

# THE LITTER QUITTERS CAMPAIGN



*A video competition and outreach campaign  
for high school students*

Holly Killian, Jefferson County Conservation District  
Hana Berres, Jefferson County Stormwater Program



# JEFFERSON COUNTY STORMWATER



- **Purpose & Mission of Stormwater**

To implement federal water quality laws that prevent harmful, non-point source (NPS) pollutants from being washed by rainwater or dumped into the local municipal separate sewer system (MS4).

- **History of Stormwater**

Laws to prohibit dumping were enacted as far back as 1800. In 1987, the National Pollutant Discharge Elimination System (NPDES) added NPS to the Clean Water Act Regulations. The Environmental Protection Agency (EPA) was created to administer programs and the enforcement required by these laws.

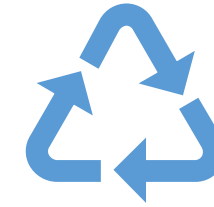
# National Pollutant Discharge Elimination System (NPDES) Permit – Public Education and Public Involvement on Stormwater Impacts



Inform individuals and groups on how to become involved in the stormwater program (with activities such as local stream and lake restoration activities). The target audiences and subject areas for the education program that are likely to have significant stormwater impacts should include but is not limited to the general public.



Evaluate the effectiveness of the public education and public involvement programs.



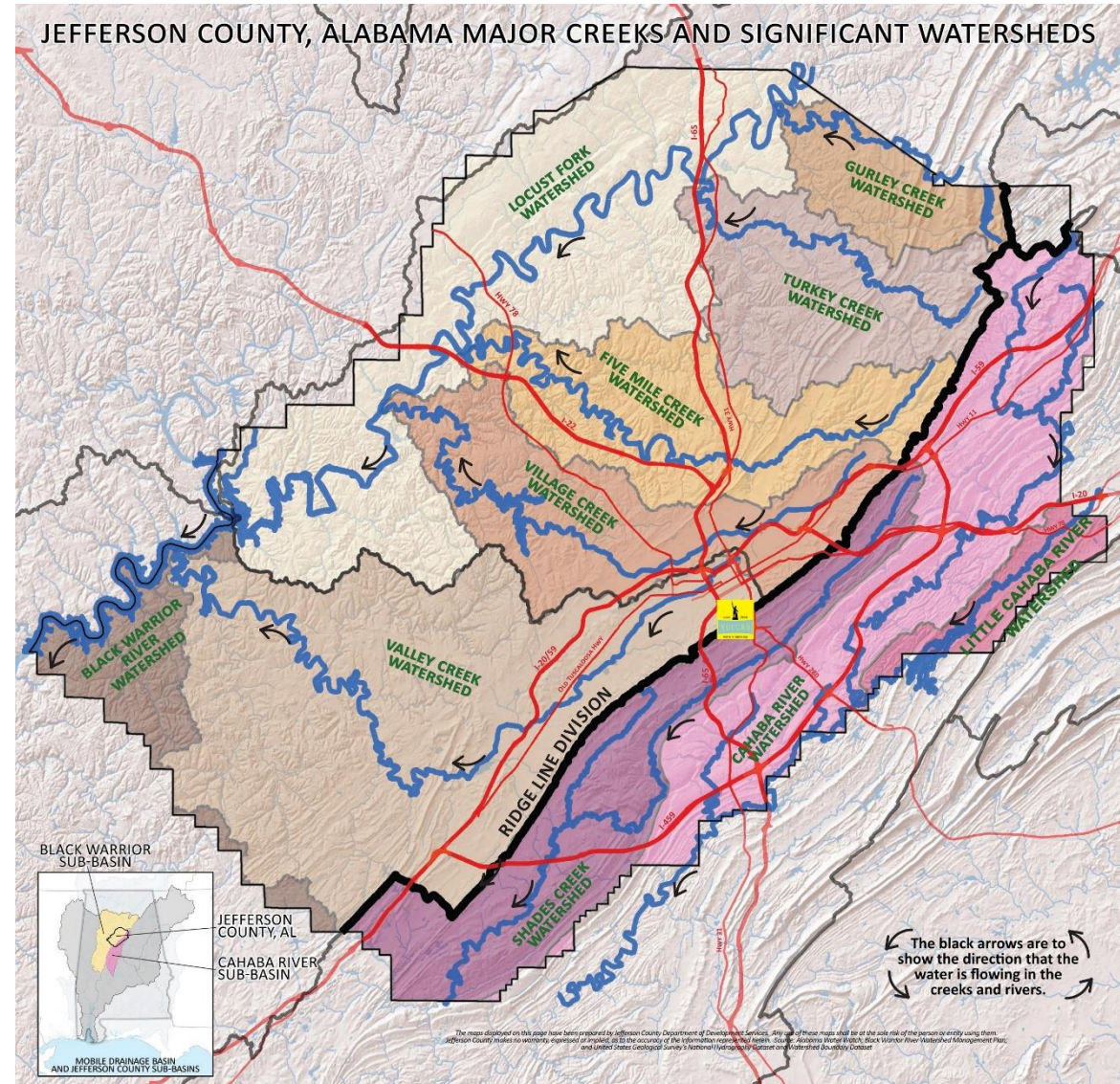
Participate in activities that target the removal of litter, floatables, and debris from a designated Municipal Separate Storm Sewer System (MS4 ) area as described in the Storm Water Management Program Plan (SWMPP).





# A WATERSHED APPROACH

- How do you address littering as a whole when watersheds don't adhere to municipal boundaries?
- Jefferson County has 11 total sub-basin watersheds, public high schools reside in 10 of them.



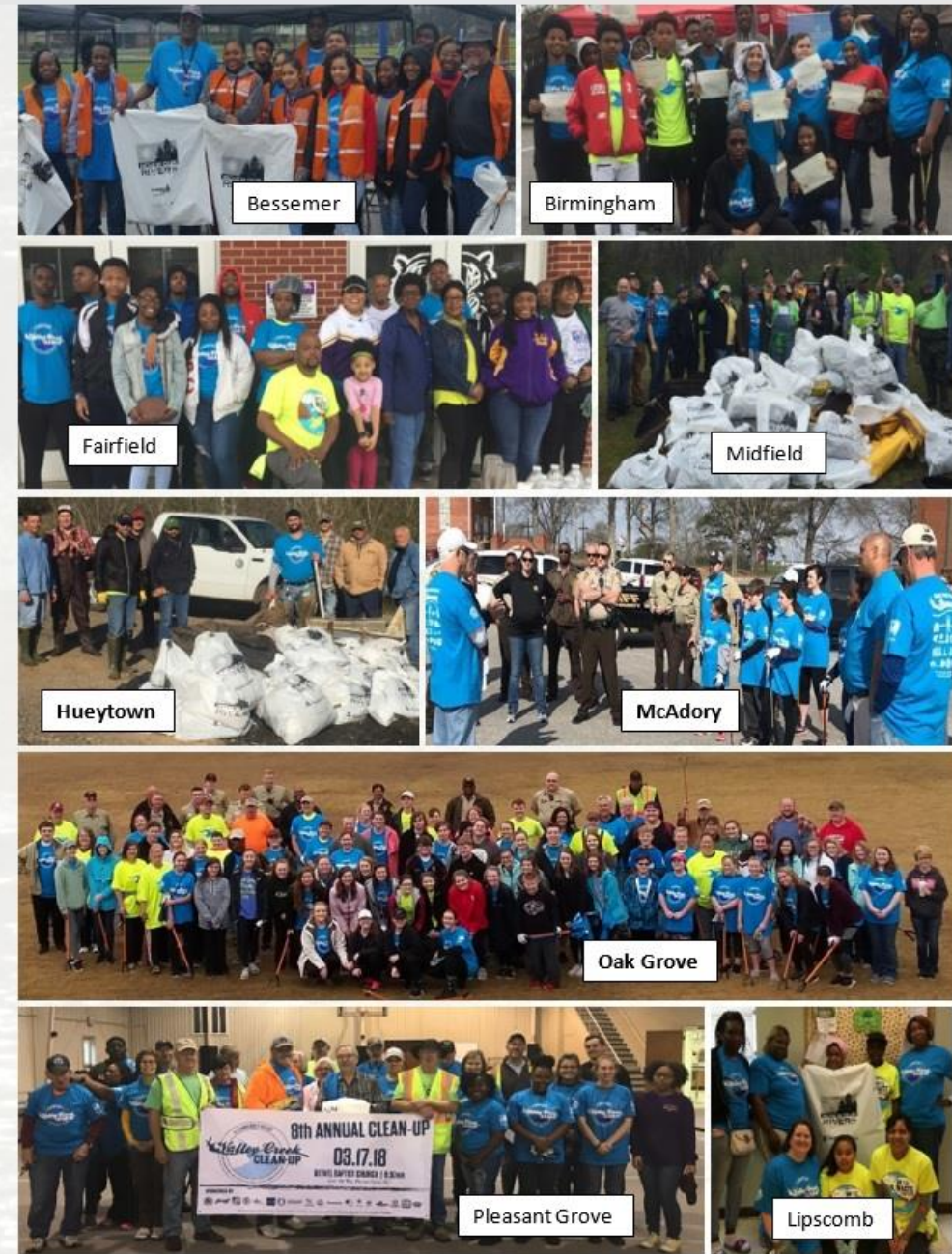




# WHAT IS LITTER QUITTERS?

***The Litter Quitters Campaign is an anti-litter and water resource protection campaign created through a collaboration of local municipalities, organizations, and businesses to encourage everyone, but especially high school students, to stop littering in Jefferson County.***

The Litter Quitters Committee formed in 2017 from a group of organizations who make it their goal to protect our roadways, lakes, streams, creeks, and rivers from litter; but wanted to expand and increase their education efforts across the county as their long and highly regarded Valley Creek Cleanup entered its 10<sup>th</sup> year.





# DEVELOPED LITTER QUITTERS GOALS

## **1. Educate high school students**

Involve high schools, inform driving age students about the negative effects that litter has on the environment, and deter these students from becoming litterers.

## **2. Provide a platform for students to become social media influencers**

Students create a short anti-litter video illustrating why the students' think littering is detrimental to the community, and the video is posted on social media.

## **3. Educate the general public via media campaign**

Partner with a local television station to create a professionally produced anti-littering message featuring students and air the message throughout the local market.





# DEVELOPED EARLY LITTER QUITTERS GUIDELINES

- Litter Quitters is an anti-litter, stormwater-protection, video competition offered to public high schools, by watersheds
- Each participating school submits one video to the Committee which reviews and approves the video contents
- The Committee uploads the submitted videos to the Litter Quitters YouTube channel
- Students push out a 12-day social media campaign to encourage family, friends, and the public to watch their video on the YouTube channel, and most importantly— “like” their video
- The videos with the most “likes” at the end of the competition win cash prizes (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and Best Overall)
- Each participating school selects 1 student to participate in a media campaign (paid TV message)



# 2018 LITTER QUITTERS SUMMARY

## PILOT YEAR

- 10 public high schools invited to participate from the Valley Creek and Black Warrior River Watershed
  - **8 videos submitted**; 3 winners declared
  - Competition was held between April 12 to 22nd, ending on Earth Day. **1,529 likes and 4,885 distinct views** with nearly **200 shares**
  - Educational presentation was given to approx. **250 students from 10 schools.**
- ABC 33/40 publicized the competition and invited the winner to appear on its morning show, Talk of AL
- Raised \$12,000 for competition from grants, donations, and stormwater programs
- ABC 33/40 edited the winning video into a 30-second paid television message and aired it on its 3 local television stations gathering **1,506,900 impressions**







# 2019 LITTER QUITTERS COMMITTEE

- Spearheaded by the Jefferson County Conservation District
- Working committee made up of Stormwater Programs, NGO, and local businesses
- Included all watersheds and public high schools in the county



Jefferson County Commission



Jefferson County Conservation District



City of Birmingham



City of Bessemer



City of Hoover



City of Leeds



Jefferson County Department of Health



Stormwater Management Authority, Inc.



Creative Directions, Inc.



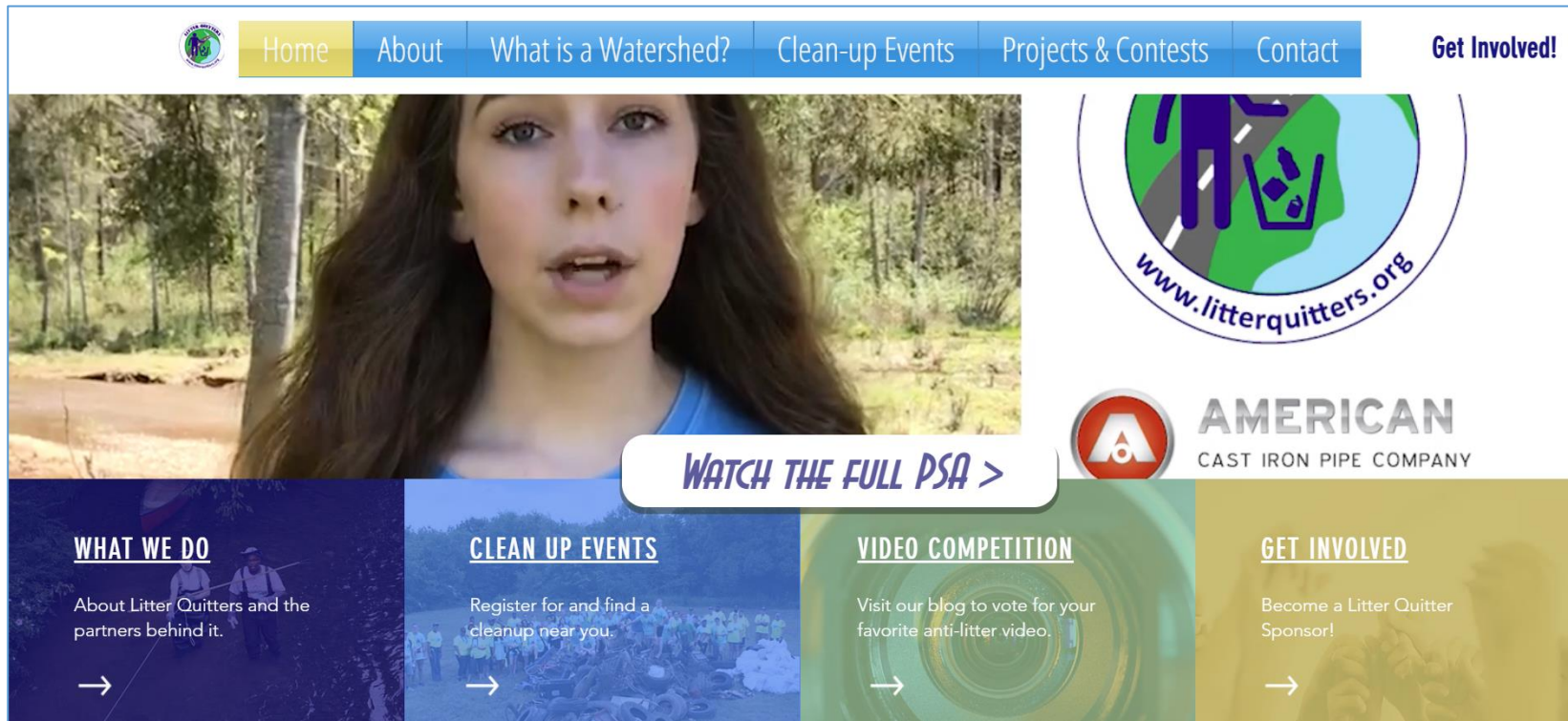
Freshwater Land Trust



Keep Birmingham Beautiful



# 2018 LITTER QUITTERS RESULTS



Participating high schools and subcommittee members found Litter Quitters to be a valuable tool in educating driving age students about the negative effects of litter.

City officials, schools, stormwater programs in other watersheds within Jefferson County requested that Litter Quitters be expanded throughout the county.

In 2019, Litter Quitters became an independent, working committee.

LitterQuitters.org website and a logo were created for 2019.





# THE LITTER QUITTERS PROGRAM ■ DEFINED

*After the success and the trial and error of 2018, the committee was able to permanently define the parameters, rules, and plan for the Litter Quitters Program and Campaign going forward.*

## Parameters defined:

- watershed approach
- 3 sets of winners in each watershed plus one overall winner
- a stormwater educational presentation

## Rules and Etiquette defined:

- communications with teachers and principals
- deadlines set in stone
- general rules
- funding schedule and process defined

## Media Strategy defined:

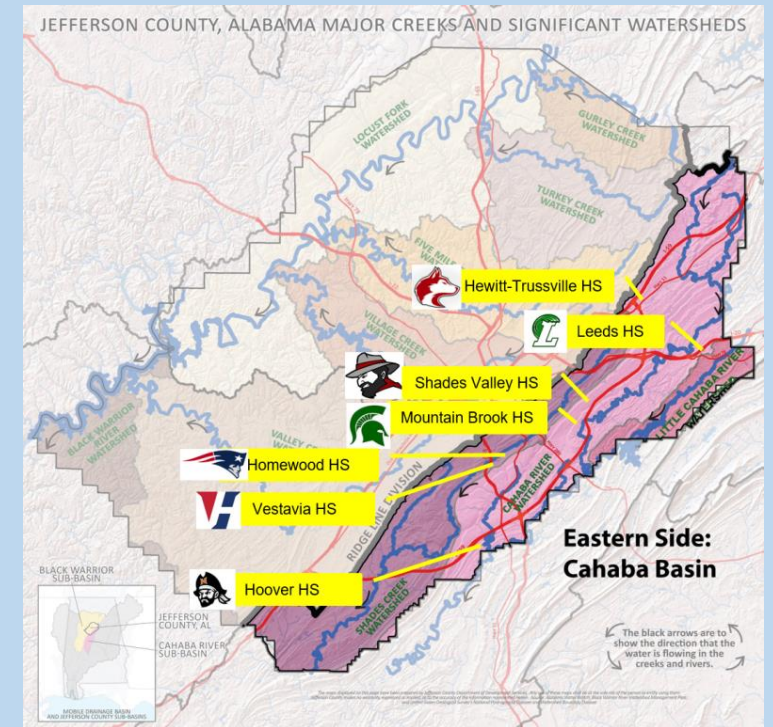
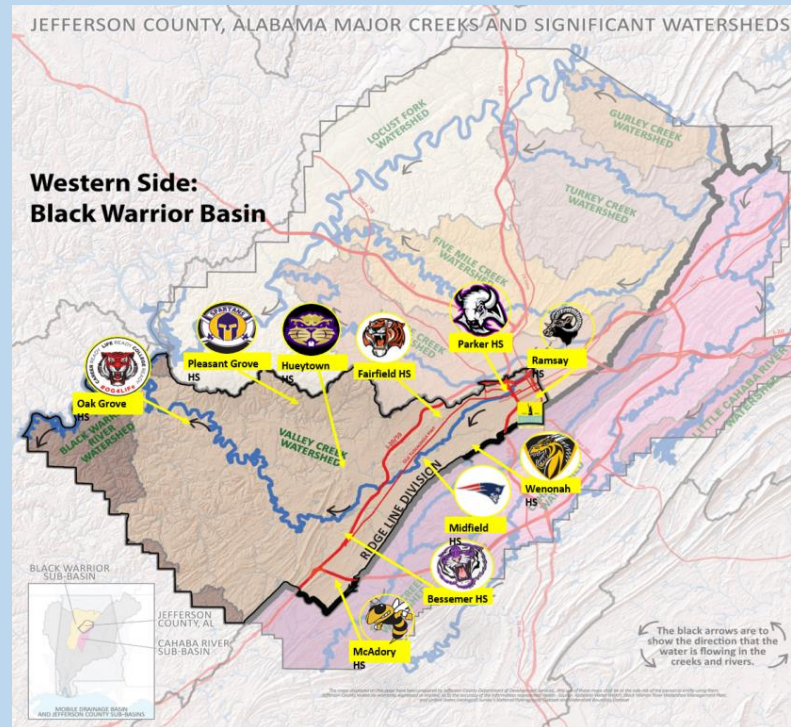
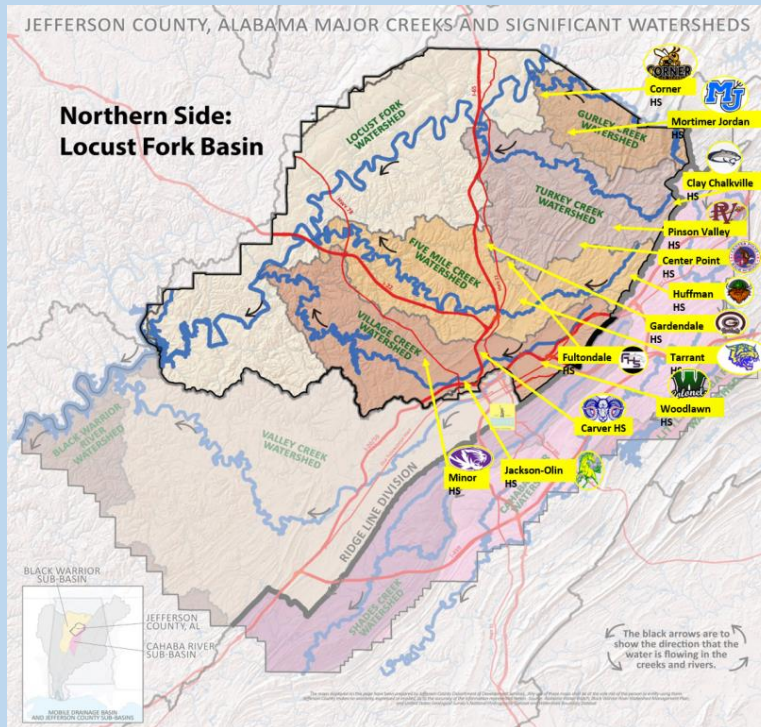
- Facebook
- website
- local news station/morning talk show
- PSA production





# A WATERSHED APPROACH

A deliberate effort was made to keep the schools engaged and focused on their local watersheds. The schools were divided into 3 major watershed basins. Each school competed for cash prizes against only the other schools in their watershed basin, thereby keeping the competition on a local level.



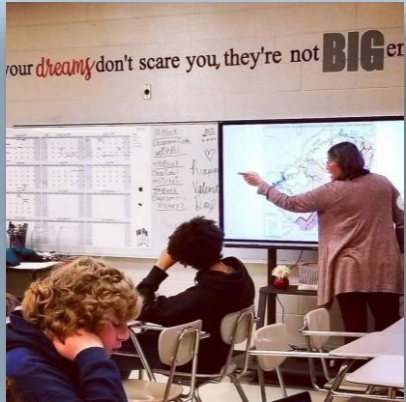
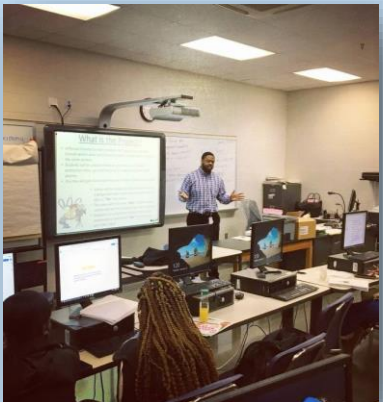




# WHAT'S IN IT FOR THE SCHOOL?

Educational presentation from stormwater professionals

- Teachable moments/Local environmental issues/solutions
- Concepts cross over and reinforce from the classroom (media, science, drivers ed)
- Students learned that their actions have a direct consequence
- Students didn't realize the actual amounts of litter in their own communities or the connection between littering on roadways to waterways
- Prize money came without strings, incentive
- Show diversity of students on local television
- Students got to integrate social media with their curriculum
- Students receive volunteer opportunities and hours for their work
- Jefferson County Commission awarded each winning school a resolution for their efforts.







# LITTER QUITTERS WINNERS







# OUTREACH STRATEGY ■ OVERVIEW



- Student Outreach—
  - Educational presentation
  - Video competition
- Community Outreach—
  - With student help, the video competition is shared with their family, friends, and neighbors
  - Students educate their family, friends, and neighbors with what they have learned while participating in the video creation
- General public—
  - Mass media outlets
  - Social media platforms



# SAME GOALS ■ DIFFERENT ROLES

## RED TAPE FUNDING



Jefferson County Commission



Jefferson County Conservation District



City of Birmingham



City of Bessemer



City of Hoover



City of Leeds



Jefferson County Department of Health



Stormwater Management Authority, Inc.



Creative Directions, Inc.



Freshwater Land Trust



Keep Birmingham Beautiful





# ALABAMA CONSERVATION DISTRICTS

- **The Dust Bowl—1930s.** About 80% of land was damaged due to soil erosion, bad farming practices, and an extended drought.
  - Instilling conservation practices vastly improved soil health.
- **Hugh Hammond Bennett— “Father of Soil Conservation.”**
  - By 1939, Alabama adopted soil conservation legislature and established the state committee.
  - Relationship with USDA-NRCS
- **Conservation District Goals & Mission**
  - Educate about conservation and agriculture
  - Promote good land and conservation stewardship
  - Assist farmers & landowners implementing conservation practices thru our partnership with USDA-NRCS
- **Partnership with many other like-minded agencies & organizations**



JEFFERSON  
COUNTY  
CONSERVATION  
DISTRICT



<https://jeffersonco.wixsite.com/jeffersonswcd>





# THE ROLE OF THE DISTRICT WITHIN LITTER QUITTERS

- **Facilitator—grant monies & coordination**
  - Coordinate meetings, follow ups, task manager, and final reports for grants
  - Act as the general POC for the project
  - Receive and disperse grant funds and other monies
  - Maintain the website, social media
  - Oversee and maintain the voting competition
  - Obtain prize money for schools (foundation)
  - Create graphics for social media and vendor booth promos.
  - Bring in and help coordination of sponsors
- **Neutral party within the county and committee**







# FUNDING CHALLENGES ➡ KEY PARTNERSHIPS

- Solo, all groups have their challenges with funding constraints, red tape, soliciting for funds, accepting donations, and consistent budgets.
- Each municipality is also tasked to *only* focus in their distinctive districts.
- But together, the Committee can overcome many of these obstacles.
- Additionally, the Committee asked the local Conservation District to become involved to assist in seeking and leveraging funding. The District has an existing relationship with a county wide 501c3 Foundation.
- **Conservation District on relation benefits:**
  - Politically neutral
  - Serves all jurisdictions within the county
  - Existing relationships with schools
  - Existing relationships with charitable companies and organizations, can solicit donations
- **Non –profit relationship benefits**
  - Tax deductible donations, 501(c)3 designation
  - Separate, non-governmental agency with fewer spending restraints
  - Can solicit financial support from the business community
  - Can apply for and accept grants and donations
  - Can give money directly to schools
- **District is uniquely positioned to serve as a facilitator for funding, engagement, and coordination**
- **Continuity with consistent anti-littering message**
  - One uniform message goes beyond municipal boundaries





# ON THE WEB

- 2020 implemented a new voting system by utilizing our website which created more direct website hits.
- The committee further defined the complete campaign on the website to foster grant and sponsoring opportunities.
- COVID pandemic allowed the committee to further develop & utilize the website.



Home About In the News What is a Watershed? Clean-up Events Projects & Contests VOTE

## The Litter Quitters Campaign



### Student Featured TV Ad

The Litter Quitters Committee partners with several local TV stations in Birmingham that feature the paid message. These ads are positioned to reach a wide range of demographics and run in a variety of time slots. Paid messages on TV are one of the most effective ways to reach large portions of the population.

Involving high schools and students in a contest to create the most popular anti-litter video in Jefferson County is a fun and effective way to help more people understand how harmful litter is to our way of life. Getting the word out to even more people is important too. When enough funding is received the Litter Quitters Campaign includes a 30-second student featured television ad, a 30-second radio spot, and digital billboards. While the videos in the Litter Quitters Video Competition get several thousand views, using the media to promote this same message through the voices of students will reach many more hundreds of thousands of people in Jefferson County over a period of several months.



Home About In the News What is a Watershed? Clean-up Events Projects & Contests

## LITTER QUITTERS PRESENTATION

Due to the ongoing COVID 19 pandemic, the committee has recorded three different versions of the classroom presentation that would normally be given by our committee members to participating schools. Feel free to select the version you would like to listen to below.

**\*PRO TIP:** If time permits, listen to all three versions to get different perspectives on the background of littering and watersheds.



**Scott Hofer & Jonika Smith**  
Jefferson County Department of Health



**Hana Berres**  
Jefferson County Stormwater Department



**Holly Killian & Direcus Cooper**  
Jefferson County Conservation District, Birmingham  
Stormwater



**WOODLAWN HIGH SCHOOL**

♥ 4857







# OUTREACH STRATEGY ■ SOCIAL MEDIA

- The Jefferson County Conservation District shares each video during the voting time frame to further outreach and encourage their public audience to engage with voting.
- ABC 33/40 created Facebook sponsored posts showing the winners being announced on the local morning show.
  - The sponsored ad also included a link to an online article.



95.7 Jamz promoted the winners on their Insta page.



*“Littering is stupid. That simple act of tossing your water bottle, food wrapper, or cigarette butt out of the car window is hurting you. Mostly in the wallet, but also in quality of life, safety, crime rate, and health. Bottom line, if you litter, stop doing it...”*



# OUTREACH STRATEGY ■ LOCAL MEDIA

- In-kind services from local Broadcasting Companies to create the paid commercial
  - Discounted spots for the commercial
- Morning Show Appearances (TofA, Good Day AL)
  - The day before the project launches, committee members appear on local morning segments to discuss the video competition and the media campaign, encouraging the public to go and watch student videos.
  - Following the competition, committee members and winners attend a morning segment to announce and congratulate winners.
- Summit Media, Radio Appearances
  - 2021-2023 allowed for more media coverage, including radio spots to promote the competition and explain the campaign to the public.







# OUTREACH STRATEGY ■ TV PSA

While the videos in the Litter Quitters Video Competition get several thousand views, utilizing the media to promote this same message through the voices of students will reach many more hundreds of thousands of people in Jefferson County over a period of several months.

The aired message is delivered by a series of diverse Jefferson County high school students. The tone of the message was purposefully edgy:

- Litter is...Dirty!*
- Litter is...full of germs!*
- Litter is...Ugly!*
- Litter can cause car wrecks!*
- Litter gets washed by rain into rivers & creeks.*
- Litter hurts fish, water and animals!*
- Litter costs a lot to clean up!*
- Littering is stupid!*





# OUTREACH STRATEGY ■ PUBLIC OUTREACH

Beginning in 2020, the Committee was able to fund billboards to further promote the anti-littering message and reach more Alabamians who drive I-65 each day.

**BE A LITTER QUITTER!  
PROPERLY DISPOSE OF YOUR TRASH!**

**Mashburn Outdoor**

**DON'T FEED THE LITTER GITTER,  
BE A LITTER QUITTER!**

**Mashburn Outdoor**

**YOU  
CAN BE A  
LITTER QUITTER!**

**Mashburn Outdoor**

**LITTERING  
SAYS A LOT ABOUT YOU  
(IT'S NOT GOOD).**

**BECOME A LITTER QUITTER!  
PUT TRASH IN ITS PROPER PLACE.**





# OUTREACH STRATEGY ■ PUBLIC OUTREACH

In 2023, we displayed messages on the back of Birmingham metro transit buses instead of billboards. This provided more media coverage. The buses drive thru the main terminal in downtown Birmingham and do not have a designated route. Their coverage is the metro-Birmingham area which includes neighboring counties.



**LITTERING**  
SAYS A LOT ABOUT YOU (IT'S NOT GOOD).  
**BECOME A LITTER QUITTER!**  
PUT TRASH IN ITS PROPER PLACE

Logos: Birmingham Litter Quitters, Freshwater Land Trust, Drummond Company, Inc., Osprey, American Cast Iron Pipe Company



# OUTREACH STRATEGY ■ PUBLIC OUTREACH

## JEFFERSON COUNTY



Litter Quitters hosts a video competition that allows high school students to become change agents by creating an anti-litter video message. #5010ED #1070

Starting in 2021, the Committee was able to purchase space in the popular Birmingham Times Magazine to congratulate the winners. Radio spots were also purchased to create a voice ad, featuring a student from a local high school.

## LITTER QUITTERS ANNOUNCES WINNERS IN VIDEO CONTEST

BY HOLLY LYNN KILLIAN  
For The Birmingham Times

"Littering is stupid! Be a litter quitter!" This is the blunt but honest message that the Litter Quitters Committee is hoping to leave with Jefferson County high school students and its citizens. Now in its fifth year, the committee aims to educate students and citizens about the negative effects of litter while also empowering students to become more actively involved in clean water promotion.

Based on a Keep America Beautiful study, the most frequent culprits of littering are young adults aged 18 to 35. This demographic is three times more likely to litter than older adults. That is why the committee focuses their attention on high school students, stopping bad habits early.

As part as the Litter Quitters Campaign, the committee hosts a video competition allowing students to become change agents by creating an anti-litter video message. Each participating school submits one video into the public competitions that runs for 12 days. The county is split into three competition zones based on watersheds.

The videos with the most "likes" win 1st, 2nd, and 3rd place in each of the three watershed zones. Given all the continued complications with COVID, the Committee was pleased that some schools were able to submit videos for this year's competition and also participate in the media campaign.

"It is always fun to see how creative the students can be from year to year. It makes for an intense competition!" says Hana Torres, Litter Quitters committee member. The committee is excited to announce the official 1st place winners of the 2022 video

whose video demonstrated both great technical skills as well as a great water protection message. This year, Homewood High School was awarded the "Best Overall" award. Congrats to all these students and teachers. They worked very hard this year and the committee is proud of all their work.

Ultimately, the Litter Quitters committee hopes to see a significant reduction in litter along our roads and waterways. Most people don't realize that litter does not stay where it was dropped. It gets carried by rain and wind to the nearest waterway—the same waterways where we get our drinking water.

Litter dirties our environment, costs a lot to clean up, lowers property values, and is even linked to the increased incidences of crime lowering the quality of life. The campaign seeks to leave a lasting impression about the negative consequences of tossing trash out of vehicles or dropping it on the ground not only to the students that participate in these video competitions, but to everyone in and around Jefferson County. We aim to change their behaviors and to make sure trash is properly disposed.

We encourage you to learn more about the Litter Quitters Campaign and how to get involved in stopping the litter epidemic in Jefferson County. Visit [www.litterquitters.org](http://www.litterquitters.org) for more information, see a listing of the upcoming local volunteer litter cleanups, hear the radio PSA, and watch the television PSA along with all the student videos. This summer, the Committee is excited to also announce our first ever TikTok Challenge available to students attending a school in Jefferson County, aged 14 to 21. Students can create a maximum 60-second anti-littering message. Two awards will be given for

**LITTER QUITTERS**  
Working together to keep our roads and streams clean!

**SHADES VALLEY HIGH SCHOOL**  
1st Place, Cahaba River Basin

**GW CARVER HIGH SCHOOL**  
1st Place, Locust Fork Basin and Best Overall Video

**OAK GROVE HIGH SCHOOL**  
1st Place, Valley Creek Basin

## CONGRATULATIONS TO THE 2021 LITTER QUITTERS VIDEO CONTEST WINNERS!

The Litter Quitters Campaign involves high schools and students in a contest to create the most popular anti-litter video in Jefferson County. This is a fun and effective way to help more people understand how harmful litter is to our way of life and getting the word out to even more people is important too.



Visit [LitterQuitters.org](http://LitterQuitters.org) to watch all of the videos from this year!



## LITTER QUITTERS

Working together to keep our roads and streams clean!

## CONGRATULATIONS TO THE 2021 LITTER QUITTERS VIDEO CONTEST WINNERS!



Visit [LitterQuitters.org](http://LitterQuitters.org) to watch all of the videos from this year!







# OUTREACH STRATEGY ■ RADIO PSA



Starting in 2021, the Committee was able to secure space on local radio station, Birmingham Mountain Radio to further promote the message to stop littering. Radio spots featured local students who participate in Litter Quitters.



Starting in 2022, the Committee was able to utilize a bi-lingual student to record both an English and Spanish version of the PSA through radio.

Committee members were also interviewed at the height of the competition to encourage people to watch the videos and check out the PSA.



# 2022 MEDIA OUTREACH RESULTS

## Flight Dates:

- June 27-August 28, 2022 (due to a political window)

## Total impressions:

- 9,010,501 (including all media)

## Total in-kind donations:

- \$41,510

## Total Student Video Likes:

- 16,234

## Total prizes awarded:

- \$6,000 (8 winners)

## Total budget:

- \$47,750

Media Outlet	Paid	In-Kind	Total Impressions
WBRC-TV-air schedule 6/27-8/28/2022	\$ 19,000.00		
Good Day Alabama-4 live segments		\$ 6,000.00	221,500
Streaming PSA's on Roku/Amazon Fire/Apple TV			61,425
PSA's at no charge		\$ 5,000.00	
Paid Commercial Schedule at reduced rate		\$ 6,500.00	5,194,600
Production of PSA	\$ 750.00		
WBRC.com feature story encouraging people to vote	\$ 1,200.00		
WBRC.com social media post encouraging people to vote	\$ 1,200.00		17,104
No charge PSA's on Bounce-TV		\$ 500.00	50,000
ABC33/40-air schedule 6/27-8/28	\$ 7,100.00		
Interview on Talk of Alabama		\$ 800.00	16,000
Paid schedule at reduced rates		\$ 2,500.00	1,093,500
WTTO CW21-air schedule 6/27-8/28	\$ 900.00		
Paid schedule at reduced rates		\$ 500.00	326,500
No charge PSA's on WTTO-24X value of \$100 each		\$ 2,400.00	
WBMA MY68-air schedule 6/27-8/28	\$ 1,000.00		
No charge PSA's on MY68 32X value of \$75 each		\$ 2,400.00	260,800
Mashburn Outdoor/Lamar -billboards-additional Ads	\$ 3,500.00	\$ 3,000.00	
I-65 at Oxmoor-Southbound			231,273
I-65 at Oxmoor-Northbound			294,048
Richard Arrington at Vulcan			33,671
I-459 Southbound at Exit 6-Bessemer			179,993
I-65 Southbound at Exit 242			9,287
Summit Media 6/27-8/28/22			
WBHJ-FM (95.7 JAMZ)- air schedule	\$ 5,175.00		
Social Media Post-WBHJ Instagram		\$ 1,000.00	
95.7 JAMZ reduced rate and no charge PSA's		\$ 3,230.00	864,000
Production of PSA's		\$ 500.00	
BMR-air schedule	\$ 2,825.00		
BMR-reduced rate and no charge PSA's		\$ 2,070.00	66,000
BMR-interview		\$ 500.00	800
El Jefe Radio-air schedule	\$ 1,000.00		
El Jefe Radio-30 no charge PSA's at \$22 each		\$ 660.00	50,000
Birmingham Times			
Article 7/14/22		\$ 600.00	20,000
Half page Ad 7/7/22	\$ 600.00		20,000
The Cutoff News			
Digital Ad		\$ 200.00	
Sub-Totals	\$ 41,100.00	\$ 41,510.00	9,010,501





# 2023 MEDIA OUTREACH RESULTS

## Flight Dates:

- May 2- July 9, 2023 (TV & radio)
- May 16-July 10, 2023 (bus ads)
- May 22-31, 2023 (print)

## Total impressions:

- 9,173,075 (including all media)

## Total in-kind donations:

- \$41,235

## Total Student Video Views:

- 16,231

## Total prizes awarded:

- \$6,000 (8 winners)

## Total budget:

- \$46,525

Media Outlet	Paid	In-Kind	Total Impressions
<b>WBRC-TV (FOX6) - 112 Total Spots Aired</b>			
WBRC-TV - 72 paid spots	\$ 19,000.00		3,903,300
PSA's at no charge (40 spots, value \$250 each)		\$ 10,000.00	
Streaming PSA's on Roku/Amazon Fire/Apple TV			106,775
Good Day Alabama-4 live interviews 5/12/23		\$ 6,000.00	200,800
Production of PSA (on location shoot/edit)		\$ 1,000.00	
Circle TV (66 spots, value \$15 each)		\$ 990.00	33,000
BOUNCE TV (120 spots, value \$20 each)		\$ 2,400.00	60,000
<b>WBMA-TV (ABC33/40) - 80 Total Spots Aired</b>			
WBMA-TV - 57 paid spots	\$ 7,080.00		918,000
PSA's at no charge (23 spots, value \$150 each)		\$ 3,450.00	
Talk of Alabama-live interview/posted online		\$ 800.00	8,600
<b>WTTO-TV (CW21) - 59 Total Spots Aired</b>			
WTTO-TV - 32 paid spots	\$ 960.00		166,400
PSA's at no charge (27 spots, value \$100 each)		\$ 2,700.00	
<b>WABM-TV (MY68) - 59 Total Spots Aired</b>			
WABM-TV - 32 paid spots	\$ 960.00		204,800
PSA's at no charge (27 spots, value \$75 each)		\$ 2,025.00	
<b>WBHJ-FM (JAMZ) - 115 Total Spots Aired</b>			
WBHJ-FM - 92 spots	\$ 5,500.00		616,500
PSA's at no charge (24 spots, value \$90 each)		\$ 2,160.00	
PSA's at low charge (34 spots, value \$75 each)		\$ 2,550.00	
<b>Birmingham Mountain Radio - 131 Total Spots Aired</b>			
BMR - 92 paid spots	\$ 2,500.00		63,700
PSA's at no charge (39 spots, value \$50 each)		\$ 1,950.00	
PSA's at low charge (34 spots, value \$35 each)		\$ 1,190.00	
Interview on Morning Blend 4/18/23		\$ 500.00	1,200
<b>LaJefa (98.5 FM) - 120 Total Spots Aired</b>			
LaJefa - 64 paid spots	\$ 1,500.00		50,000
PSA's at no charge (56 spots, value \$20 each)		\$ 1,120.00	
<b>Birmingham Times</b>			
Half page 4 color paid ad	\$ 600.00		20,000
Half page article		\$ 600.00	20,000
<b>Lamar-Bus Tail Ads</b>			
5 Bus Tail Ads at reduced rate	\$ 3,000.00	\$ 1,500.00	2,800,000
Artwork/production/installation-reduced rate		\$ 300.00	
<b>Sub-Totals</b>	<b>\$ 41,100.00</b>	<b>\$ 41,235.00</b>	<b>9,173,075</b>
Source: Television, Nielsen and Comscore May 23 book			
Radio: Tapscan May 23 book			
Media values based on information provided by media outlets			



# LITTER QUITTERS STATS

\*COVID years

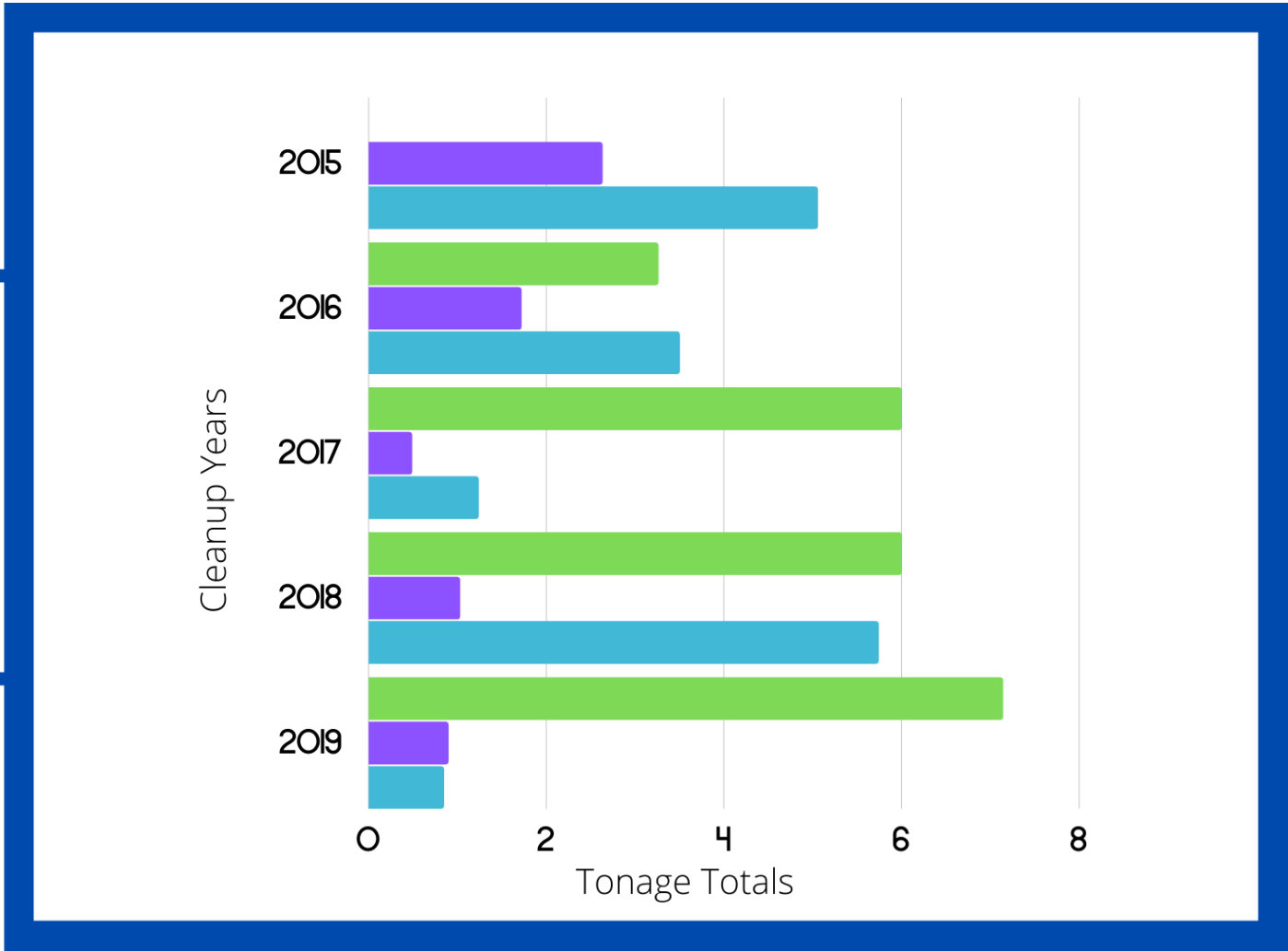
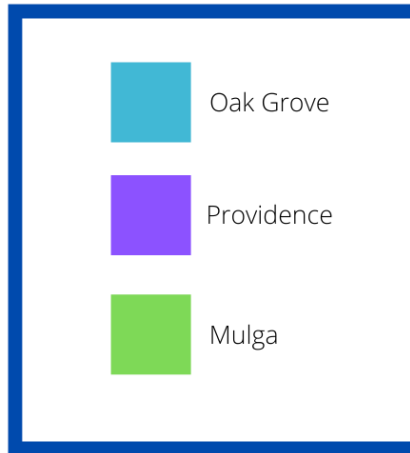
- 30 public high schools are invited to participate in the competition.
- Winners in each of the 3 basins received \$1,000 for 1<sup>st</sup> place; \$500 for 2<sup>nd</sup> place and \$250 for 3<sup>rd</sup>.
- An overall winner for the “best message” was created and awards \$1,000

	2018 (PILOT)	2019	2020*	2021*	2022	2023
<b>Funding</b>	\$12,000	\$22,600	\$21,000	\$47,000	\$47,750	\$46,525
<b># participating schools</b>	8	22	3	7	8	9
<b># Students educated</b>	250	764	512	90	87	218
<b># schools participating in PSA</b>	n/a	10	9	11	11	8
<b>Student video likes</b>	4,885 (Youtube)	35,377 (Youtube)	8,984 (LQ website)	7,716 (LQ Website)	16,234 (LQ Website)	11,622
<b>Total Outreach impressions</b>	1,506,900	3,773,900	4,976,261	9,067,162	9,010,501	9,173,075





# REAL WORLD RESULTS





# LITTER QUITTERS & LITTER GITTERS



In April 2020, the EPA awarded Freshwater Land Trust a \$500,000 grant to fund six litter gitters for three years. This included \$25,000 for Litter Quitters as an educational component of the EPA grant. In summer 2020, six new litter gitters were installed. A total of eight devices have been installed in the Cahaba River and Black Warrior River watersheds thru the EPA grant and other funding sources.



Visit <https://freshwaterlandtrust.org/litter-gitters/> for more info!





# WHERE WE ARE GOING FROM HERE

- “My body, my home, my community”
  - Jefferson County Stormwater is currently working with the local school board to implement an all inclusive activity book and cartoon short, geared towards grades k-1<sup>st</sup>.
  - On the middle school level, the committee hopes to expand the overall Litter Quitters campaign to include a mural painting project where students would compete for prizes.
- The long-term goal is to outreach to everyone possible in the community about the negative impacts litter has on our environment, health, and communities.



# LESSONS LEARNED

Yes, there are too many to list!  
Invite us back for another presentation  
or call us to chat!





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2019 Litter Quitters Entries



SOME OF  
OUR FAN  
FAVORITES!

# CONTACT US!



@litter\_\_quitters  
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