



Organizing a Hazardous Household Waste (HHW) Collection

Special Topic: Publicity Tips

- Make presentations to schools, churches, and local community groups. Students often teach parents, so bring materials to hand out.
- Design flyers promoting your project and why the collection event should be used.
- Use local radio, television (include local cable access), and newspaper outlets for promotion and education. Develop short pieces that can be used by the media.
- Be creative! Enlist the help of a local advertising firm, if possible.
- Through advance publicity, let participants know that when a product is usable, give it to someone who will use it as the label indicates. Encourage the reuse of usable products and also the use of less hazardous alternatives.