A Day Without A Bag - 2010

San Diego County
Regionwide Program

December 15, 2010
Steps to Start DWAB in Your Community

1) **Determine Target Audience**
   - Students, holiday mall/grocery shoppers, city residents, ALL

2) **Develop a Message**
   - “A Greener Holiday”, “Our Holiday Gift to the Environment”

3) **Draft a Resolution**
   - Present at City Council: declare 3rd Thursday of December

4) **Build Partnerships**
   - City departments, local community groups, organizations

5) **Get the Message Out**
   - 1 month before event: online campaign, print, press event

6) **Post Event Follow up**
   - Press release on event statistics and success
Keys 2 Success

- Follow successful format laid out by Heal The Bay
- Involvement of key environmental organizations
  - San Diego Coastkeeper, I Love A Clean San Diego, Solana Center for Environmental Innovation and Surfrider Foundation San Diego
- Outreach paths: Local Solid Waste/Recycling & Stormwater Staff
- Resolution Taken to City Councils & County Board of Supervisors
- Partners
  - CA Grocers Assn, Neighborhood Market Assn, Local Grocers, Other Retailers, Large Venues, Newspaper
- Got the Message Out
  - Regional & City Webpages: www.NoBagDaySD.org
  - Pre-event press: U-T, NC Times, Coast News, Posters, Newspaper Stickers
  - Day of: Mayor’s Press event w/ giveaways, TV, Newspaper
Bag Monster Promoted DWAB
Bag Monster Goes 2 School!

**Inside:** Students/Teachers during assembly

**Outside:** Parents during student drop-off
Resolutions w/ Partners
Public Participation
Recognition

- Stater Bros.
- Ralphs
- Albertsons
- Henrys
- Seaside Market
- Trader Joes
- Vons
Give Away Locations
Reminder Buttons for Store Staff

I remembered my reusable bags.

Acknowledge ‘Reusers” - sticker
Educational Bag Insert

Plastic Shopping Bags affect your community and your environment!

Hundreds of thousands of marine animals die every year from eating or getting tangled in plastic bags. Southern California cities have spent more than $1.7 billion to restore clean water in trashed waterways.

Here are some easy choices you can make:

**REDUCE** or eliminate plastic bag use.
BYOB “Bring Your Own Bag”: Reusable, eco-friendly shopping bags are available at most stores.

**REUSE** plastic shopping bags for trash bags, garbage can liners or for pet waste.

**RECYCLE** them! Large supermarkets or pharmacies are now required to offer free plastic bag recycling. Take them to the store next time you go!
What the Public Said

- We need to do our part
- I keep forgetting my bags
- This really is important to do

What the Grocers Said

- We’re glad we participated
- People bought bags in the following weeks
- We’re seeing more people use their bags
- Our customers thanked us
“I Pledge Allegiance to the Reusable Bag”

94 Year Young “Reuser”!

Do You?!
Thank You....

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