

A tool for community leaders

WASTE NOT

from Hamilton County Recycling and Solid Waste District

Campaigns to Increase Recycling and Reduce Wasted Food Launching Soon

The District will launch two exciting campaigns to reach residents this spring.

Increase Recycling! The first campaign will launch in mid-April to encourage more residents to recycle.



The campaign involves:

- Direct mail to 52,000 households
- Videos in Oakley and Western Hills movie theaters
- Videos on cable and popular websites
- Social media advertising through Facebook and YouTube

The District designed the campaign to draw residents in and show how recycling is a normal part of everyday life. We hope to see a 10% boost in tons recycled after the campaign.

Save the Food! The second residential campaign launching this year encourages residents to reduce how much food they throw away. An astonishing 40% of food grown in the U.S. goes to waste, with the

largest percentage of waste happening in our own homes.

The District will launch a campaign beginning in late May to increase awareness of this issue and to provide residents with the knowledge they need to change behavior to prevent wasting food.

The campaign involves:

- Billboards designed by the Ad Council
- Video PSA's
- Digital advertising
- A household challenge with families from Oak Hills Schools

In conjunction with the campaign, District staff is giving "Lunch and Learn" style presentations at local businesses and local governments to spread the message of how to reduce your wasted food at home. To learn more about how you can schedule a presentation or to participate in the campaign, **email** Jenny Lohmann.

