



JULY 2023 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

Plastic Free July is a challenge that encourages people to reduce their reliance on single-use plastic disposables, reduce plastic pollution, and advocate for long-term solutions to the plastic pollution crisis throughout July and beyond! Plastic Free July® is a key initiative of the Plastic Free Foundation, started in 2011 in Australia and was restructured in 2017 as an independent, not-for-profit charity and is now one of the most influential environmental campaigns in the world. Millions of people across the globe take part every year, with many committing to reducing plastic pollution. This July, join millions of people around the world by pledging to reduce their reliance on single-use plastic items.

Learn more at: <https://www.plasticfreejuly.org/>

MEDIA ANNOUNCEMENTS

FACEBOOK 1,243 FOLLOWERS	INSTAGRAM 1,130 FOLLOWERS	MAILCHIMP 4,705 SUBSCRIBERS	YOUTUBE 73 VIEWS / 2.5 HRS
SOCIAL MEDIA	Promos for Community Spotlight blogs, UCRRA Volunteer Programs, and UCRRA Events & Classes		
RADIO	<p>“Plastic Free July – Reduce Plastic - 2022” 54 words</p> <p><i>It's Plastic Free July. How long could you go without using any plastic? Less than 10% of the plastic produced today is recyclable tomorrow. If 90% of plastic you encounter is not actually recyclable, let's try to reduce of use as much as possible. This message from the Ulster County Resource Recovery Agency. Visit UCRRA.org</i></p> <p>“What Happens to Trash 2022?”</p> <p><i>Have you ever wondered what happens to your trash? This is Angelina Brandt, Director of Sustainability at the Ulster County Resource Recovery Agency. Our mission is to manage Ulster County's waste with a commitment to public health and protecting our environment. More than 260 million pounds of trash is sent to a sanitary landfill each year, 250 miles away. If you were to add up all these hauling trips in one year, you could drive around the surface of Planet Earth 75 times! YOU can make a</i></p>		

	difference to lower this carbon footprint by reducing, reusing, recycling, composting, and rethinking wasteful habits. To learn more, visit UCRRA.org
PRINT	<ul style="list-style-type: none"> • None this month
WEBSITE/BLOG	<ul style="list-style-type: none"> • New blog article "Community Spotlight: Habitat for Humanity" View all blog articles online at https://ucrra.org/blog/ • View all UCRRA Events online at https://ucrra.org/events-classes/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 07/27 July HHW Newsletter https://mailchi.mp/ucrra/august-hazardous-waste-event-in-new-paltz • +2 media kits requested this month (65 kits requested YTD)

OUTREACH EDUCATION EVENTS

+101 CALLS / 4.9 HOURS RECYCLING HOTLINE (07/01- 07/21) (956 CALLS/64.3 HRS YTD)	+16 ADULT PARTICIPANTS (501 ADULTS YTD)	+10 YOUTH PARTICIPANTS (516 YOUTH YTD)	+ 13.5 HOURS (100.25 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> • 07/10 MCR Training "The Waste-Climate Connection" • 07/12 MCR Training "Recycle Right" • 07/14 MCR Training "Plastic Pollution & Its Impacts" • 07/14 "Composting for Kids" at Highland Public Library • 07/17 MCR Training "Hazardous Waste & Eco Friendly Home" • 07/19 MCR Training "Intro to Home Composting" • 07/21 MCR Training "Advanced Composting Seminar" • 07/24 MCR Training "UCRRA Policies You Need to Know" • 07/26 MCR Training "Leadership Summit" • 07/27 MCR Training "Tour the UCRRA" • 07/31 MCR Training "Special Projects" 		
FACILITY TOURS	<ul style="list-style-type: none"> • 07/19 Tour for staff members of TRUE Zero Waste Green Business Council and the Center for Eco Technology • 07/20 MCR Training "Tour the Sierra Processing MRF" • 07/27 MCR Training "Tour the UCRRA" 		
EVENTS	None this month		
SITE VISITS & CONSULTATIONS	<ul style="list-style-type: none"> • 7/10 & 7/25 Conference calls with Kerhonkson Elementary School 		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • MRDC Dual Stream Recycling Signs • Event Sorting Station Signs • UCRRA Master Composter Master Recycling Volunteer Training Program 		