

Promotion and Education Program 2004 - 2007

Program Area	Action	Target	2004 Work Plan
Research	Conduct surveys and focus groups/workshops	Determine attitudes and behaviours and develop key messages	2 nd Quarter
Community Outreach	Update the current public display board	Develop four themes	2 nd Quarter – develop one theme 3 rd Quarter – develop one theme
	Participate in community events (i.e. Clean Up, Green Up Event, Eco-Festival)	Attend eight community events each year	2 nd Quarter – attend one event 3 rd Quarter – attend one event 4 th Quarter – attend one event
	Erect display material at community facilities (i.e. libraries, municipal offices)	Erect display material at at least one facility in each of the municipalities	3 rd Quarter – erect one display 4 th Quarter – erect one display
	Develop competitions that reward residents for good waste minimization practices and behaviour	Hold two competitions each year	3 rd Quarter – hold one competition
	Host presentations and/or workshops on waste issues (i.e. composting, SSO)	Conduct six presentations or workshops each year	3 rd Quarter – conduct one presentation 4 th Quarter – conduct one workshop
	Develop an auditor package focusing on waste minimization in the home	Conduct 30 home waste audits each year	4 th Quarter – begin to develop auditor package
	Develop a residential waste management kit	Distribute kits to all households in the Region	4 th Quarter – begin to develop kit
	Design and produce brochures and fact sheets	Produce four brochures/fact sheets in the first year and distribute 50 of each in following years	2 nd Quarter – produce one brochure 3 rd Quarter – produce one brochure 4 th Quarter – produce one brochure
	Conduct tours of the Bales Drive Facility with community groups and interested residents	Conduct four tours each year	2 nd , 3 rd and 4 th Quarter – begin to develop the layout of the education centre

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Advertising	Insert a waste related article in local newspapers	Publish four articles each year	3 rd Quarter – investigate possibility of obtaining a Region column in local newspapers
	Insert an article in York Works	Publish one article each year	3 rd Quarter – publish one article
	Erect display material at conferences	Attend four conferences each year	2 nd Quarter – attend one conference 3 rd or 4 th Quarter – attend one conference
	Develop advertisement for blue pages	Insert advertisement on a yearly basis	4 th Quarter – begin to develop ad for blue pages
	Develop community ads	Insert advertisements in community newsletters, etc.	4 th Quarter – begin to develop community ads
	Develop a department newsletter	Distribute to community on a yearly basis	4 th Quarter – begin to develop a newsletter
	Update website content	Update content on a quarterly basis	2 nd Quarter – include information on Public Communications Strategy 3 rd Quarter – include information on Source Separated Organics program
School Outreach	Develop presentations on recycling, SSO, waste reduction	Conduct 10 presentations each year	4 th Quarter - work with local municipalities to determine content of presentation
	Research and develop an education package for primary and secondary schools	Test and deliver package with teachers	4 th Quarter – begin to research provincial curriculum
	Develop promotional material	Design and distribute posters, fact sheets, etc.	4 th Quarter – work with local municipalities and begin to develop promotional material
	Design and develop a school newsletter	Distribute newsletter to all schools in the Region	4 th Quarter – begin to design the newsletter
	Conduct tours of the Bales Drive Facility	Conduct 10 tours each year	2 nd , 3 rd and 4 th Quarter – begin to develop the layout of the education centre
Business Outreach	Host presentations, breakfast seminars or workshops on waste related issues	Conduct two presentations, breakfast seminars or workshops each year	4 th Quarter – conduct one breakfast seminar or workshop
	Design and develop a business newsletter	Distribute newsletter to all businesses in the Region	4 th Quarter – begin to design the newsletter