

CHICKERELL LITTER PROJECT ACTION PLAN 2009
MESSAGE STRATEGY / 10 Month Programme

OBJECTIVE To Ensure Everyone Practices The Litter Codes

Each Month has it's own objective & special message. That message is presented to every household encouraging residents to spread that message throughout the community. To enhance the message other activities and initiatives will take place in the community.

THE TRAFFIC LIGHT SYSTEM explains how the Action Plan sets out to achieve the overall objective.

PART 1. INFLUENCING & PERSUADING

Stage 1.	March		Introduction to campaign
Stage 2a.	April.	stop	Think of the consequences of dropping litter.
Stage 2b.	May.	stop	Think of the consequences of dog fouling.
Stage 3.	June.	get ready	Know the litter codes.
Stage 4a.	July	GO	Find a Bin & Put it In.
Stage 4b.	August	Recap	How are we doing?

PART 2. LITTER LAW AWARENESS.

Stage 5a.	September	GO	Don't break the litter law /Be a good citizen.
Stage 5b.	September	GO handler.	Dog fouling laws awareness / Be a good dog
Stage 6.	October	Caution	To those not persuaded, Warnings.
Stage 7.	November	Stop	Dropping litter or you could get a fine.
Stage 8.		ONGOING	/ Permanent Structure - Reviews & Reminders.

SCHOOLS INVOLEMENT - 3 sources of getting the message;

working in parallel with the community at each stage.

1. At school receiving the message in the weekly assembly's
2. Special parents message / ask schools to give to each pupil to take home.
Encourage parents to discuss issues with their children.
3. Communication in the community.

For full details please contact:

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