March 2008

Nuevo Laredo Scrap Tire Collection

U.S.-Mexico Border 2012 Program

Key Guiding Principle:
Strengthen capacity of local community residents and other stakeholders to manage environmental and environmentally-related public health issues.

Four-State Regional Workgroup

(Texas - Tamaulipas - Nuevo Leon - Coahuila)

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"El Llantazo" Disposes of 40,000 Scrap Tires

As part of Dengue Prevention Week, the State of Tamaulipas Department of Health along with Nuevo Laredo's Department of Ecology organized a tire collection program March 14-16, 2008 called "El Llantazo." The purpose of the program was to collect scrap tires from backyards, creeks, and rural roads across the city to eliminate breeding sites for mosquitos that transmit dengue.

The incidence of dengue has been of great concern for health officials along the U.S.-Mexico border. In order to set the stage for resident participation, an environmental education program for children and adults about the environmental effects of dumped tires was implemented.

To further encourage community participation, Nuevo Laredo's "Llantazo" program added various incentives. These included rewarding residents with bicycles and soccer balls in exchange for scrap tires.

This resulted in the collection of 40,000 scrap tires collected in 3 days, bringing the total of scrap tires collected in the city to 125,000 from January to March 2008. Apasco Cement Plant, a partner in the project, is providing a shredder to the city and transportion of the tires to their plant for use as tire-derived fuel for their kilns. According to Ing. Gustavo Pantoja, Nuevo Laredo's Director of Ecology, the city has set an aggressive goal of removing more than one-half million tires during 2008. ■

This effort was made possible thanks in part to capacity building workshops supported by EPA, TCEQ and the University of Texas. The Nuevo Laredo project is an example of what Border 2012's capacity building efforts are achieving and the environmental results they generate.