



Steps for Starting DWAB in Your Community

1) Determine your target audience: Are they students, holiday mall shoppers, residents of entire city, all of the above?

2) Develop the message: *Example: "A Greener Holiday" We will be offering a gift (a reusable bag) to shoppers so they can give back to the environment.* Must be educational and connect single-use bags (both paper and plastic) to the litter problem.

3) Draft a resolution and present to school council, city council, board of supervisors declaring 3rd Thursday of December "Day Without A Bag."

4) Build partnerships early with environmental groups, elected officials and businesses.

- Encourage reusable bag manufacturers, grocery stores and other green businesses to donate bags
- Identify existing government resources and programs
- Identify venues and site captains

5) Getting the Message Out

One Month BEFORE event

Alert public about event, when, where, why, etc.

- Online campaign
- Print coverage
- Op-ed commentary

Media Outreach Day of Event:

Press conferences held at 2 large, high-traffic sites with elected officials, retailers and nonprofits.

- Print coverage
- TV coverage
- Radio coverage



Heal the Bay

www.healthebay.org

Sample Resolution to present to your Student Body or City Council

Resolution [XXX]

Recognizing the Third Thursday of December

as A Day Without A Bag throughout the [Name of City, County, OR School]

WHEREAS, each year, approximately 19 billion plastic carryout bags are used in California; and,

WHEREAS, in the United States, less than 5 percent of plastic bags are recycled; and,

WHEREAS, the indiscriminate littering of plastic bags is an increasing blight problem. Plastic bags create significant litter problems for [Name of City, Town or School] streets, beaches, and the marine environment; and,

WHEREAS, marine animals, and countless fish die annually through ingestion of and entanglement in marine debris, including plastic bags; and,

WHEREAS, each year, the State of California spends approximately \$25 million to landfill discarded plastic bags; and,

WHEREAS, the [Name of City, County or School] has set solid waste reduction and recycling goals, and is considering joining other municipalities in taking action against the unchecked proliferation of plastic bags; and,

WHEREAS, paper bags, while biodegradable, contribute to greenhouse gas emissions, deforestation and water pollution from the production process.

WHEREAS, reusable bags contribute towards environmental sustainability over single-use plastic and paper single-use bags; and,

WHEREAS, Heal the Bay and its community partners are urging shoppers to forego single-use plastic and paper bags in favor of reusable tote bags to recognize A Day Without A Bag; and,

Therefore be it RESOLVED, that the [City Council or Student Body] hereby recognizes December 18th as “A Day Without a Bag” in [Name of City, County, or School].

I hereby certify that this resolution was adopted by [XXX] on _____ (date)_____