



AYEA *WEEK WITHOUT PLASTICS* TOOLKIT
April 20-27, 2008 (w/emphasis on Earth Day April 22nd)
www.ayea.org

If you have questions about this Toolkit:

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Please help cut down on the excessive number of plastic bags ending up in our environment! Alaska Youth for Environmental Action's ***Week without Plastics*** will educate the public about the magnitude of the problem and offer ways to cut down on their own use of plastic bags. *Week without Plastics* is part of a broader AYEА **Rethink Plastics** education campaign.

Week without Plastics is not political; rather it is a community service and education project. The **GOAL** is to create awareness of the impacts of disposable plastic and offer positive alternatives and promote recycling/re-use, as well as to raise funds for our local communities/chapters using a healthy product. We do this by providing community members/consumers and students re-usable Chico (www.chicobags.com) or organic cotton bags (www.econscious.net) that we sell or give away, for the duration of the week. Our hope is that people will continue to use these bags after the week has ended.

This Toolkit contains:

- 1) **Week Without Plastics Timeline, Resources, Sample Worksheets**
- 2) **Week Without Plastics Sample Public Service Announcement and Media Advisory/Press Release**
- 3) **Talking Points for Approaching Stores**
- 4) **Week Without Plastics Statistics Sheet (Sample Resource; rest on web site)**
- 5) **Project Ideas for: Beach and Community Clean Ups and Tribal Resolutions**



What does “Week without Plastics” look like?

(you can revise this according to your own community/needs)

Education:

- 1) Booths set up at grocery store doors, 1-3 AYEA members with information regarding plastics.
- 2) Chico or cotton/canvas reusable bags for sale with the AYEA logo on them, and give-away reminder stickers and information with the bags.
- 3) If your grocery store does not have plastic bag recycling, have a place for people to drop off plastic bags to be recycled.
- 4) ***If you do not have a store or want to do this in your school***—you can modify this guide to use for a school tabling effort! You may also come up with other creative ways for youth/community members to reduce their plastic use. The sky is the limit!

Benefits:

- 1) Perhaps a drawing for a prize, or a gift card to whichever store you are tabling at.
- 2) Possible discount for customers on their groceries when they use a re-usable bag. (check w/a store to get approval/permission for this)

Publicity:

- 1) Newspapers
- 2) Radio
- 3) Posters in the store and around town about AYEA’s mission and participating stores.

Resources

What You Will Need:

- ✓ Youth (5-6) willing to lead the tabling effort (minimum)
- ✓ 1-5 stores in your community/region willing to sponsor ***Week Without Plastics*** (ie, let you table there)
- ✓ ***Week Without Plastics*** resources (www.ayea.org/takeaction/re3-rethinkplastics.html)
- ✓ Re-usable bags to either sell or give away (Note, some stores have their own bags they might want you to use, and you could sell them and divide the profits or give them away to promote your cause). If you want to use/sell your own bags, check out www.chicobags.com or www.econscious.net (organic cotton) for some cool options!
- ✓ Funds to purchase bags at wholesale. You could try asking a local business or foundation to sponsor the purchase of bags.



Week Without Plastics Timeline

To ensure a successful WWP have these tasks done by...

One month prior

(March 20)

- Decide on dates and times
- Contact store managers to request tabling dates/times and find out if a) they have their own bags that they would like you to promote, or if you can sell/give away your own bags and b) they are willing to be included in promotional materials (follow up will be necessary). Make sure you bring the rethink brochure that explains the project as well as the Rethink Plastics fact sheet/flyer (whatever you plan to give away or have at your table, you will need a manager to approve).
- Sign people up for time slots (tentatively)
- Make sure everyone in your group is informed about plastics—they can watch the AYEА Rethink Power Point (www.ayea.org) or you can have a meeting to discuss the issue. Everyone should be informed!

Three weeks prior

(April 1)

- PUBLICITY!! (repeat/resend all public service announcements EACH WEEK leading up to event)
 - Newspapers: include in weekly calendars (see sample public service announcement)
 - Online/tell people via MySpaces? (send bulletin)
 - Radio announcements (see sample public service announcement)
 - Have someone designated to talk to the press (they may respond to the psa!)
- Locate tables and chairs for each store (stores might provide these)
- Sign People up for time slots - be sure to have everyone's phone numbers and sign up 1 extra person for each slot in case someone cannot make it.
- Think up something fun to draw people to your booth (pictures, pieces of plastic, stuffed animals or puppets to draw in little kids)

One Week Prior

(April 14-15)

- Make copies of all flyers, education material that you want to hand out (on recycled paper - of possible)
- Compile a box - one per store, clearly labeled, containing,
 - Change, \$20, \$10, \$5, \$1 and some coins
 - Sheet to keep track of items sold
 - Tape
 - Pens
 - Signs
 - Info sheets
 - Bags (Decide- how many)
 - Box for money
 - Recycling info (maybe info about a local recycling center - if you have one)
 - Copy of sign up sheet with phone numbers
 - List of items in the box (just in case things get lost)
- Work our box-passing plan - (How the Wednesday crew will get it to the Thursday crew etc.)



PUBLICITY

If you can, ask the press to include your public service announcement—it should be FREE because AYEА is a non-profit program. **See AYEА sample PUBLIC SERVICE ANNOUNCEMENT/PRESS RELEASE** for your own use (next pages!)

Newspapers (list) _____

Newspapers (list) _____

Radio (list) _____

Radio (list) _____

Posters, Where? _____

SAMPLE PUBLIC SERVICE ANNOUNCEMENT BELOW—SEND OUT 2 WEEKS BEFORE EVENT!



PUBLIC SERVICE ANNOUNCEMENT



To: *Raven Radio, Anchorage Daily News* (whoever your local publicity is...)

Below is a PSA for events April 22-26, 2008. Thank you for your help!

With problems or questions, contact ...(whoever your local contact is) 907-xxx-xxxx or joeshmoe@hotmail.com

Mt. Edgecumbe Alaska Youth for Environmental Action (MEAYEA) is hosting “Week without Plastics” events to raise community awareness and educate the public about plastic consumption during the week of April 22-27, the week of Earth Day.

Students from MEAYEA will be selling reusable bags at various locations throughout the week. On *Tuesday, April 22nd* and *Thursday, April 24th* reusable bags will be sold at *Lakeside Grocery* from 4:00 to 7:00 p.m. and on *Saturday, April 26th* bags will be sold at *Seamart* from 10:00 a.m. to 3:00 p.m. Additional information on AYEА and the Plastics Campaign will be available. Profits from the bags will fund further AYEА events and projects.

Students will also be conducting classroom presentations on plastics and asking community members to “rethink” their consumption during the week. In addition MEAYEA will be hosting a booth at the *Earth Day festival at the Crescent Harbor Shelter* on *Friday, April 25th* from 3:00 to 4:00 p.m. on the *Plastics Campaign* (note here any additional events your chapter might be doing that week).



Alaska Youth for Environmental Action is a high school program of the National Wildlife Federation that empowers teens to impact environmental issues through skills training, action projects, and civic engagement. AYEA has seven youth-led chapters and 1,200 teens have participated in the program from villages and cities since 1998.

Please call xxx-xxxx or email joeschome@hotmail.com for more information.

SAMPLE MEDIA ADVISORY: SEND OUT 2 DAYS BEFORE EVENT!



MEDIA ADVISORY



Contact: Polly Carr

Alaska Youth for Environmental Action (AYEA)
National Wildlife Federation
907-339-3907/ www.ayea.org

Or

Megan Waggoner, AYEA Teen Staff (put your local youth contact here!)
(907) 339-3903/akintern2@nwf.org

Teens Tackle Plastic Pollution

AYEA asks (*Sitkans*) to “rethink” their plastic consumption during Week without Plastics

WHEN/Where: Tuesday, April 22 – Sunday, April 27, 2008

For Example:

Tuesday, April 22, 4:00-7:00 p.m. – Lakeside Grocery

Thursday, April 24, 4:00-7:00 p.m. – Lakeside Grocery

Saturday, April 26, 10:00 a.m. – 3:00 p.m. - Seamart

WHAT: Members of *Mount Edgecumbe* Alaska Youth for Environmental Action (AYEA) have launched a campaign focusing on one of Alaska’s key polluting culprits—plastic. *MEAYEA* will be hosting “Week without Plastics” events to raise community awareness and educate the public about plastic consumption. To do this *MEAYEA* will be *selling (or giving away depending on your Chapter)* reusable bags and providing information about alternatives during the week.

WHO: Zoe Fuller, a fifteen year old from Palmer, Alaska, is the youth chair for the AYEA Statewide *Re3: Rethink Plastics* campaign. “Seeing plastic littered, thrown away or wasted has always been gross to me.” Fuller is passionate about curbing waste production and at the age of fifteen, is already stepping out on the issue. This past summer, Zoe co-produced a video called *Recycle our Waste*. As the plastics campaign chair, she has compiled fact sheets about plastic waste, convened her peers to discuss strategies to educate youth about plastics, and helped create a power point presentation to be delivered in schools.

Joe Oktikun, from the village of Kotlik and a Mount Edgecumbe student, helped develop a poster to make teens aware of plastic problems. “Plastics are everywhere. They are used for anything and in everything around us.”



Charlee Lockwood, an MEAYEA graduate from St. Michael, explains, “I am from a village that has a poor technique of dumping garbage. There are a lot of plastic bags all around as a result of being blown from the dump. We need to make others aware of plastics’ harmful effects on our environment and traditional ways of life.”

(May want to use quotes from individuals within your own chapters)

WHY: Today, as global warming threatens our way of life, landfill space becomes decreasingly available, and our consumption reaches an all-time high, Alaskan teens are adding a fourth “R” to the reduce, reuse, recycle mix: *rethink*.

Worldwide, plastics pose incredible problems to wildlife and human health. Thousands of whales, sea turtles, and other marine life are killed by plastic pollution each year, and sixty million plastic bags are littered each day.

The goal of “Week without Plastics” is to get Alaskans to re-examine their use of this material and, hopefully, cut down on plastic consumption and waste.

Background: AYEА teens have tackled the broader issue of global warming for the past several years. In 2006, they collected 5,000 teen signatures from 150 villages and cities advocating for policies to reduce greenhouse gas emissions and support renewable energy; in 2007 teens created the ‘3-2-1 Efficiency’ campaign, motivating 3,500 Alaskans to sign a pledge reducing their personal energy consumption. The *Rethink Plastics* campaign is the next step in the teens’ efforts to help Alaskans tackle the overwhelming issue of global warming and pollution.

Alaska Youth for Environmental Action is a high school program of the National Wildlife Federation that empowers teens to impact environmental issues through skills training, action projects, and civic engagement. AYEА has seven youth-led chapters and 1,200 teens have participated in the program from villages and cities since 1998.

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Alaska Youth for Environmental Action Contacts for this Story:

Megan Waggoner, AYEА Teen Staff on Plastics (907) 339-3903 akintern2@nwf.org

Zoe Fuller, AYEА Plastics Campaign Chair (907) 745-8278

Specific Student Contacts in your Chapter



SAMPLE SIGN UP SHEET FOR WEEK WITHOUT PLASTICS!
(include name & phone/email)

Date/Day	Shift 1 (time)	Shift 2 (time)	Shift 3 (time)

*Make a photocopy of this to put in each box.

RESOURCES

Tables And Chairs (If these belong to the store, just work out a plan to store the tables/chairs in between tabling shifts. If the tables/chairs are your own, ask the store manager if he/she will let you keep the tables/chairs there during the entire WWP.)

Store Who will get the tables and chairs? And from who?

How/where will your tables and chairs be stored between shifts/days?

Store: _____

TABLING INVENTORY: Make sure you keep track of all of these items when tabling:

Item & Amount/Number

Change: _____

Tape: _____



Talking Points for Approaching Stores



Talking Points When Approaching a Store Owner



The first thing you should know is that you are not addressing the store owner's personal political opinions. You just want to ensure shoppers are aware of or have another alternative to plastic bags. Week without Plastics is how people across the state plan to achieve this.

- **First** - make sure you are talking to the right person: store owner/manager.
- **Introduce yourself**, be polite/respectful, pay attention—all that nice stuff!
- **Collect contact information** for the store manager.
- **Distribute** the Rethink brochure, fact sheet, and plastics poster
- **Explain plastics concerns**, how you plan to address them w/booth, what Week Without Plastics is.
- **Let the manager know** what the booth will include: pamphlets and info about plastic use? offering cotton/canvas/chico bags? Giving away or selling?
- **Choose a date/time that works** best for your group and the store. More shoppers = more people will learn about WWP.

Most importantly: don't be shy, enjoy yourselves, and say no to plastic!





Plastic Statistics

Compiled by Zoe Fuller and Brittany Walker, Alaska Youth for Environmental Action (AYEA)

NOTE: the first URL listed is the full URL, ones listed later with the same beginning have the same URL.

- Plastics were not frequently used until the early 1980s---published by the “Seattle Post-intelligencer” Found on the website “CommonDreams.org”
- 354,000 (most plastic) bags have been found during international cleanup efforts in costal areas (According to the Ocean Conservancy, commondreams.org)
- About 500 billion to a trillion plastics bags are used worldwide each year. (According to Vincent Cobb, founder of reuseablebags.com, commondreams.org)
- Americans use 84 billion plastic bags each year (according to Californians against waste, commondreams.org)
- Americans use 2.5 million plastic bottles every hour! (greenfeet.net/newsletter/quick-facts-on-plastic-pollution.shtml)
- About 1,200 plastic soft drink and salad dressing bottles could carpet the average living room, (grenfeet.net)
- Every year we make enough plastic film to shrink-wrap the state of Texas. (greenfeet.org)
- Since 1950 we have consumed as much as all the generations before us combined. (chemsoc.org/exemplarchem/entries/2004/bristol_whitehead?facts.htm)
- It takes two plastic soft drink bottles to make a polyester fiber for a baseball cap (Chemsoc.org)
- Ford motor company indicates that 75% of every car is recyclable (Chemsoc.org)
- The energy saved by recycling one bottle will power a computer for 25 minutes (chemsoc.org)
- It takes 40% more energy to make a paper bag than a plastic one... but plastics have their downsides, as we know. That is why we want to get



people to use reusable tote bags instead.

(www.ktuu.com/Global/story.asp?S=6391686)

- Americans consume 50 billion bottles of water yearly, 38 billion of that are set to landfills. (www.cnn.com/2007/TEACH/09/07/allabout.plastic/index.html)
- Daily 60 million plastic bottles are littered. (cnn.com)
- 40% of bottled water in the US begins as simply tap water. (according to Earth-Policy.org, cnn.com)
- Links have been found between plastics and the chemical Bisphenol A (BPA) that is used in baby bottles, water bottles, plastic containers and more. BPA has been linked to female multiple female reproductive disorders. (cnn.com)
- 90% of plastic bottles end up in landfills, and they can take as much as 500 to 1,000 years to break down. (treehugger.com, cnn.com)
- When you burn plastics it s equivalent to burning fossil fuels. (cnn.com)
- Australia, Bangladesh, Ireland, Italy, South Africa and Taiwan as well as parts of India have taken steps to ban plastic bags. The most successful was Ireland’s 15 cent “PlasTax” which has reduced plastic bag use by 90%. (cnn.com)
- 30 communities in Alaska have banned plastic bags because they are so bad for the environment. (www.nunatsiaq.com/news/artic/briefs.html#thule)

Other Cool Project Ideas for WWP

Tribal Resolution: Many Alaskan communities have outright banned plastic bags. This action is perfect for rural communities, especially those who have issues with plastic bag littering and pollution. A tribal resolution that is written to ban plastic bags is a great first step in getting rid of them once and for all. Please see the attached sample tribal resolution that was actually passed.

Beach Clean Up: A lot of plastics end up in marine ecosystems and can pose a huge threat to habitats and animals (see statistics sheet). Its really easy to organize a beach or even community clean up.

Info From: The Malibu Foundation

- Have adequate adult supervision. Take only a manageable size group to the beach. A group of 30 students or less is a reasonable size. One adult for every 5-10 students is a good ratio. Divide your parents and teachers up equally among the children.
- Assign students to a buddy system before leaving your classroom. This provides the students with a working partner and eliminates the possibility of losing one student and not noticing it until faced with a stressed parent.
- No students in the water! Climbing on rocks, playing near the water, wading and wave chasing where currents exist are all potentially dangerous activities and are prohibited.
- Bring a first-aid kit with you.
- Pass out one plastic garbage bag per three children.
- Pass out one glove per child.
- Data cards are to be filled out by children or adult. They are a teaching tool for the children to keep track of the trash.
- Instruct children to avoid sharp objects and to never pick up hypodermic needles.
- Carry a bucket for dangerous objects. Instruct children to contact an adult to have them put needles and dangerous objects in the bucket. This is an opportunity, once the clean-up is over, for an object lesson about the dangerous items that are found at the beach.
- When finished, tie the trash bags in a knot and place them in available trash cans.

Note: The above info is only a suggestion. You can organize this any way you want. If you need more information or help please call Megan Waggoner 1-907-339-3903.

