

<p align="center"><b>SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM</b></p> <p align="center">SUMMARY OF ALTERNATIVE 5 RESPONSIBILITIES FROM THE JANUARY 22, 2008 BOARD ACTION</p>						
<p align="center"><b>Program Components</b></p>	<p align="center">Large Supermarket and Retail Store</p>	<p align="center">Manufacturer and Trade Association</p>	<p align="center">County Working Group</p>			<p align="center">Due Dates</p>
			<p align="center">Store Operations Subcommittee</p>	<p align="center">Public Education Subcommittee</p>	<p align="center">Technical Advisory Subcommittee</p>	
<p><b>Public Education and Outreach</b></p>						
<p>Create a program to recognize large supermarkets and retail stores that have shown a commitment to participating in the Program.</p>				✓		Ongoing
<p>Host reusable bags giveaway events to promote the use of reusable bags.</p>				✓		Ongoing
<p>Communicate and collaborate with the 88 cities in LA County to create a Countywide anti-litter campaign.</p>				✓		Ongoing
<p>Develop public educational materials that promote reusable bags and at-store recycling with a consistent message.</p>				✓		Ongoing

## PUBLIC EDUCATION AND OUTREACH

EXTRACTED FROM PROGRAM RESOURCES PACKET, "PUBLIC EDUCATION AND OUTREACH," PAGES 15-18

### *Countywide Public Education Campaign*

- Develop branding, which includes an environmental slogan and logo, that can be applied to various media and incorporated into educational and outreach materials. County staff also evaluated existing public education materials, such as those developed by the American Chemistry Council ([www.plasticbagrecycling.org](http://www.plasticbagrecycling.org)), and has incorporated them into this packet.
- Develop a public education plan that focuses on children and schools. This includes:
  - Creating a Program mascot to appear at school assemblies and community events
  - Encouraging school field trips to landfills and material recovery facilities
  - Developing an educational, single use bag litter presentation that can be shown during school assemblies
  - Incorporating and utilizing environmental clubs in schools
  - Holding coloring contests in partnership with local supermarkets
  - Holding artwork/essay contests for grade-school children, where winners (along with their teachers) are honored by the Board of Supervisors
  - Developing an illustrated activity book that encourages families to reduce their plastic bag usage and use reusable bags instead
  - Developing environmental awareness curriculum and programs for public schools
- Raise awareness among consumers of the impacts plastic bags have on the environment and encourage use of reusable bags. This could include:
  - Posters to hang in and at front of stores
  - Posters and flyers which promote common message
  - Banners to hang in store parking lots and throughout major streets
  - Billboards to place along major streets and on buses
  - Advertisements to place in local newspapers and magazines
  - Advertisements to place in bus shelters
  - Public service announcements/commercials to air on local television and cable networks and radio stations
  - Press releases to send to local media outlets
  - Educational outreach material in multiple languages
  - Brochures/handouts to distribute at stores and public outreach events
  - Decals that consumers can hang/stick in their vehicles
  - Displays and Program fliers promoting the Program at County libraries
  - Educating the public when taking plastic bags back to stores for recycling, promoting the "Bag in Bag" concept

### ***Reusable Bag Promotions***

- Sponsor plastic bag collection events where consumers can exchange a certain number of plastic bags for a reusable bag.
- Distribute free reusable bags and educational material at environmental outreach events.

### ***Recognition Program***

- Large Supermarkets / Retail Stores (as defined)
- Educators
- Businesses / Individuals

### ***Environmental Message***

This environmental awareness message should be imprinted on each plastic carryout bag distributed by large supermarkets and retail stores, and can also be utilized in other outreach materials. To provide more flexibility, the Working Group developed four different messages, which may be rotated throughout the year:

- It's Not Just a Bag Issue. It's a BIG Issue. Bring A Reusable Bag Next Time.
- Plastics Last Forever. Protect The Environment By Using Reusable Bags.
- Do You Really Need This Bag? Bring A Reusable Bag Next Time.
- Do Your Part. Recycle This Bag.