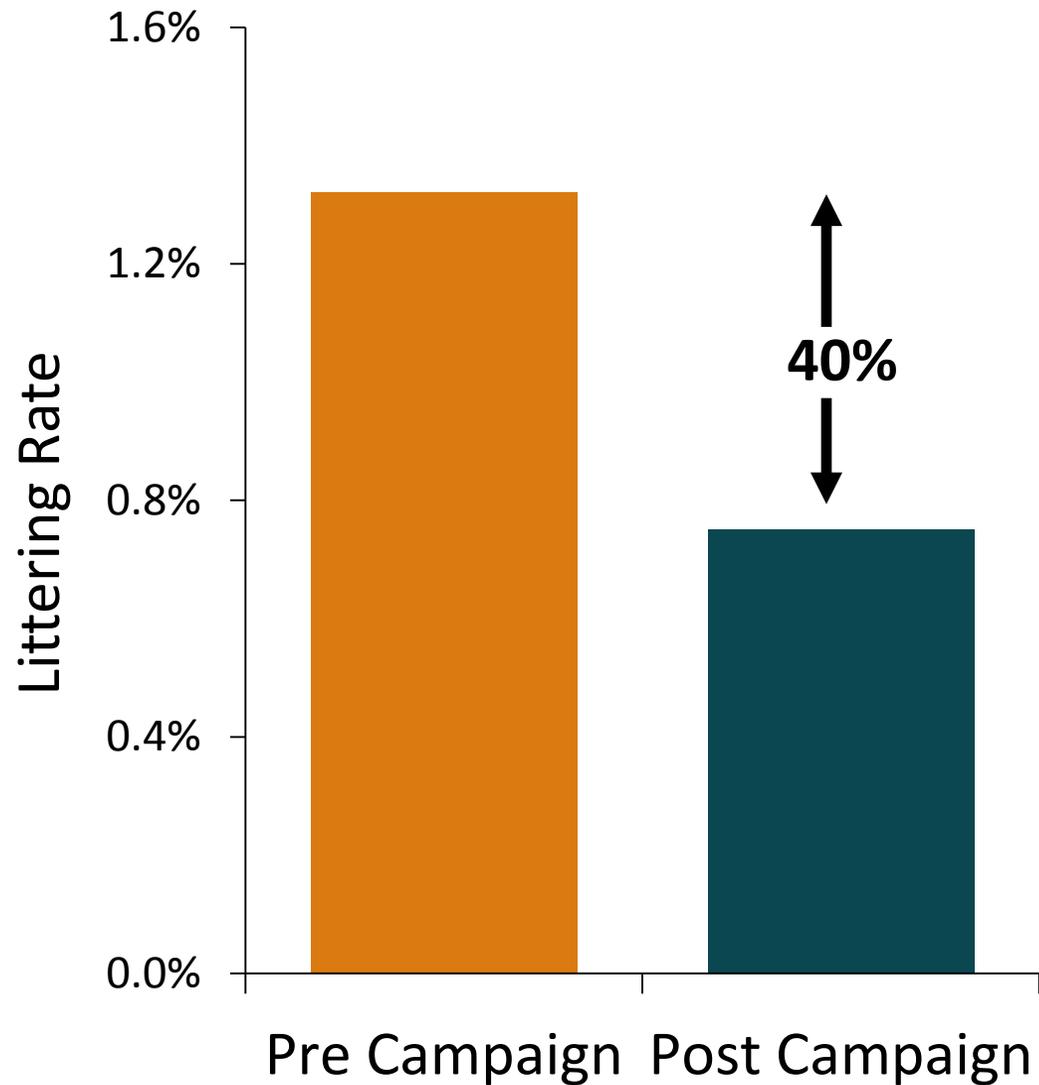
- Commitment
- Extrinsic Rewards
- Feedback
- “How-To” Skills
- Intrinsic Rewards
- Positive Emotions
- Prompts
- Social Norms
- Stories



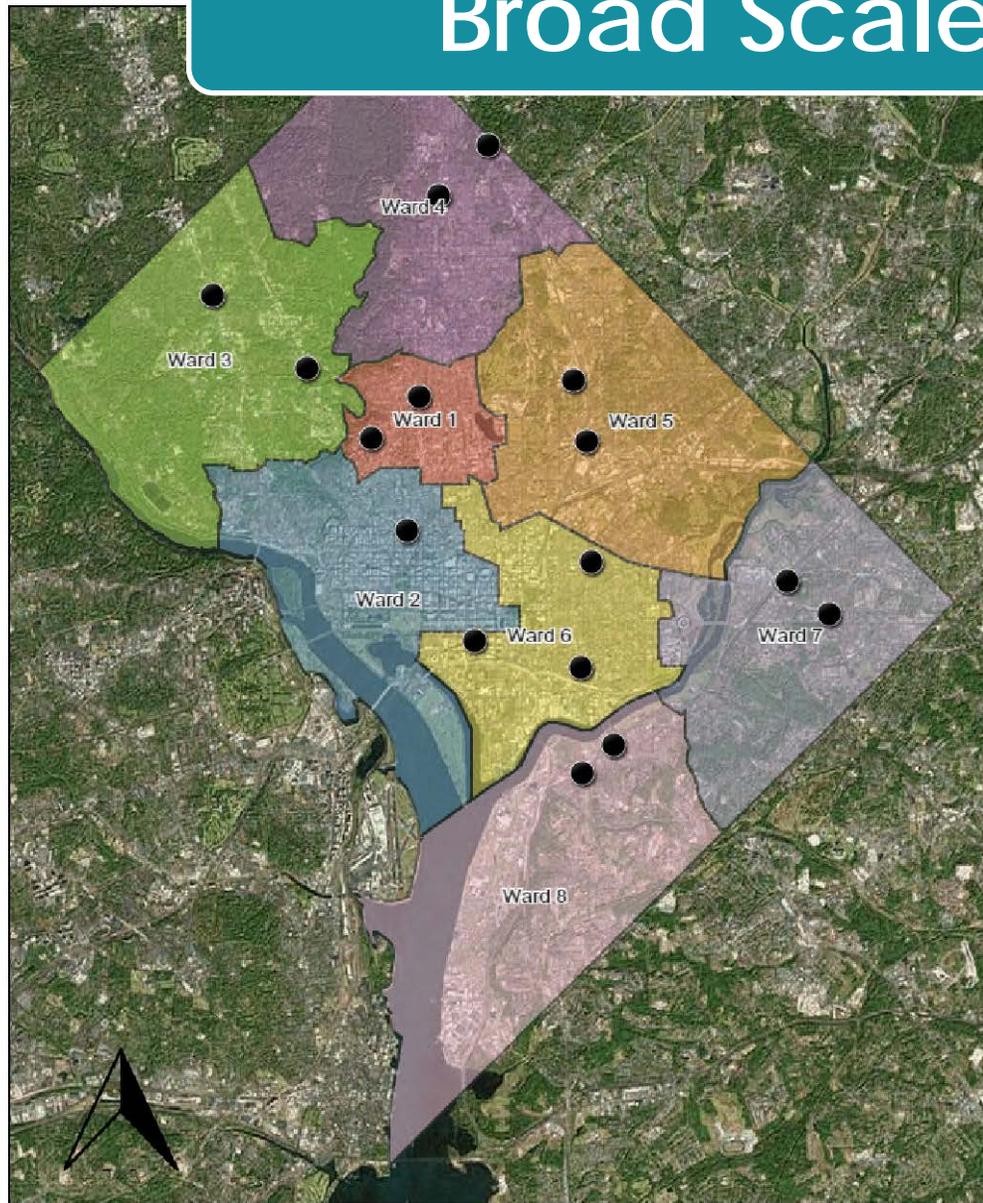
Develop Strategies



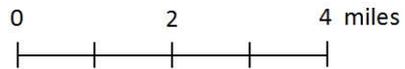
Pilot and Evaluate



Broad Scale Implementation



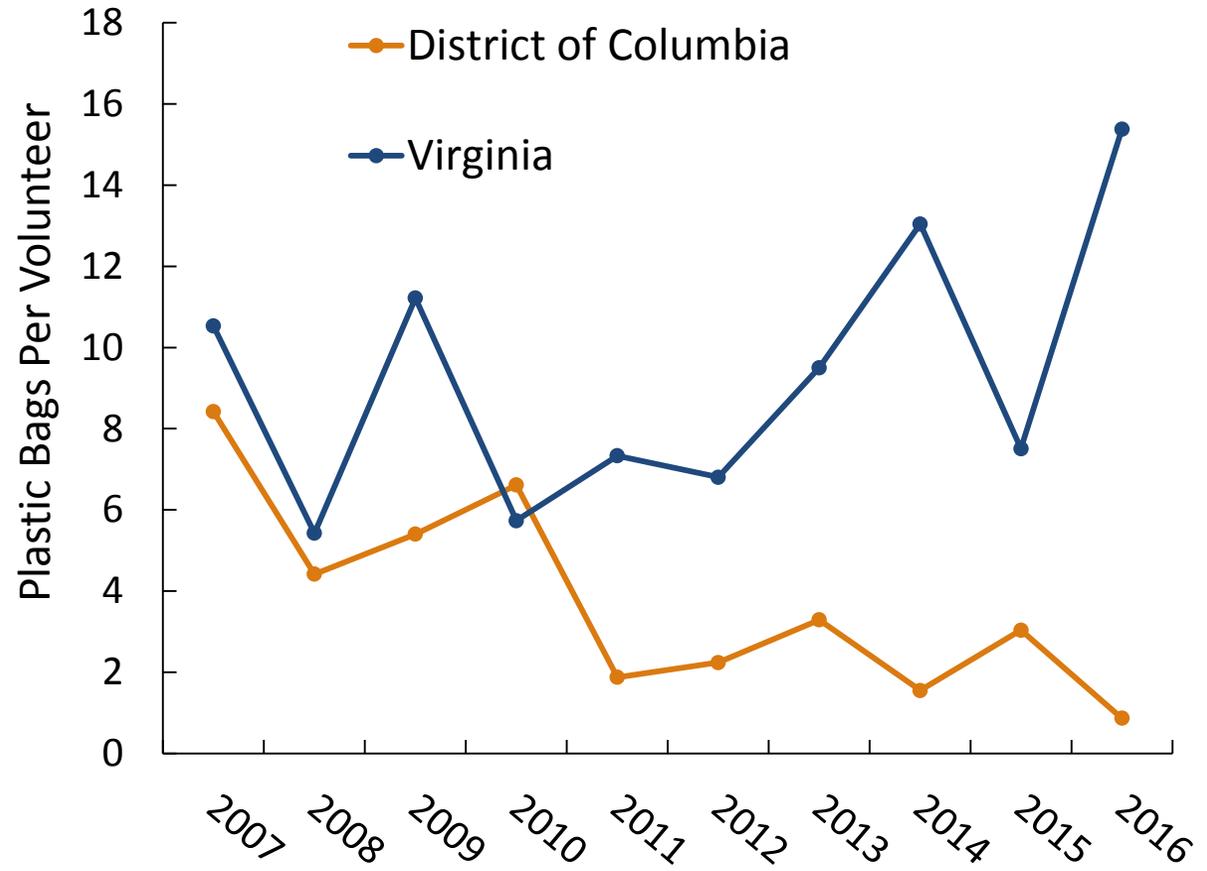
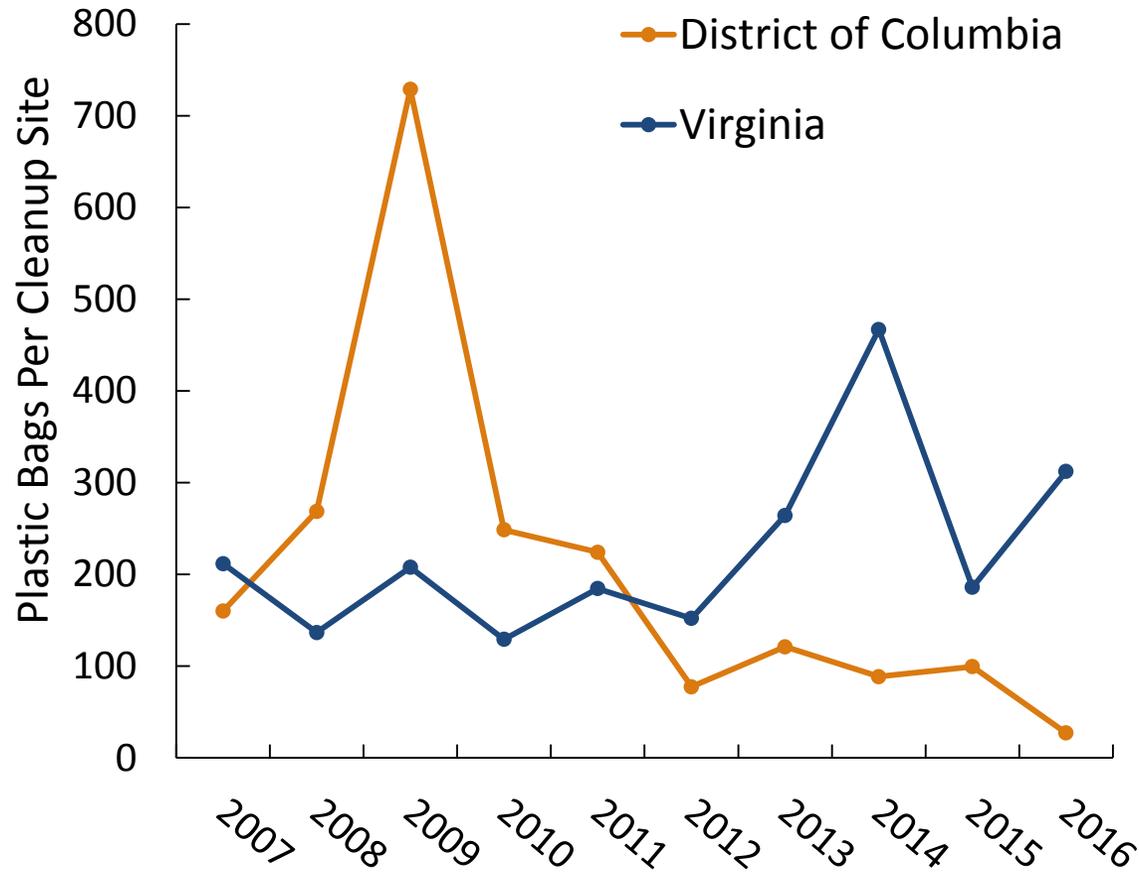
Legend
● Observation Site

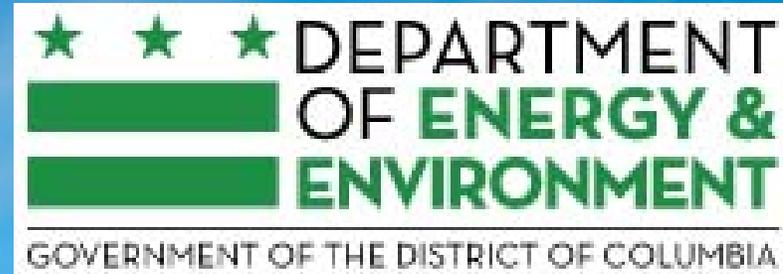
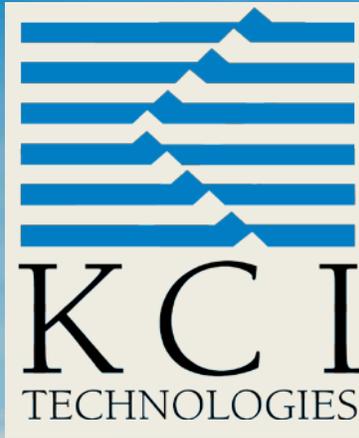


Policy: Plastic Bags and Styrofoam



Policy: Plastic Bags and Styrofoam



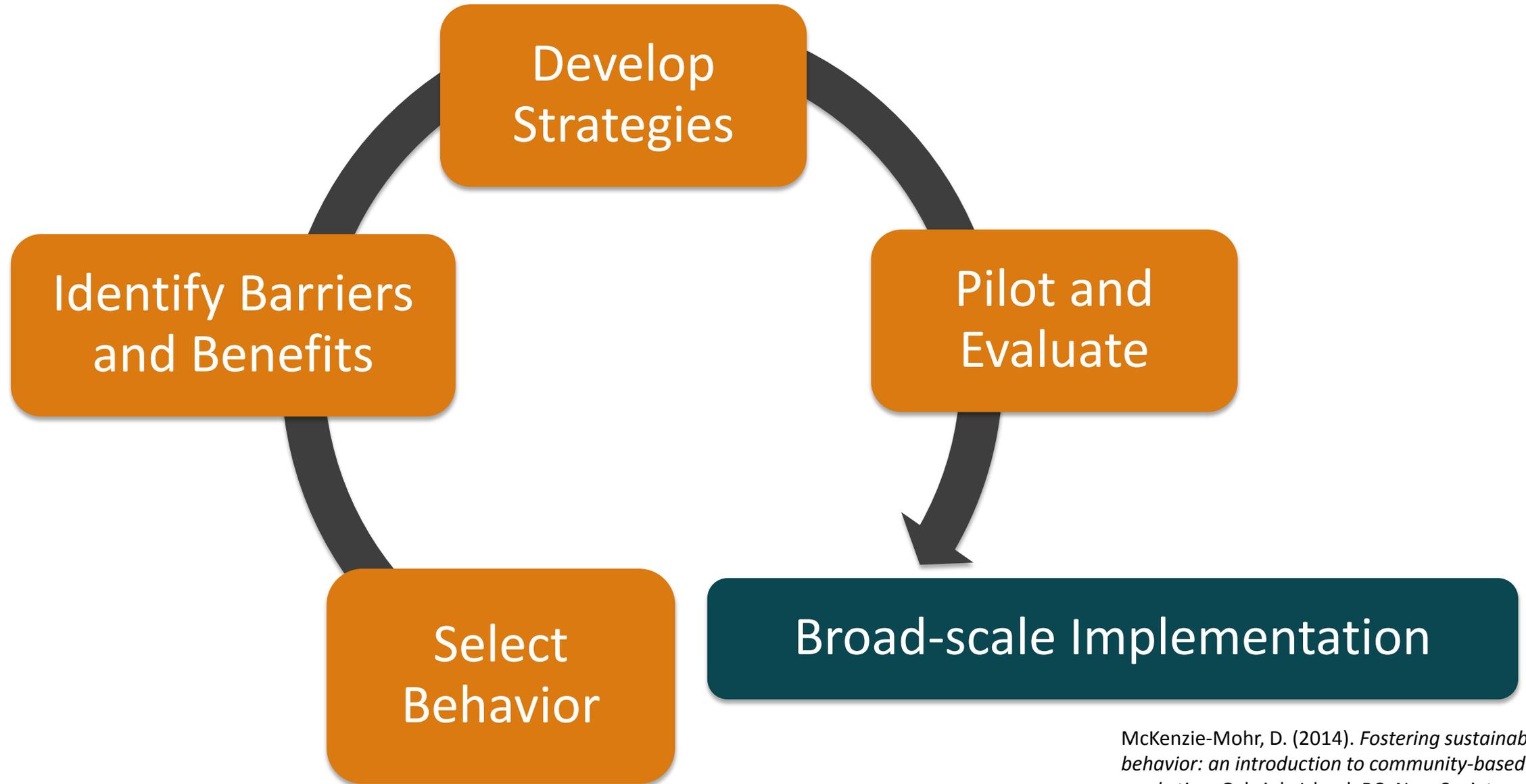


Thank you!

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Developing a Campaign



McKenzie-Mohr, D. (2014). *Fostering sustainable behavior: an introduction to community-based social marketing*. Gabriola Island, BC: New Society .

Identify Barriers and Benefits

- "I don't litter in front of **my house**."
- "I don't want people to come to **my house** and be like 'This is a mess.'"
- "You can litter and be like everyone else, or you can **take control** of your own self and not litter."

