

SCROLL DOWN

13. PROGRAM PROMOTION AND TRAINING.

a. Promotional Tools. List all of the tools that will be used to promote various aspects of the solid waste program. Some examples are: fliers, posters, fact sheets, electronic mail bulletin boards and messages, articles in newspapers and magazines, marquee advertisements, closed circuit television advertisements, school visits, promotional events (e.g., participation in Earth Day and America Recycles Day), and new employee and new resident orientation programs.

b. Public Awareness. Discuss ways that the

PROMOTING THE PROGRAM

All aspects of the solid waste management program require some education and/or promotion. Rather than address promotion in numerous places through the ISWMP, it can be addressed in a single section as a separate management function. Education and publicity are essential elements of a successful solid waste program. Promotion is particularly important in the areas of waste reduction, recycling, composting, and Affirmative Procurement; therefore, promotion of each of these areas should be addressed to identify how these will be promoted and by whom. The ISWMP should detail all of the ways that information and advertisements can reach employees and on-post

installation will heighten public awareness of their solid waste programs. Assign responsibilities for outreach programs to the appropriate personnel or activities. Some examples follow.

WHY PUBLIC AWARENESS?

Public education is an integral part of a solid waste management program, particularly a recycling program. On most Army installations, the public has daily interactions with the soldiers and civilians who work there. Waste-generating operations directly affect both the workers and surrounding communities. Legislation such as the Emergency Planning and Community Right to Know Act has reinforced the need to keep our neighbors informed of our activities, and has heightened the general awareness of the public sector.

(1) **Public Meetings.** Document plans to attend and/or hold public meetings on solid waste management issues as they relate to health, safety, or other environmental concerns at the facility or in the surrounding community.

(2) **Community Events.** Describe the installation's involvement in community-sponsored events such as Earth Day celebrations, America Recycles Day, and pollution prevention fairs.

(3) **Media Information.** Identify potential sources for news releases. Sources may include installation or local newspapers, closed circuit or local television stations, and/or magazines. *(NOTE: Events such as elimination of a waste stream, attainment of waste reduction goals, recycling initiatives, or positive progress in the recycling program are examples of newsworthy items.)*

(4) **Schools Outreach Programs.** Identify current programs and potential opportunities to participate in functions at local schools, such as science fairs, school presentations, poster coloring contests, recycling drives, and mentoring programs.

c. **Promotional Strategies by Program Area.** This section should identify the activities or individuals that are responsible for promoting each of the following program areas: source reduction, Affirmative Procurement, recycling, and composting. Also, for each program area, identify other offices that will assist and support the dissemination of information and advertisements. Detail promotional methods specific to each program area. Examples of specific methods for different program areas are: using building points of contact (monitors) to disseminate *recycling* instructions, advertising free *compost* mulch to on-post residents, including *Affirmative Procurement* as a topic in the credit card purchasing training, and providing a list of consumer *source reduction* measures to housing occupants.

TRAINING - WHAT YOU NEED AND WHERE TO FIND IT

Proper and relevant training is integral to the success and safety of solid waste management operations and recycling programs. Training programs may be in the form of formal training courses, correspondence courses, hands-on applications, or attendance at seminars and conferences. The following are examples of training that may be beneficial to installation solid waste management personnel.

Recycling. Training the recycling manager keeps him/her informed of new technologies and opportunities to recycle or otherwise reduce wastes. A recommended source is the National Recycling Coalition/Office of Federal Environmental Executive annual conference, held each year in September. The ALMC offers a Defense Metal Identification and Recycling course for recycling managers. Also, AEDA training is offered by the U.S. Army Corps of Engineers for identification/segregation of firing range scrap in QRP. Call (256) 895-7448 for information.

Buy Recycled/Affirmative Procurement. Training on this subject is designed for environmental staff, procurement and logistics personnel, government credit card holders, and contracting officers. USACHPPM [(410) 436-2024] has developed an onsite AP seminar available to all installations and facilities. Maryland Environmental Services [(410) 974-7254] in conjunction with the Buy Recycled Training Institute [(202) 861-6739] also offers training on buying recycled.

Solid Waste/Pollution Prevention. Solid waste management alternatives, new technologies, and P2 initiatives are rapidly changing areas. Recommended sources are the Solid Waste Association of North America annual conference (WasteCon), the Joint Services Pollution Prevention conference, and the National P2 Roundtable conference. Conference information is available through the Defense Environmental Network Information and Exchange (DENIX) web site, at <<http://denix.cecer.army.mil/denix/denix.html>>. The ALMC also offers a course on P2 in the Acquisition Process <www.almc.army.mil>.

New Employee Training. Training programs for new employees may include sections on source reduction, recycling, Affirmative Procurement, and overall environmental awareness. The ALMC offers basic environmental training courses <www.almc.army.mil>

Specific Job Training. Specific training and/or certification may be required for certain job descriptions, such as asbestos work, solid waste handling, operation of machinery (such as balers or crushers), and transportation of wastes.

d. Training.

(1) Identify jobs in solid waste management that require job-specific training. Describe how training is accomplished and tracked.

(2) Document current or planned training events or programs associated with solid waste management.

(3) Describe aspects of solid waste management that are addressed in new employee and new resident orientation programs.