

# Catawba County

## Paper Cup Outreach Campaign

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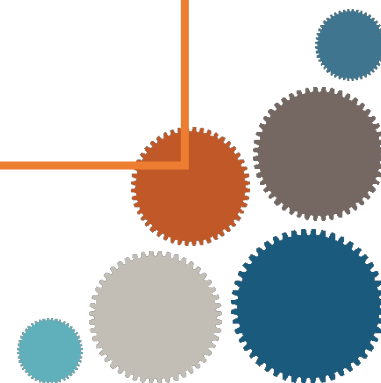


# Campaign Timeline



# From Prep to Launch

- Finalize communication plan with partners
- Create materials for distribution, including flyers, social media graphics, videos, and giveaways
- Launch pre-campaign survey to establish public knowledge
- Prepare press release
- Engage with local organizations and municipalities to update information County-wide
- Schedule community outreach events and ads (radio and newspaper)
- Social media launch





# Local Partners



# Working with local groups to get the word out

- Keep Catawba County Beautiful
  - Social media support
  - STEM Trek
  - Combine recycle education with anti-litter campaign
- Hickory Recycling Advisory Board
  - Green Fest
  - Updating city recycling education materials
- Commercial Recycling Partnership Program
  - Updating recycling information at local businesses
- Schools
  - Information packets sent to local school systems ranging pre-k – college
- Local volunteer groups
  - Churches
  - Scout groups
  - Neighborhood organizations/HOA



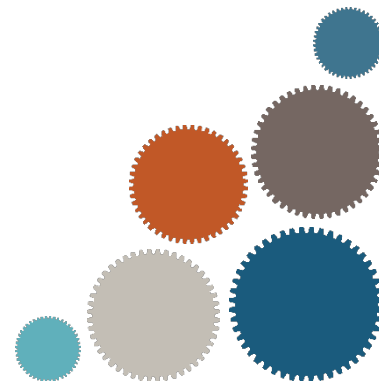


# Established Events



# Integrate campaign into standing event schedule

- HMOA Recycled Art Show
- STEM Trek
- Hickory Green Fest
- NC DOT Litter Sweep (KCCB)
- Household Hazardous Waste Events
- MRF and Landfill tours
- Cooperative Extension partnership events



# Questions?

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