Newsletter & Social Media Example Content

Topic: Litter Prevention

Newsletter Content:

Litter around our community is not only unsightly, if it gets into nearby waterways, it can also cause contamination and flooding. However, litter is something you can easily help prevent or clean up. One of the easiest ways to prevent litter is to not throw trash on the ground in the first place. Keep a trash bag in your car so you aren’t tempted to toss your trash from the window. If you are out for a walk and end up with some trash, carry it with you until you get home or find a trash bin and toss the trash there. And if you see litter on the ground when you are out and about, pick it up and find the nearest trash bin to discard it.

You can also take steps at your home to prevent litter. Make sure your outdoor trash can lids are secure, or, if you bag your trash, make sure it’s tied tightly to avoid trash blowing out and into your yard or the street. If you are bagging your trash, try to put it out the day of pick up and not the night before to help prevent animals from getting into it. You can also prevent littering by using less and generating less trash. Consider using reusable items when practical or finding new uses for items before throwing them away. You can also check with [your municipality or waste hauler] to find out what recycling options are available here in our community.

[insert any additional information specific to your community such as phone numbers to report littering or illegal dumping, local cleanup programs or events, or local waste pick up schedules. This information can also be added to the example social media post language below.]

Social Media Content:

* Toss your trash in the bin, not on the ground. Did you know litter that ends up in nearby waterbodies can lead to contamination or flooding? Nobody wants that!
* Pro Tip: Plastic grocery bags make great trash bags for your car. Fill up the bag with trash from your car instead of tossing the trash from your window. Then put the bag in the trash bin when you are done. Easy peasy!
* Have you ever seen trash in the street or your neighbor’s yard on garbage pickup day? It may be from someone not securing their trash can lid or properly tying their garbage bag before putting it out. These easy steps can help reduce accidental litter in our community.
* One of the easiest ways to keep litter out of our community is to never create it in the first place. Think about buying items that you can re-use, maybe even in more than one way. This is not only good for the environment, but can also be good for your wallet!

Other Helpful Links & Resources:

* United States Environmental Protection Agency (EPA) Trash Free Waters webpage: <https://www.epa.gov/trash-free-waters>
* Don’t mess with Texas webpage: <https://www.dontmesswithtexas.org/>
* Trash Free Texas Partner Page: <https://www.trashfreetexas.org/partner>
* Trash Free Texas litter cleanup and outreach toolkits: <https://www.trashfreetexas.org/adoptaspot-resources>

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