Don’t Trash Nevada: An Anti-litter Strategy for Southern Nevada

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Don’t Trash Nevada:
An Anti-litter Strategy for
Southern Nevada
When we try to pick out anything by itself, we find it hitched to everything else in the universe.

John Muir
Accomplishments to Date

- Draft strategic plan to be completed in October. Community steering committee provided input.

- Judicial Analysis Part 1 (of 3) is completed. Initial findings:
  - Institutional difficulties with communication – among LE, court, and central violations bureau.
  - Current laws difficult to enforce – littering must be witnessed.
  - Staffing inadequate. Less than 24 officers for 7 million acres.
  - Life & safety issues takes precedence over littering enforcement.
Clean-Ups to Date

- 6 volunteer clean-ups so far in 2006 – plan to have 9 by year’s end.
- Two clean-ups by alternative workforce crews – another scheduled this fall.
- Partnership with Abitibi Recycling
452 Volunteers / 2,228 Hours

Number of volunteers

- Jan-March 2006: 297
- April-June 2006: 155
- Year to date: 452

Number of volunteer hours

- Jan-March 2006: 1618
- April-June 2006: 610
- Year to date: 2228
If each cubic yard of waste removed by volunteers in 2006 were stacked, the stack would reach 903 feet high.
Economic Impact

Economic impact of volunteers

- Jan-March 2006: $29,204.90
- April-June 2006: $11,010.50
- Year to date: $40,215.40
Working with interagency GIS team to create mapping solutions for dump sites.

Working with interagency LE team to identify future clean-up sites.

Round 5 funds to do baseline surveys of problem, tracking results over time.
Partnered with national Take Pride program – created 5 Nevada PSAs with Clint Eastwood. 76 spots aired on local cable TV – viewed by 116,802 people.

Six local PSAs created by UNLV students and UNLV-TV. One aired on public access TV. Another will air during campaign kick-off.
Interagency Anti-Litter Team wanted a slogan that was assertive but not “in your face”:

- 20 concepts initially developed.
- Cut to 3 final designs by interagency team.
- Slogan approved by federal managers in May 2006:

“Don’t Trash Nevada”
The Campaign Mark

- Needed both a slogan and a logo-mark to create brand identity.

- Logo-mark ties all efforts together visually.

- Design had to address the following:
  - Appeal to a statewide audience to attract other sources of support.
  - Be assertive, but not “in your face.”
  - Be simple, but not benign.
  - Be recognizable.
Mark Selected

DON'T TRASH NEVADA

DON'T TRASH NEVADA
Design Rationale

✓ Strong Nevada image found in northern and southern Nevada.

✓ State animal – easily identifiable.

✓ Color scheme conducive to agency signage requirements.

✓ Public lands within SNAP agencies have petroglyphs.

✓ Attractive in black & white.
Design Rationale

✓ Complementary to other conservation initiatives.

✓ Nevada shape and petroglyph are natural choice for possible expansion into statewide effort,

✓ Background color indicative of state rock – sandstone.

✓ Slogan in a circular pattern similar to state flag.

✓ Slogan translates well into Spanish.
Campaign Goals

- Increase public awareness about the desert dumping and urban littering.
- Increase the media’s awareness of the dumping and littering problem.
- Over the life of the campaign, modify behavior to reduce littering and dumping by Clark County residents and visitors.
Campaign Objectives

- Conduct advertising and media relations activities through both controlled and uncontrolled media.
- Provide Internet presence for news, education, and information.
- Conduct public outreach activities to targeted business groups, civic organizations, and middle and high schools.
- Establish partnerships with key community leaders, agencies, and businesses for joint advertising, outreach opportunities, funding, legislative changes.
Primary & Secondary Messages

Primary Messages:

- Dumping is illegal, costly, and socially irresponsible.
- Littering is against the law.
- Desert dumping and littering are major problems in Southern Nevada.
- La Basura Es Perjudicial.

Secondary Messages:

- If not addressed now, dumping and littering will grow in severity.
- Keeping the environment litter-free is everyone’s responsibility.
- Illegal dumping raises significant health concerns.
Identified Audiences

Primary Audiences / Littering:

- Junior-high to high-school-age males.
- Local residents who frequent recreation sites.
- Fishermen.
- Tourists.
- Hunters / target shooters / gun enthusiasts.

Primary Audiences / Dumping:

- Contractors.
- Landscapers.
- Homeowners.

Secondary Audiences / Dumping:

- Boaters.
- Campers.
Campaign
Materials
The spirit of the Old West was based on neighbor helping neighbor. When a fence needed mending or a barn needed painting, local folks pitched in to help.

Today, Nevada public lands need your help. While most people are respectful and pick up after themselves, a few dump their junk and trash in the desert and recreational areas.

So, be a good neighbor to Nevada public lands and help keep our environment healthy and safe. Enjoy the Wild West, don’t waste it.

www.DontTrashNevada.org

Watch out! Today it’s not uncommon to find empty beer bottles, cigarette butts, dirty diapers, empty shotgun shell casings, and just about anything else littering the ground. Careless use of our recreational areas and public lands is harming our precious environment. And, it’s illegal.

Please avoid fines and help keep Nevada beautiful by taking pride in our natural landscape.

www.DontTrashNevada.org
Don’t Trash the Neighborhood.

Many creatures in Nevada call the desert home. As you enjoy the many recreational opportunities and rugged frontier beauty of our state, remember to respect our wildlife and public lands by taking your trash home with you, or placing it in appropriate trash bins.

www.DontTrashNevada.org

No Contamine la Comunidad.

Varias criaturas hacen del desierto de Nevada su hogar. Cuando disfrute de las múltiples oportunidades recreacionales y belleza de nuestro estado, acuérdese de respetar la flora y fauna llevándose a casa su basura, o disponiendo de ella en recipientes adecuados.

Sea un vecino responsable.

www.DontTrashNevada.org
Don’t Trash the Neighborhood.

www.DontTrashNevada.org

Funded by Southern Nevada Public Land Management Act.
ENJOY THE WILD WEST, DON’T WASTE IT

KEEP OUR PUBLIC LANDS CLEAN.

To find out how you can help, visit www.DontTrashNevada.org
DON'T TRASH NEVADA

WATCH YOUR STEP.

Please avoid fines and help keep Nevada beautiful.

Nevada's Beauty Is Everyone's Duty.

www.DontTrashNevada.org
Campaign Priorities – Year 1

- Create advertisements, posters, billboards, etc.
- Coordinate news media kick-off campaign.
- Make continuing media buys in variety of media.
- Create video package.
- Shoot B-roll video for use by media.
- Establish community and business partnerships.
- Prepare PowerPoint presentation and talking points for speaking engagements.
- Sponsor booths at environmentally themed events.
- Create photo archive.
- Assess effectiveness of campaign.
Media Campaign Kick-Off

- Official launch Thursday, October 12:
  - 10:00 a.m.
  - Lake Mead Drive (Frenchman Mountain, near fee booth).
  - Senator Ensign in attendance.
  - Clean-up event.
  - Public is invited.

- http://DontTrashNevada.org
DON'T TRASH NEVADA