

EPA “Marine Debris Seminar”

March 16 2010





Our Mission:
Engaging individuals to
take greater responsibility
for improving their
community environments



KAB.ORG



Keep America Beautiful

... the largest volunteer-based community action and education organization in the country with over 1,000 affiliates and participating organizations in all 50 states and beyond.



KAB founded in 1953

Community Improvement in Areas of Focus:

Three

- Litter Prevention
- Waste Reduction through Recycling
- Beautification through Community Greening



Litter Prevention

Who Litters?

Why do people litter?



Litter Prevention

Where do People Litter?

What Is Littered?



Litter Prevention

Can We Reduce & Eliminate Litter?

YES!



Litter Prevention

How?

- Address Littering Behavior
 - *Attitude Change Process*
- KAB's "Pressure Points" for Behavior Change
 - *Education*
 - *Ordinances & Enforcement*
 - *Resources & Tools*



Litter Prevention

What Can One Person Do?



Litter Prevention

What Can One Agency or Organization Do?



Litter Prevention

- ***Cigarette Litter Prevention Program:***

www.PreventCigaretteLitter.org

- Ordinances & Enforcement
- Public Education including PSA's
- Ash Receptacles at Transition Points
- Pocket and Portable (Auto or Boat) Ashtrays



Litter Prevention

- ***Cigarette Litter Prevention Program***
 - Strategic and Diverse Community Partnerships
 - Stakeholder Engagement
 - Metrics to Prove Program Results
 - Maintain, Sustain and Expand



Litter Prevention

- ***Cigarette Litter Prevention Program***
 - Implementations in 49 States
 - Multiple Venues
 - Downtowns
 - Parks
 - Recreation Areas
 - Beaches & Waterways
 - special events



Litter Prevention

- **Great American Cleanup:**
www.kab.org/gac
 - 5,200,000 Volunteer Hours
 - 9,400 Educational Workshops



Litter Prevention

- **Great American Cleanup:**
 - 7,800 Miles of Trails
 - 8,900 Miles of Shoreline
PLUS 82 Underwater cleanups
 - 10,200 Acres of Wetland



Litter Prevention

- **Great American Cleanup:**
 - *And,*
 - *12,300 Junk Cars*
 - *118 Tons of Electronics*
 - *36,400,000 Pounds of Newspaper*
 - *243,000,000 PET Bottles*
 - *15,600 Graffiti Sites*
 - *157,000 Trees Planted*



Waste Reduction through Recycling

- **America Recycles Day: November 15**
www.AmericaRecyclesDay.org



Waste Reduction through Recycling

- **Curbside Value Partnership:**
www.recyclecurbside.org



Waste Reduction through Recycling

- **Public Space Recycling:**

Recycling Bin Program: www.bingrants.org



Waste Reduction through Recycling

- RecycleMania: www.recyclemania.org



Waste Reduction through Recycling

- **Educational Resources: www.kab.org**
 - Waste In Place
 - Clean Sweep U.S.A.
 - School Recycling Guide

CLEAN SWEEP U.S.A.
A "KEEP AMERICA BEAUTIFUL" COMMUNITY



Beautification through Community Greening

- Xeriscaping - Sustainable Planting – eg Medians
- Reclaiming abandoned/derelict spaces
- Roadside Planting for Stormwater Management
- Native Plantings - Trees, Groundcover



Partnerships

“Never doubt that a small group of concerned citizens can change the world; indeed it is the only thing that ever has.”

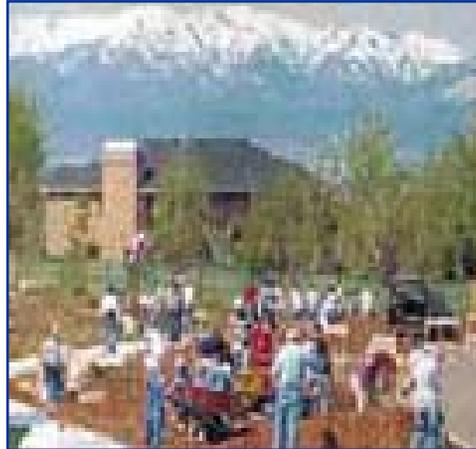
Margaret Mead



Partnerships



Partnerships



Questions ?

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