

# BLUE BOX P&E PLAN



## Introduction

Planning and executing consistent and professional Promotional and Education (P&E) activities is an important element, as well as a best practice, of any blue box program. With ongoing communications a community becomes more comfortable with recycling, the benefits it offers to the community and the impact it can have on the global environment. Furthermore, residents that are aware of their community's program are more likely to participate in the program; increasing diversion rates and helping the municipality meet program targets and objectives.

This document outlines the strategic and tactical direction for P&E activities for Grey Highlands. The plan is broken down into the following sections:

### P&E Strategy

- **Program Guiding Principles** – This section highlights key marketing principles that will be incorporated in every aspect of the program;
- **Goals** – Defines the overall objectives of the program;
- **Key Messages** – Outlines the main points the program will work to communicate;
- **Target Audiences** – Summarizes the main audiences we hope to influence and educate;
- **Resources** – Provides guidance as to the amount of staff time needed to successfully implement the program;

### P&E Program Implementation

- **Tactics** – Defines the tools recommended for our program;
- **Tracking** – Provides information on how to monitor the success of our program.

## P&E Program Guiding Principles

- Consistency – From design to messaging, consistency creates a recognizable campaign with greater impact making the residents aware of the campaign and more likely to change behaviours.
- Follow a schedule – Plan out P&E activities to meet the fluctuations of the year and the community, and then stick to this schedule. Recurring, regular activity will have a much greater impact than one big activity only one time.
- Tracking – There are ways to see if P&E activities are working. Tracking should be part of our program. This can include tonnage reports, website tracking, incoming call tracking, online surveys and more.
- Take advantage of valuable opportunities – Not all promotion or education must be instigated by the municipality. As opportunities arise such as community events or school presentations, take advantage of them.
- Allow for feedback loop – Community members are more likely to buy into, and participate if they feel their voices are heard. Make sure there is a 360° feedback mechanism in place to allow residents a way to express concerns, give suggestions or simply ask questions.
- Use methods that apply to the audience – No single P&E tactic is perfect for all communities. In fact, very rarely is one tactic perfect for an entire community so consider using a few tactics to meet the needs of all audiences.
- Keep it simple – Too many messages and too much information can be overwhelming. Keep it short and sweet.
- Make it about the residents – People are more receptive to information about them. Make sure the primary message is a personal one, to make it more meaningful.
- Demonstrate the outcome – It is motivating to know the effort is making a difference. Ensure people are aware they are doing a good job.
- Keep the brand pure and clean – The idea of recycling is to keep the environment (large and small) clean. This should be reflected in P&E activities as well as all the communications regarding our program.
- Be green – It is easier to be taken seriously when “walking the talk”. Be sure the whole community is recycling, including the municipal office and it’s facilities.
- Seek partnerships – P&E can be time consuming and expensive. We can possibly offset costs by taking partnership opportunities.
- Match the message – There are two types of messaging: Educational and Motivational. The type of messaging that is most predominant will depend on our program’s goals. The message must supports the end goal.

## P&E Program Goals

Each community across Ontario is working to promote participation in their Blue Box recycling program. The general **goals** of the Promotion and Education Programs are:

- Increase awareness on why we should recycle – As part of the education portion of the program, residents should be made aware of the reasons for recycling and the benefits to the individual, community and the earth.
- Increase education on what is recyclable and how – Only specific items are recyclable and ensuring a clean collection makes the recycling process better, more efficient and easier to manage. Communicating with the community regarding what is and is not recyclable will help to increase tonnage in collection and create a better program overall.
- Increase participation and therefore tonnage – Once residents understand why they should recycle, and what is recyclable the goal becomes to increase the amount that is recycled in the community. This is diverting waste from landfill and increasing percentages which can be tied to funding.

## Grey Highlands Objectives

SMART (Specific, Measurable, Attainable, Realistic and Timely) **objectives** are a great way to focus program activities and planning. The specific Blue Box recycling program objectives for Grey Highlands for the next three years are:

### Waste Diversion

To increase recycling by 20%.

### Recycling Options

We have entered into an agreement with Ontario Tire Stewardship, Ontario Electronic Stewardship, Ontario Diabetic Association to divert materials going into the landfill sites.

### Education

To educate and encourage the ratepayers to participate in the above programs.

### Pick Up

Currently have weekly garbage pickup and recycling is by-weekly. A new Request For Proposal will be issued in 2011 for both.

## Transfer Station

Evaluate Landfill Operations and have one transfer station at one of the waste sites.

## Key Messages

- Recycling is smart and easy – Sorting your household’s garbage can be a quick and simple process that is part of your daily routine. By integrating recycling into your home, you can make the process easy, while doing your part to help the environment.
  - Recycling is the fastest way to positively impact the environment. It only requires sorting your waste.
  - Recycling only takes a moment ... just drop it in the blue box. Once you have enjoyed your item, be it a carton of milk or a can of pop, simply drop it into the blue box, rather than a garbage bag, and it is done.
  - Grey Highlands has developed a program to make recycling as simple as possible for you. Contact us to find out how you can integrate recycling into everyday activities to make it as simple as possible.
- Recycling is good for you – Not only does recycling help the environment, it can have a positive impact on you and your family.
  - A cleaner environment means you and your family have a safe and healthy area in which to live and work. Recycling reduces the amount of waste in landfill, reducing the risks of water and air contamination.
  - By recycling at home, you help ensure your children, and future generations, will enjoy the clean and healthy world you have enjoyed. Children learn by example and when you recycle they will recycle too.
- Recycling is good for your community – Cleaner air and water, less waste in odorous landfill, improved funding from government groups and greener living for the whole planet, these are some benefits of recycling.
  - All communities need to carefully manage the waste they produce. Recycling helps to keep waste out of landfills that otherwise will grow and reduce the amount of community space available for residential development, parks or commercial uses.
  - When one person makes a change, it can encourage other members to follow. Your actions, and commitment to recycling, have a snowball effect. “Be the change you want to see in the world” – Ghandi
  - Your community is not only the municipality you live in. It is your province, your country and the entire earth. The changes and effort you make today can improve the lives of all members of our global community. Think globally, act locally.

## Target Audiences

### Families

Grey Highlands has a high representation of families, not only adults but also the children in our community. Integration of easy to use materials, use of icons and images for communication and keeping materials fun and light will ensure everyone can easily participate in the recycling program.

### Retirees

When dealing with retirees, there is often the time to recycle but the barrier is often lack of program understanding or a resistance to change. Communication can be an issue due to declining eyesight. Keep materials visual, simple and accessible, and ensure a phone number is available for questions or comments.

### Seasonal Residents

Cottages and seasonal residents introduce an additional layer of P&E activity to a community. This group is often affluent and educated about the environment and environmental issues. They are also often families. Communicate the need to recycle and the details of the program to this group. They are already recycling at home, simply be sure they know program details for your community as well. Integrate more P&E activity during seasonal high times of year.

### Single Adults

Households without children create less waste, making the need for recycling less obvious. Reaching this group through a “recycling is simple and easy” message and communicating “What’s in it for me” will help to make recycling more personal for this audience.

## Resources (Budget and Staffing)

Having a plan is good. Getting it done can be another matter entirely. Resources for smaller municipalities are often stretched to the breaking point, and P&E activities are often put on the back burner. The intention of this plan is to make it easier to manage what needs to be done to keep the program on track.

### Budget

To properly reach our residents with P&E activities, and to implement the recommended tactics from this plan, budget must be allocated. Best practice indicates that for most communities a budget of \$1 per household is a level to meet the needs of a well executed P&E plan. However for smaller communities, this rule would leave a budget that is far too low to complete even the smallest P&E activities. In these cases a minimum threshold budget is recommended.

The budget covers all implementation costs for a P&E program such as outsourcing design and copywriting, printing, media buy and distribution. Budget does not include staff salaries.

While the minimum recommended budget for a recycling program is \$1 per household, this is not realistic for very small communities. It is recommended you use resources to their full extent and work to increase your current budget of \$3,000 to a budget as close as possible to \$5,000.

### Staffing Resources

Smaller communities, it may not be feasible to have a single person in this role. It is therefore recommended the role be spread over more than one staffer, with one project prime overseeing all activities.

The recommended staff resource allocation for Grey Highlands is .5 FTE (Full Time Equivalent).

The time devoted to P&E activities can include:

- Media relations
- Media buy for advertising
- Coordination with outsource agency (as needed)
- Copy writing
- Program tracking
- Project management
- Website updates and management
- Community liaison

The following chart can help you divide the various tasks of your P&E program. Modify as necessary to meet your specific needs.

Task	Description	Person Responsible	Timeline



# Tactics

Below is a recommended list of tactics for the P&E program.

## Year One

- Media Relations
- General Information Piece
- Webpage
- Brochure
- E-mail Reminders
- Fridge Magnet

## Year Two

- Newspaper Advertising
- School Programs

## Year Three

- Billboards/Outdoor Signs
- Newsletter/E-newsletter

### Budget Work Sheet

The following worksheet shall be used to plan the budget for your P&E. Local suppliers will be contacted for quotes and estimates. Spaces have been provided under each year to accommodate any additional activities the municipality wishes to provide.

Year One Tactics	Budget	Year Two Tactics	Budget	Year Three Tactics	Budget
Media Relations		Newspaper Advertising		Billboards/Outdoor Signs	
General Information Piece		School Programs		Newsletter/E-newsletter	
Webpage					
Brochure					
E-mail Reminders					
Fridge Magnet					
<b>Total Budget Year One:</b>		<b>Total Budget Year Two:</b>		<b>Total Budget Year Three:</b>	

## Year One Tactics

### Media relations

Ongoing communications and building a relationship with our local media is a critical element in keeping our community informed.

News Releases should be considered for any significant change, event, accomplishment or other news about your blue box program. These simple updates are often a single page of information on an item of interest to the community, and therefore a news story for the media.

#### *Following should be considered when creating a release:*

When creating a release it is good to keep in mind that there must be a potential news story that increases the value to the reader and the chance of it being picked up as a story.

The following formula makes it easy to create news story.

- Intro paragraph: answers the 5 w's (who, what, where, when, why) key message for the story
- 2<sup>nd</sup> paragraph: offers a quote from a high-profile participant or stakeholder
- 3<sup>rd</sup> paragraph: provides more information on the story or issue
- 4<sup>th</sup> paragraph: elaborates on the effect on the community (could be through another quote)
- 5<sup>th</sup> paragraph: gives some boilerplate information on the program and municipality
- Provide a contact for more information
- Key messages for your blue box program
- Contacts of municipal resource people
- Contact list of all local media including release submission preferences

### General Information piece

An insert is usually provided with the tax bills giving information on the program and details for sorting. This is a critical element that ensures all residents are aware of our Blue Box program specifications. It will provide important details and information to assist with compliance and participation in the program.

#### *General Use*

It is important to keep it simple, easy to follow and valuable enough to retain for reference over time. It is recommended that the piece be as clear as possible, as few words as possible and be printed inexpensively on environmentally-responsible paper to allow households to have multiple copies. The information will also be offered electronically, to be even more environmentally-responsible!

*Insert shall include:*

- Collection schedule (for curb side)
- Depot locations and hours (for depot)
- Acceptable recycling containers (blue boxes, bags, etc.)
- Applicable recyclables
- Specifics including labels to be removed, etc.
- Where to get more information.

It is recommended that the piece be mass-distributed at least yearly to every household (which allows for changes in the program) as well as having easy access to additional copies in key locations around the community. These could include:

- Recreation centres
- Municipal office
- Libraries
- Waste depots (if applicable)

A single page format is recommended, no larger than 8.5" x 11". This standard size will make the piece easier to retain for reference.

## Webpage

Offering information online is not only a quick and simple way to share information; it is an environmentally-conscious choice which fits with the messaging around recycling. Hosted as a subpage on the municipality's website, this page will be referenced in all P&E activities bringing higher profile to the site, and potentially reducing the number of callers phoning to ask questions. This leaves more time for staff to complete other activities.

Design for the webpage can reflect the design for your existing municipal website however integration of elements from the province-wide blue box program is encouraged.

This is an opportunity to include more information or additional pages on recycling on our municipal website. Items to be considered:

- Frequently asked questions page
- Downloadable versions of your P&E materials
- Community recycling statistics
- Recycling tips and tricks to make it easier
- Examples of what things are recycled into
- Tips to increase recycling in your home
- How to shop recycle friendly (what to buy and not buy)
- Links to other recycling resources

The webpage has the capability to collect information on who is visiting the site, how long they spend, what pages they visit, how they found the site and where they go when they are done. This is a free tool which can be installed and will help with program tracking.

## Brochure

A program brochure would serve as a motivational piece to encourage residents to recycle. It features tips and tricks to make it easier, profiles incredible products made from recyclables and explains why recycling is good for the community and the environment.

The intention is that the brochure works in partnership with the General Information Piece to create a full educational and promotional package providing all the necessary information. Both pieces also refer to the webpage to provide more information, and the municipality contact numbers for specific questions.

The brochure can be distributed in an organic way, through events, conversations, in correspondence with audiences and as requested.

## E-mail Reminders

Using the internet for P&E activities would reduce waste, save money and ensure our message is received in a timely manner.

Creation of email reminders allows you to reach residents and businesses alike with updates, reminders and program information in real-time. This helps maintain awareness of the program and will keep recycling in the minds of all Residents.

Types of updates that might be sent to community members include:

- Program updates
- Changes to schedules (due to holidays, etc.)
- Special days
- Community accomplishments
- Events
- News about the program
- Recycling tips and tricks

This will require a sign-up option on our webpage where community members opt-in to receive our messages. The information we will need to collect includes:

- Name (first and last)
- Email address
- Permission to send P&E information.

It is not uncommon to use a contest or other incentive to encourage signing up for these communications, however keep in mind that if personal information is being collected, you must get express permission from those entering the contest to use that information for P&E activities on an ongoing basis. It is also important that a double opt-in process be used, which has them sign-up, then confirm after an email is sent to them.

## Fridge Magnet

Providing residents and businesses with an easy to understand, long-term sorting guide just makes sense. Typically significant changes to a recycling program do not occur on a regular basis, as such, it is imperative to effectively communicate changes when they do happen.

A large size magnet, with sorting lists is a resource that most people will appreciate, and keep posted where most of the recycling happens at home, in the kitchen.

Using graphics rather than words, this resource allows residents to quickly and easily reference what is recyclable. The use of images will make it accessible to those for whom literacy or visibility may be an issue including; children, the elderly and those for whom English or French is not their first language.

The recommended size for these magnets is 6" wide x 4" high. In order to keep images large enough to be easily seen it is recommended that only the top 8 items which are most often recycled be included.

## Year Two Tactics

### Newspaper Advertising

Local papers are often well read, as they feature the information that is of specific interest to local residents.

Newspapers should be used for:

- Promoting recycling in the community
- Changes to the recycling program
- Updates on program progress
- Special events or days
- Ongoing recycling awareness

Possibly we could consider doing ads with neighbouring communities for cost savings and possibly have greater impact with a larger ad.

### School Programs

Schools are often including information on the natural world and the effect human's have on their environment. This information, as well as tips on how to live green, is an important part of modern education and children are comfortable with these concepts, often more than their parents or grandparents. The knowledge of students is often taken home and can affect the household's choices and participation in programs such as a Blue Box Recycling Program.

This is an opportunity to promote what your community is doing in the area of recycling. This can include:

- Providing resource information to teachers
- Hosting school trips
- Doing classroom presentations
- Assisting with science projects

This can be an effective tool, materials to be considered: one page information sheets, colouring pages, etc. keeping in mind the age of the students and making materials relevant to their level of understanding.

Our schools draw students from many communities; this is an ideal project to be undertaken in partnership with neighbouring communities.

## Year Three Tactics

### Outdoor Signs

Large scale outdoor advertising is a great option for communities that need to spread awareness and compliance with recycling programs to a transient population. Focused on keeping recycling top-of-mind, outdoor advertising is an easy way to ensure every person that is in your community is aware that recycling is encouraged and practiced in Grey Highlands and possibly neighbouring municipalities.

It is important with outdoor advertising to keep the messaging as simple as possible, and the words as minimal as possible. Ideally no outdoor sign should have more than seven words. This is due to the short viewing time allowed when driving past these signs.

When considering placement of outdoor signs, consider these items:

- Roadside at entrance to community
- Near pedestrian areas where recycling is possible
- In common public areas
- High-traffic streets
- Urban Centers

These are all ideal locations to place outdoor advertising signs.

The design for outdoor advertising should also follow the existing design for other communications pieces as closely as possible. Using a similar design will ensure that even if the sign is not read, the tie into a recycling program is evident and the brand is recognized (increasing awareness and helping to maintain top-of-mind presence).

### Newsletter/E-newsletter

Ongoing updates about recycling in Grey Highlands are appropriate to communicate to residents proactively. A newsletter or e-newsletter is a simple and effective way to make sure all stakeholders are up to date on the program, its developments and upcoming events or changes.



Possibly deliver a newsletter two times per year; not only about recycling but expanding on other information such as:

- Snow removal
- Waste pick up
- Parks and programs
- Road work around town
- Water and waste water

The development of a newsletter would be very valuable to seasonal residents.

The newsletter can either be printed or delivered to residents in paper format, and/or, should an email distribution list be available, via email. The email option is recommended and a sign up form can be placed on your website. This not only makes the development less expensive (through eliminating printing and mailing/distribution costs), it also is environmentally appropriate since it creates less waste.

### Tactics Roll-Out Schedule

The table below executes our P&E program tactics. By scheduling these activities pro-actively, you not only have an easy, quick reference to keep the program rolling, it also helps when more than one person is responsible for the Blue Box P&E program. Blank space is provided to schedule any additional items.

Activity	Year One				Year Two				Year Three			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Media Relations												
General Information Piece												
Webpage												
Brochure												
E-mail Reminders												
Fridge Magnet												
Newspaper Advertising												
School Programs												
Billboards/Outdoor Signs												
Newsletter/E-newsletter												

## Tracking Options

Tracking the effectiveness of our P&E activities will allow for a clear Return On Investment (ROI) calculation on the funds and hours invested in the program. Best practices indicate that this is an important part of the project and integration into our P&E program can make it a simple and easy process.

There are a number of low to no cost ways to track your activities and the number of impressions they made or actions they inspired. However, it is important to keep in mind that it takes an average of seven impressions before the message or brand is remembered by the audience. That means that even though there were six previous ads or activities undertaken, only the seventh will be properly remembered by the audience.

The following are different tracking options for our P&E programs. These methods allow for a wide range of inputs to feed into the results which indicate the overall effectiveness of our program. These options include:

- Hits on website – load an analytics program onto your website to allow for tracking the traffic to your site. Google Analytics is a free program that can be loaded onto our website and will give us information such as number of visitors, which pages they visit, how long they visit, etc. This information can be useful in tracking how effective the site is, or how effective other P&E activities, that direct audiences to our site, have been.
- Tonnage changes – it is already required that tonnage is tracked for the MOE. Use this information to look for trends in your recycling program. Does it increase or decrease during certain times of the year? Why is that? Have diversion rates been increasing or decreasing? When you launch a new P&E activity, is there any change in the coming months? All of these can assist in seeing the affect that our P&E activities are having.
  - Incoming calls or inquiries – any changes to our program, be it P&E or otherwise, often drives more inquiries. Tracking the incoming inquiries would help to determine what is happening in Grey Highlands. Information to consider tracking for information:
    - Number of inquiries
    - Method of contact: email or phone
    - Subject of the inquiry
    - Response speed
- Event participation – keep track of how many people visit events you host/participate in. For events you are hosting yourself, keep track of attendees at the door. When you are participating in an event, this can be a clear indication of the effectiveness of the P&E initiatives that were used to promote the event. This can be more easily done when there is a contest or draw at the event. Following options to be considered:
  - Kids contest (colouring, creative writing, etc.)
  - Draw for a composter (from a local hardware store)
  - Give away promo items (one per household)
  - Draw for a gift basket of recycled items
  - Draw for a family oriented outdoor activity in your area
  - Litterless grocery and lunch kits

- Community surveys – it is important to get the opinions of our ratepayers on a regular basis. Conducting community surveys is an effective way to get this done. Surveys could be conducted in a variety of ways to ensure a diverse section of the population is reached. Some options include:
  - Online surveys sent out via email and posted to your webpage
  - Short survey for all incoming calls
  - Survey cards at events
  - Outbound telephone surveys completed by administrative staff
  - Focus groups

Touching base with the ratepayers is an important measure of our P&E Plan

## Program Analysis

This table maybe used to track the effectiveness of our program. Once each tactic has been rolled-out, allow some time for our ratepayers to be reached, and then record how well it worked.

Completing this table as you go will help with planning upcoming P&E activities in the years to come.

Activity	Date Executed	Effective	Not Effective	Unsure	Notes
Media Relations					
General Information Piece					
Webpage					
Brochure					
E-mail Reminders					
Fridge Magnet					
Newspaper Advertising					
School Programs					
Outdoor Signs					
Newsletter/E-newsletter					

## Appendix A: Other P&E Activity Options

### Calendars

Calendars are a good way to keep recycling top-of-mind. We may consider including tips, tricks and fun facts in addition to important information such as a contact phone number and website.

E-marketing is an important part of the modern marketing mix and should be considered for our P&E plan. While many ratepayers are becoming more and more comfortable with online communications, offering more than one option to obtain that information is pivotal to the success of our program.

For a Blue Box Recycling Program, this is even more critical, as the medium reflects the message. The Municipality will be implementing the new Waste and Recycling Mandatory By-law and this communication tool will allow for real time updates on your blue box program. More than a website, e-marketing can include:

- Blogging – an ongoing conversation posted on a website
- Facebook/My Space – building a community of those who are interested in, and passionate about recycling in Grey Highlands
- Twitter – short, concise and timely updates posted in 140 characters or less
- Online customer service chat – website based communication option allowing for the posing and answering of questions, real time in a method similar to other online chat facilities
- Email blasts/newsletter – sending out information directly to audience's inboxes regarding our program
- Feedback form

Integration of some of these options will allow the municipality to create an ongoing conversation with stakeholders in a budget friendly manner. While funds are required for the development of many of these options, once they are in place using them is very low cost, quick and simple.

### Events

Opening the doors of your recycling facilities and offices can not only attract residents who want to learn more, it can help to build buy-in for recycling throughout the community. Research has shown that for some residents not understanding how recycling works, and the benefits it brings to the community, is a major hurdle in program participation. Hosting open house events and other community events can work to overcome this issue.

Timed to coincide with a significant change or accomplishment, a special collection day or other logical event, events can be a source of community building.

For example, use Earth Day to promote recycling, invite other “green” community groups to display at an event and bring everyone together to find ways to live a more eco-friendly life.

Events do not necessarily have to be created by the municipality. We can participate in events being run by other organizations. If there is a fall fair, winter activities, music festival, farmer’s markets or other big events in our community, take advantage of these events. These events bring together many of our stakeholders and audiences and are a great opportunity to do some P&E activities.

For event participation you could consider the following:

- Create a display – this could be professionally created or homemade, just be sure it works with the rest of our P&E materials and looks professional
- Have literature on hand – bring information packages or other items that educate and motivate the event attendees
- Bring a giveaway – a recycling themed promotional item is a great way to keep you top-of-mind. Not only can these giveaways be used at events but also distributed through schools and other groups. Items should be environmentally-responsible. Consider the following:
  - Reusable shopping bags
  - Crank flashlights
  - Seed packages
  - Compostable pens
  - Small size blue boxes
- Run a contest – have a contest that is tied into the event and that will encourage visitors to our booth. This could be as simple as a colouring contest (with pages printed on recycled paper of course) that are distributed through the local school and then dropped off at our booth. They could even be used at the display.
- Use our webpage – whenever possible use your webpage as a source of information at the event and to promote visitors to the site. Use a laptop and local Wi-Fi to get access.
- Staff the display – make sure you have friendly, approachable and knowledgeable staff at the display at all times to talk to the community, and encourage awareness and participation in the program.

Events are a quick and easy way to build awareness and community support for your recycling program.

## Partnerships

With smaller communities there are often fewer resources to execute programs to our full potential. Research has shown that best practices include using partnering to meet the goals of a blue box P&E program. Partnerships allow each municipality to reach beyond their limited resources to create and deliver more from their investment.

There are two types of possible partnerships: inter-community and intra-community.

**Inter-community partnerships** – these partnerships see more than one community coming together to create P&E program materials that meet the needs of both communities. It is often the case that recycling programs in neighbouring communities are very similar, if not identical. Further, the aims of the programs are the same: to increase participation, awareness and acceptance of recycling by a larger portion of the population. It therefore makes sense that some P&E activities can be completed together.

Even when the recycling program is not exactly the same, there are awareness activities that can be done in partnership. Some activities that could be done in partnership with other communities:

- Advertising
- Rink boards
- Events
- Direct mail
- Local cable or community TV
- Contests

For programs that are the same, or very similar, consider creating then customizing these items:

- Fridge magnet
- School programs
- Flyers
- Newsletter

There are economies achievable through higher numbers in printing and distribution.

**Intra-community partnerships** – these partnerships use resources within a community to cooperatively spread shared messages. Partners can include community and service groups, government agencies, schools, faith groups, etc. These



organizations will often help with spreading the word, and promoting events, contests, etc, as it is to the benefit of their group and community.

Consider using these partners when planning your P&E activities such as:

- School programs
- Events
- Newsletter distribution

Print and radio advertising