



Youth Clean Community Challenge

Help prevent litter in your community!

Elementary school-aged groups can win up to \$500 for litter prevention programs.

Middle/High school-aged groups can win up to \$2,000 for litter prevention programs.

Litter is a problem faced by all Georgia communities, large and small; rural and urban. Many people don't understand how bad litter is in their community and that littering is a crime until it is brought to their attention. Tackling litter involves more than just cleaning it up. It means educating people about the costs of litter as well as adopting litter ordinances and enforcing litter laws. The Youth Clean Community Challenge is designed to encourage youth organizations and schools to take an active role in developing litter education, eradication/cleanup and enforcement activities.

Take the Youth Clean Community Challenge to combat litter in your school, neighborhood or community. Here's how:

Directions for Elementary School-Aged Participants

1. Register for the Youth Clean Community Challenge. Registration forms are available at litteritcostsyu.org and must be completed by January 15, 2007. Information about the *Litter. It Costs You* statewide litter prevention campaign is also available on this site. You should incorporate this campaign logo and tagline into your Youth Clean Community Challenge projects. **Deadline: January each year.**

2. Get the facts and learn about litter.

All groups participating in the Youth Clean Community Challenge must complete the three "Litter. It Costs You." activities included on this website (and on the YCCC Poster). The lessons introduce students to the three types of activities needed to prevent litter: Education, Eradication/Cleanup, and Enforcement.

3. Take action!

To receive recognition through the Youth Clean Community Challenge, groups must also take action in at least one of the litter prevention areas: Education, Eradication/Cleanup or Enforcement. At the highest level of recognition, groups will take action in all three areas. Participants must develop and implement a litter prevention activity in their community. All activities should be youth initiated and led.

Suggested action steps include:





Education

- Teach *Litter. It Costs You* activities to another class or organization.
- Create a display about litter for your school or community library.
- Create a radio or television public service announcement for your school, local media.
- Organize a poster contest with the theme of *Litter. It Costs You*.

Eradication/Cleanup

- Organize a cleanup of your school, neighborhood or another area. Schedule your cleanup in April in conjunction with the Great American Cleanup (register for free supplies at litteritcostsyu.org).
- Partner with your local Keep America Beautiful affiliate, Rivers Alive program or another organization for a cleanup activity.
- Help landscape a previously littered area to discourage future littering.

Enforcement

- Create and pass a "no littering" rule for your class, school or organization. Decide as a group on the consequences for violating the litter rule. Appoint a student as your Code Enforcement Officer to monitor littering.
- Research your community's litter laws and talk to members of the police department to find out why these laws are sometimes difficult to enforce.
- Prepare a presentation and teach another class or organization about litter laws and why they are important.
- Follow a littering or illegal dumping case from the point of citation through the court system.

4. Report Your Success!

Return to litteritcostsyu.org by August 1, 2007 to report your participation in the Youth Clean Community Challenge.

- Groups that **take action in one litter prevention area** will receive a certificate for the organization and a *Litter. It Costs You* bookmark for each participant.
- Groups that **take action in two litter prevention areas** will receive a certificate for the organization and a *Litter. It Costs You* bookmark and a Youth Clean Community Challenge wristband for each participant.
- Groups that take **action in all three litter prevention areas** will receive a plaque for the organization, a *Litter. It Costs You* bookmark and a Youth Clean Community Challenge wristband for each participant. The group will also be entered into a drawing to receive one of four **\$500** awards to help continue litter prevention efforts in their community.



Directions for Middle/High School Aged Participants

- 1. Register for the Youth Clean Community Challenge.** Registration forms are available online at litteritcostsyu.org and must be completed by January 15, 2007. Information about the *Litter. It Costs You* statewide litter prevention campaign is also available online. You should incorporate this campaign logo and message into your Youth Clean Community Challenge projects. **Deadline: January each year.**
- 2. Get the facts and learn about litter in your community.** All groups participating in the Youth Clean Community Challenge must research the litter problem in their community and identify programs and activities underway in the three litter prevention areas of **education, eradication/cleanup** and **enforcement**. Groups need to answer the following questions:

Education

- Who is providing litter prevention education programs in your community? (Include a short description of the programs in your community.)
- Who do these litter prevention programs reach?
- Have you ever attended a litter prevention education program? Where?
- Are key target audiences underserved?

Eradication/Clean-Up

- What is your community doing to eradicate litter?
- Does your community have regular, scheduled clean-ups? If so, who participates in them?
- How much does litter clean-up cost in your community?
- Does your community have a beautification program in place to help keep areas clean?
- Are clean-up efforts successful in your community? Why or why not?

3. Take action!

To receive recognition through the Youth Clean Community Challenge, organizations must take action and create a litter prevention program based on their community research. Youth should lead the program and develop concrete, measurable goals and outcomes.

The program must focus on at least one of the litter prevention areas: **education, eradication/cleanup, or enforcement**. At the highest level, the program will encompass all three prevention areas. (See the case study at litteritcostsyu.org.)



To get started, participants must conduct a litter index before and after they implement their litter prevention program. A litter index is a tool used to consistently measure the amount of litter in a given area. Directions for conducting the litter index are available at litteritcostsyoud.org in the Youth Clean Community Challenge section. The litter index is one way to measure results.

At the completion of your program, you will be asked to report on the following details:

- Scope/Description of Problem
- Initial Litter Index and Final Litter Index
- Program Goals
- Program Description
- Process Measures
- Outcome Measures
- Future Plans

4. Report Your Success! Return to litteritcostsyoud.org by August 1, 2007 to report your participation in the Youth Clean Community Challenge. **Deadline: August each year**

- Groups that **take action in one litter prevention area** will receive a certificate for the organization and a one day Georgia State Park Pass for each participant.
- Groups that **take action in two litter prevention areas** will receive a certificate and a Global Positioning System (GPS) unit for your organization and a one day state park pass for each participant.
- Groups that **take action in all three litter prevention areas** will receive a plaque and a GPS unit for the organization and a season state park pass for each participant. The organization also will be automatically entered in the Youth Clean Community Challenge awards program. Winners receive a **\$2,000** stipend to continue their efforts.

Questions? Contact:

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Ready to get started? Download your registration form today!

