

THE BIG CLEAN

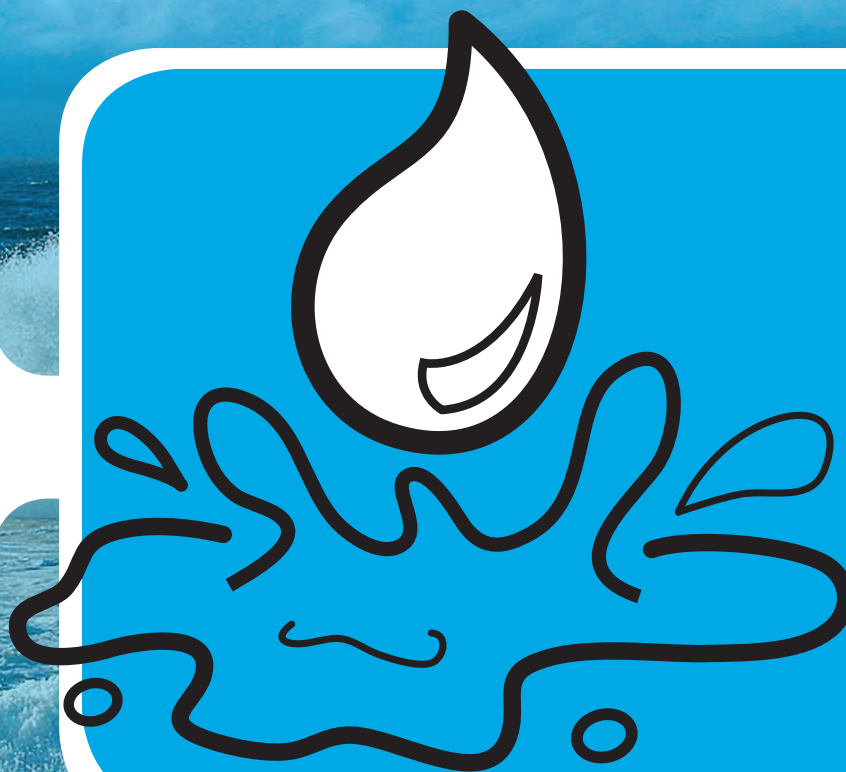
ACTIVITY GUIDE



Want to be a part of
SOMETHING BIG?



Join Disney's Friends for Change, the Association of Zoos & Aquariums (AZA), and The Ocean Project to celebrate our world's oceans by taking part in The Big Clean to Help Your Local H2O!



ASSOCIATION
OF **ZOOS &**
AQUARIUMS



WHY WORRY ABOUT WATER?

Our oceans account for nearly $\frac{3}{4}$ of the Earth's surface—making for a huge habitat that needs our help protecting. We all rely on the ocean and waterways for the air we breathe, the food we eat, and of course, the water we drink (not to mention all the fun that comes along with it, like swimming, snorkeling and fishing). And every living creature—from coral reefs to whales and hummingbirds to grizzly bears—relies on clean, healthy water to live and function well in its habitat. Helping your local H2O is good for your neighborhood and for the planet.



If 500,000 kids each cleaned up a stretch of beach about 10-feet long, together they could remove debris from 1,000 miles of beach—the distance from L.A. to Portland, Oregon!

Visit your local AZA accredited aquarium or zoo (www.aza.org/world-oceans-day) to learn more about oceans and local waterways. To find out how you can Help Your Local H2O and register your World Ocean's Day event, visit www.worldoceansday.org!

WHY ORGANIZE A CLEANUP?

- Organizing a cleanup can improve waterways in your own backyard and connect you to your local community
- By doing your part for The Big Clean—picking up litter and improving conditions for local wildlife—you set an example of being green, making a positive impact on the waterway and on the community
- YOUR actions cause a chain reaction, encouraging your friends, family and others to join in
- Spending the day outside to Help Your Local H2O is fun and rewarding
- And when you Help Your Local H2O, it impacts other waterways near and far!

This activity guide, inspired by The Ocean Project, will help you create a Friends for Change cleanup event in your town!



WHERE DO YOU BEGIN?

Here are 9 Actions Steps to Help You Prepare for The Big Clean:

- ☐ **Select a Site**
Which Local H2O will you choose for your cleanup? Contacting your local AZA-accredited aquarium or parks department is a great place to start. Maybe there's a special stream, lake, pond, river, bay, wetland, ocean, or other waterway that needs your help. Cleanups can be held in local, state, and national parks, or even on private property. Collaborate with local organizations involved in your site. There may be long-time volunteers and local experts to work with—making it a win-win for all involved.
- ☐ **Get Permission**
Whether your cleanup is on a public or private waterway, written permission is a must. Partner with a parent or adult group leader to make sure you have all necessary permits and approvals in place in advance of the cleanup date.
- ☐ **Pick a Cleanup Coordinator**
Having a leader in charge really helps. Don't worry, the Cleanup Coordinators don't have to do ALL the work; they can delegate tasks, including the creation of a Cleanup Committee! This group should meet a few times before the cleanup to share ideas, discuss potential issues, and assign responsibilities to each Committee member.
- ☐ **Make a Date**
Decide on a cleanup date and time at least 8 weeks in advance of the event (average cleanups run about 4 hours). Are weekends best for your volunteers? If so, make sure it's not a holiday weekend. Will it happen rain or shine? You decide—you'll be working in a waterway, so might as well plan to get wet! Also, make sure any equipment you borrow will be available.

TIP: Consider planning your event around a national cleanup day such as World Oceans Day on June 8, 2010, or International Coastal Clean Up Day and National Public Lands Day, both on September 25, 2010. If your event is planned on or before World Oceans Day, make sure to register your event online at www.worldoceansday.org

- ☐ **Scout It Out**
Scout your site before the cleanup event to understand just how much there is to clean up and what kind of interesting waste awaits (you may need special gloves or protective gear). If you're doing coastal cleanup, check the tide table (you want to be swept away by the sheer amount of volunteers but not by the tide!). Then, come back a couple of weeks before the big day to map litter disposal locations for your cleanup crews.
- ☐ **Decide Where to Recycle and Trash the Trash**
Recruit an adult volunteer to help you with the transporting and disposing of trash and recyclables. Contact the local recycling center and waste disposal facility to find out hours of operation, acceptable items, and advice on:
 - Disposing of trash bags & recyclables
 - Removal of large items (e.g. appliances, tires)
 - Removal of hazardous waste (e.g. paint cans, batteries)

☐ Recruit Your Crew + Create Teams

At least 6 weeks before your cleanup, recruit a solid crew of volunteers. Anyone can help—from friends and family to local businesses, watershed and community associations to after school groups—get everyone you can. And always clean with a team—nobody should work alone. Assign Team Captains to coordinate their crews on cleanup day. No shows will happen, but be sure to recognize and appreciate those who do show.

☐ Gather Equipment + Supplies

Provide Team Captains and Cleanup Crews with:

- Sunscreen and first aid kits
- Large trash bags and boxes for recyclables
- Work gloves and/or disposable plastic gloves
- Rakes, shovels, and/or litter poles
- Flagging tape to designate cleanup sections
- Data sheets (to record all litter found by type and number), this info can be reported to media after the event
- Maps including each team's assigned section, litter drop zones, and directions to the central meeting place
- Water and snacks (ask a local business to donate or have volunteers bring their own)

☐ Promote Your Event

Awareness of your event will help gather volunteers and show your community you care. There's so much you can do to spread the word and make yourself heard, such as:

- Create an email using the template provided in this activity guide. If you are planning a clean up with a local organization, get its permission to post announcements online or via e-newsletters
- Write & send out press releases to local media
- Invite media to attend
- Invite a local politician or celebrity to speak or work at the event



**MAKE
A WAVE!**

THE BIG DAY HAS ARRIVED, NOW WHAT?



After lots of planning and anticipation, The Big Clean is finally here! Here are some tips to help the big day run smoothly:

- ❑ Have volunteers sign in when they arrive at the central meeting place
- ❑ Once the group arrives, the Cleanup Coordinator can introduce Team Captains who will assign cleanup sections, point out trash deposit stations, highlight any hazards (i.e. volunteers should wear gloves and be cautious about picking up glass and other hazardous materials), and show volunteers how to separate recyclables from trash
- ❑ As teams collect trash, they should leave all filled bags at their starting point
- ❑ Work with your partner organization to make a plan for removal and disposal of the collected trash
- ❑ All volunteers should return to a central meeting place at an assigned time so all teams and all volunteers can report in on their findings

Track + Report Your Success

Let your big efforts toward The Big Clean speak for themselves by tracking your success on event day. Your impact in numbers will speak volumes! Before disposing of your cleanup waste, Team Captains should work with volunteers to:

- ❑ Count how many bags of trash you collected, or note the total weight of disposal at the local waste facility
- ❑ Calculate how much area you covered with your cleanup (i.e. how many miles of beach for an ocean cleanup, how many acres of a riverfront park)
- ❑ Include the above information in a post-event press release to local media and in an email or thank you card to volunteers

Party Time!

You just Helped Your Local H2O with The Big Clean in a really BIG way, and you deserve to celebrate! Offering snacks and refreshments is a great way to say thanks (and hand sanitizer wouldn't hurt). You can even get creative and give awards for the "biggest hauler," "best dressed mess," or "speediest collector."

Once your cleanup is a wrap, make sure to report your green actions and send photos to World Oceans Day at info@theoceanproject.org or Ocean Picture of the Day at www.theoceanproject.org/opod.

Then visit www.Disney.com/projectgreen to update your action checklist and keep those green actions coming!

E-MAIL TEMPLATE

Create an announcement for your cleanup using the email template below. Provide extras like photos, a list of threatened or endangered species, or other local facts about your site to personalize your announcement.

Subject:

Help Your Local H2O: _____ (site location)

Headline:

Join me/ us in supporting Disney's Friends for Change and The Big Clean to Help Our Local H2O!

Text:

Want to protect _____ (name of site) and keep our local waters clean and healthy? I am/We are working together to organize a cleanup in our own backyard. Join me/us and other volunteers to Help Your Local H2O!

Event Date & Time:

Location:

Contact:

Thanks in advance for showing your local H2O that you care and look forward to seeing you there! Let's make a wave of a difference together!

SAVE H2O 2GETHER!

