Need a new outreach method? No need to reinvent the wheel! Here are some tried and true public outreach activities from your recycling colleagues. Want to follow up with your peers to discuss the idea further? Remember that you can find contact information for every North Carolina solid waste or recycling coordinator under the local contacts link at www.p2pays.org.

**for presentations**

- When giving a presentation, bring a bag with about four pounds of trash in it (the amount that the average person throws away per day). The bag should have typical daily trash items, such as an old shirt, recyclable items, non-recyclable items and food waste. Dump the trash out on the table and then go through it, discussing what the audience can do with the items as opposed to sending them to a landfill (compost/donate/recycle). Discuss the importance of thinking about what you buy and what you throw away. –Jason Hale, New Hanover County
Face-to-face communication has a much greater impact than a brochure or flier. Speaking to a group about recycling and its impact on the community, economy and natural resources allows you to present extensive information and answer questions a piece of paper cannot. Tailor your message to the audience so they see its relevance and applicability.

Okay, ‘fess up. Do you ever get tired of putting Recycle Guys trading cards into even packs? No need! If you hand out uneven packs or even some that have three of one kind but none of some of the others, you’re setting up a chance for kids to trade. It’ll add value to the card as they try and make complete sets…and it will save you some time!

• Bring the RE3 skateboard poster ([www.RE3.org/graphics](http://www.RE3.org/graphics)) along with a real life object that has multiple parts made from recycled materials. After looking at the poster, the audience can try to figure out what materials were recycled to make your real life object.

• Left-Right Game: Everyone gets into a large circle and every few people or every person is handed a different “prize.” Then you read a paragraph summarizing what you talked about or just about recycling using the words left and right often. Every time you say left everyone has to pass their prize to the left and when you say right, you pass to the right. When the narrative is finished, whoever has a prize gets to keep it. –Lindsay Killian, North Carolina State University

• Working with kids? Start off by explaining that your presentation is a secret presentation that they have to figure out. Then pass out copied sheets of the connect the dots activity in the “Recycle Guys Activity Book” and have them race to see who can connect-the-dots and figure out the topic of the presentation. After all the dots are connected they’ll see the recycling arrows on their sheet. You can use this image later to discuss pre- and post-consumer recycled content, number coding on plastic bottles or even a coloring contest for prizes.
Have a difficult audience? Talking to teenagers can be tough! Why not start off with an easy question like, “What are the three R’s?” and then wait for an answer. Even if the person who answers doesn’t get it completely correct, that’s okay. They still deserve the best prize you have (like a RE3 T-shirt!) just for speaking up. It’ll get everyone’s attention and encourage people to discuss recycling.

for booths

- Make or buy a “Wheel of Recycling/Trash” and decorate it with Recycle Guys or RE3 stickers. Let people spin the wheel and then have them answer a question from the wheel category they’ve landed on. Give out prizes, such as RE3 stickers or bottle openers, for answering correctly or just for participating. A great idea is to make the wheel out of an old box fan so you can promote the idea of reusing items. –Nadine Perry, Chatham County

- Bring a large container with crushed cans in it and let people guess how many there are and give prizes to people who are closest. –Jason Hale, New Hanover County

- Take Recycle Guys tattoos with you and as people are walking by, ask if they want to wear one. Make sure you have water and a towel handy so you can install it on them on the spot. Then you’ll have 30-seconds while you’re holding it on to ask them recycling trivia, encourage them to buy recycled, see how the curbside program is going or whatever! Not to mention that you’ll have tons of recycling prompts (tattoos) walking around the festival.

- Have a short activity (two minutes) for the kids to do and talk to the parents while the kids are busy. Examples: Cover the table with a large sheet of paper and ask the kids to draw something about recycling on it. –Ann Gill, Mecklenburg County

- Print the RE3 artwork from the RE3 Web site onto full sheet labels, then cut them out for instant stickers. Ask to put them on people walking by or those who stop in at your booth. Remember the commitment part of social marketing? Stickers are a great way to encourage your audience to walk the walk!
For an event, have everyone wear the same color plain T-shirt and then put a RE3 sticker across the front or back. –Carla Parks, Iredell County

Make the “North Carolina Stats and Facts,” found in the next section of this chapter, into trivia questions.

Have a recycling bin with a RE3 sticker on it next to your booth and reward anyone who recycles there. RE3 prompts make great giveaways!

Use both of the recycling campaigns simultaneously by grabbing kids’ attention with the Recycle Guys and then get the parents and older kids interested with RE3.

games/activities

Recycling Relay – Have two or three teams each form a line, with a recycling bin and trashcan at the end of each line. When you say start, team members pass recyclables down the line as they say what kind of item it is (trash or recyclable). Each person must pass the item some way other than how they got it (over head/under legs/around back). Once it gets to the end of the line, they must put it in the correct container. The team that gets the most items in the correct container in a specified amount of time wins. –Jason Hale, New Hanover County

Recycling sports – “can toss” into recycling bin/basketball goal, can crushing contest, etc.

Rutherford County’s SWEEP committee had Bottle Recycle Guy turned into a 3-foot life size guy mounted on thick foam. They cut out the face area of the guy so that kids can stick their own face through and become Bottle Guy!