

## *Backgrounder*

### What is Litter. It Costs You?

Launched August 29, 2006, the *Litter. It Costs You* campaign is a comprehensive and unified fight against litter in Georgia. State agencies, local governments and volunteer organizations have joined together in a coordinated statewide program of education, eradication and enforcement. The campaign uses a new interactive Web site, an online community toolkit, community challenges for adults and children, advertising and public awareness programs to reach its audiences.

*Litter. It Costs You* is the result of the work of the Litter Abatement and Prevention Task Force, a public-private partnership created through an executive order of Governor Sonny Perdue on June 15, 2005.

### Goal

*Litter. It Costs You* targets individuals, businesses and local organizations to make headway in three categories since cleaning up our state will require the “three Es” -- a united effort to **educate** people about the problem, **enforce** litter laws and **eradicate** litter from our communities.

1. Education – Inform Georgians about litter, its effects on the environment, public health, economy and safety.
2. Enforcement – Implement punishments, as stated under Georgia law. Littering is a crime and must be taken seriously by enforcers and violators alike.
3. Eradication – Inspire Georgians to stop littering and join the clean-up process, while spreading the message to not litter.

### Campaign Elements

*Litter. It Costs You* is a coordinated and multi-pronged effort. To reach various audiences with an anti-litter message, the campaign offers various tools for different audiences. Through the following channels, the state hopes to bring litter issues to the forefront:

- A new Web site
- Programs for local and statewide implementation, including
  - Clean Community Challenge
  - Youth Clean Community Challenge
- Online Community Toolkit for local governments, community and other organizations
- Advertising (television, radio, print and outdoor)
- Public awareness and education components, including
  - Media outreach
  - A new anti-litter mascot
  - Education tools for classroom and home school use