

A person is seen from the side, carrying a large white reusable shopping bag. The bag is filled with various items, including green apples, a banana, and a clear plastic bottle of oil. The person is wearing a grey long-sleeved shirt with white polka dots. The background is a blurred outdoor market scene with various stalls and produce.

Communicating NJ's Plastic Pollution Reduction Law

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Coalition for the Delaware River Watershed



What we do

- Federal and state advocacy
- Messaging and communications support
- Convene stakeholders



LIFE



Throwaway Living

DISPOSABLE ITEMS CUT DOWN HOUSEHOLD CHORES



Communications Strategies

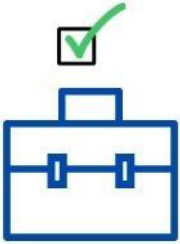
NJ's Plastic Bag Ban

COMING MAY 2022

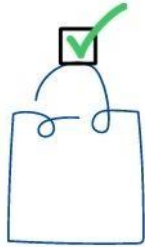
KEEP BAGS:



at home



at work



in your
purse



in the car



in your
backpack

[HTTPS://WWW.NJ.GOV/DEP/PLASTIC-BAN-LAW](https://www.nj.gov/dep/plastic-ban-law)

- Op-eds to local papers
- Press releases/announcements
- Social media
- Graphics/flyers
- Events



Coalition *for the*
Delaware River
Watershed

CHOOSE TO REFUSE

SINGLE-USE PLASTIC
PLASTICFREEJULY.ORG

Communities around the globe are concerned about plastic ending up in landfill and polluting the oceans ... that's why 250 million people worldwide are choosing to be part of Plastic Free July

Will you join the challenge?

Please join our effort to help the environment. Choose to refuse single-use plastic during July.

Yes, I will join
the challenge!

1. Visit our website

■ plasticfreejuly.org

2. Choose what you will do

- Avoid single-use plastic packaging
- Target the takeaway items that could end up in the ocean
- Go completely plastic free

3. Choose the length

● 1 day ● 1 week ● 1 month ● Always



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Watershed

AVOID WASTE. PROTECT THE OCEAN. SIGN UP AND BE PART OF THE SOLUTION. PLASTICFREEJULY.ORG

ton, NJ 08608 | (609) 427-3007 | www.DelRiverWatershed.org

Keep 
Australia
Beautiful
 WA



PLASTIC 
FREE JULY™



Beach Clean-up & Morning Tea

official event opening by PFJ founder Rebecca Prince-Ruiz



Town of Cottesloe



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Delaware River
Watershed

118 W. State Street, Trenton, NJ 08608 | (609) 427-3007 | www.DelRiverWatershed.org

Solid Waste & Recycling Newsletter -

07/23/2020

Solid Waste & Recycling Newsletter

Plastic Free July: Updates from our Participants

Kayla's Goal: Reduce plastic meal packaging, beverage jugs, and toiletries

"One of my goals during Plastic Free July was finding and using sunscreen that doesn't come in a plastic tube or bottle. After a lot of research I found the choices were limited, so I decided to contact sunscreen companies to start a conversation about their packaging. I personalized and tailored each correspondence, making sure to research the company beforehand to include persuasive facts about their sustainability practices and sunscreen usage facts in general. I contacted...

- **Four major sunscreen brands** and another major skin care brand that offers sunscreen and focuses on sustainability. Within a few hours, I received general replies from three of these companies. A few days later I received a similar reply from the fourth company.
- **A smaller sunscreen company with sustainability in mind.** They informed me of positive strides they've made with their sunscreen containers, such as incorporating post-consumer recycled content, and challenges they faced in moving away from plastic packaging. I now plan to delve into this further as it may be part of the reason why plastic packaging is so prevalent for sunscreen. They were also open to future suggestions about this topic.
- **A small business that offers plastic free options.** They don't sell sunscreen yet but informed me of their interest in reducing their plastic use potentially through offering a refill option.

Prior to this experience, I had never directly contacted a company about environmental issues and found it to be inspiring, especially when I heard back, and would encourage others to do the same. I always thought, 'they'll never listen to me', but my experience showed me companies are willing to listen and share thoughts and experiences to start a conversation in an effort to make positive changes for the future of our environment."

Nasibah's Goal: Reduce plastic use in the kitchen

"Before starting this challenge, I couldn't help but notice how much of my avoidable plastic waste was related to food and the kitchen. I really wanted to challenge myself to reduce as much of that as I could by making my own foods and beverages and seeking out bulk, package-free products. I'm still working on getting my oat milk recipe just right, but in the meantime, I've been experimenting with making a few other plastic-free drinks and foods at home."



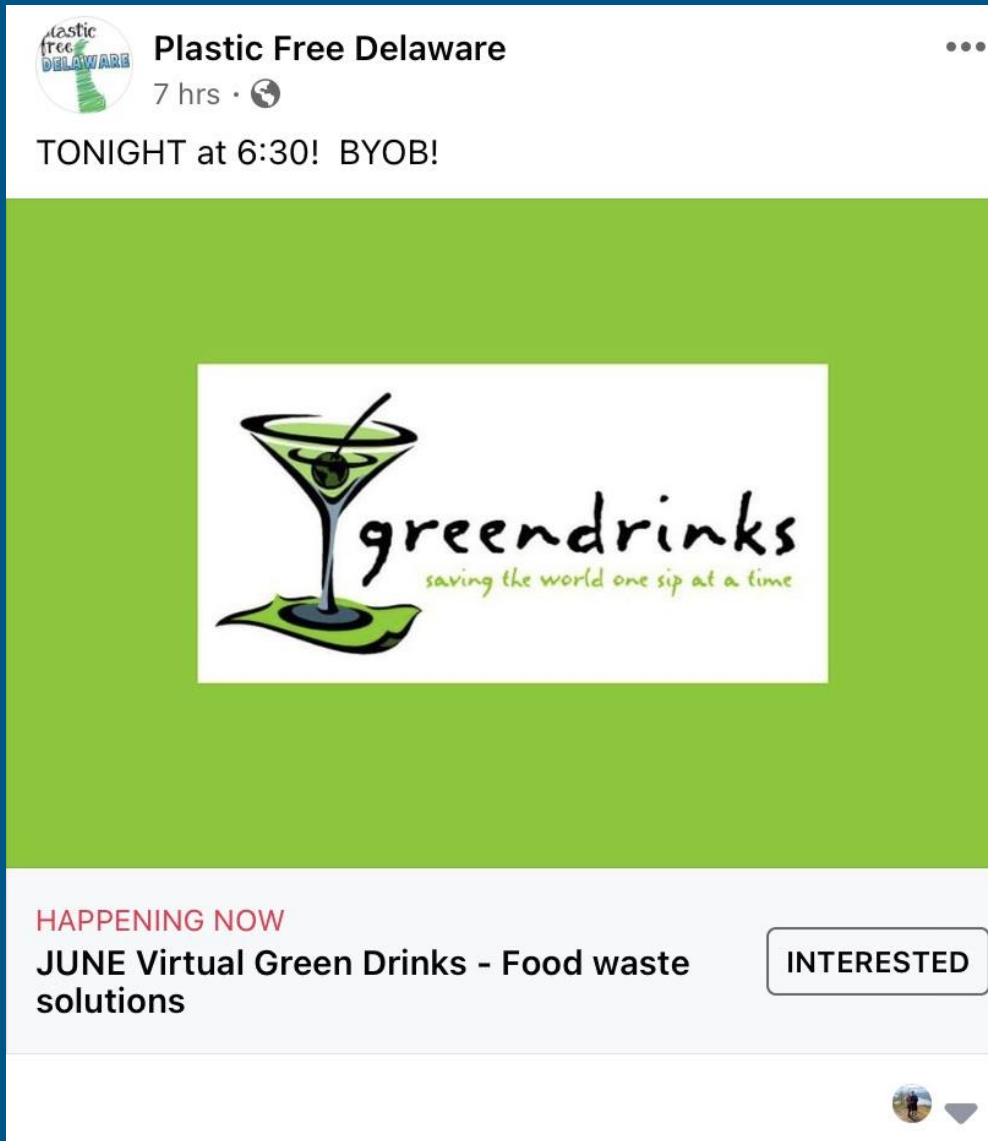
- **Water Kefir:** "If you haven't heard about [water kefir](#), you're not alone! I only discovered this interesting drink a couple of months ago. Water kefir is a bubbly, slightly fermented drink made with water, sugar, and water kefir grains. It's similar to kombucha, but the whole brewing process is done in only 24-48 hours! Water kefir tastes milder, and you can use it as a healthier, probiotic-rich replacement for soda. It's caffeine- and dairy-free so it may be suitable for many people (disclaimer: try it out slowly if you're sensitive to acidic foods/drinks). If you're looking for a fun way to make some delicious, healthy, zero-waste drinks to enjoy on a hot summer afternoon, give it a try!"
- **Oatmeal:** "Oatmeal is one of my favorite breakfast foods because it works well for both slow and busy mornings. To make a quick breakfast, I used to pop a single-serving oatmeal packet in the microwave. They're an easy, on-the-go breakfast, but come with some unnecessary waste. One of my goals was to make my own oatmeal mix and store it in single-serving portions as needed. I portioned the oatmeal mix in small, reusable snack bags and they were a great replacement for the store-bought packets. Doing it this way gave me all the convenience of single-serve oatmeal packets without any of the waste! I was also able to customize it to reduce the sugar and add other ingredients like chia and ground sunflower seeds!"

FREE REUSABLE BAGS

Get FREE reusable bags from
the office of Councilwoman Rivera
and
Friends of Corlear's Hook.

Wednesday, February 26
5:30PM to 7PM
at
Fine Fair
545 Grand Street





Example Social Media Posts

Something to celebrate! Soon NJ will implement the strongest policy in the country to curb single-use plastic pollution! Start preparing for the change now! #BYOBag #nostrawplease #NJNoPlastics #plasticpollutes

Did you hear? Starting in May 2022, items such as cups and containers made of Styrofoam are banned. No more toxic chemicals in your drink and food containers. This will be better for human and wildlife health. #plasticpollutes

"I love seeing plastic bags on the beach," said no one ever. Bring your reusable bags to the store and let's send plastics packing. #njnoplasic #plasticpollutes

Social Media Accounts to Amplify

NJ – Specific

- ANJEC
- NJ Department of Environmental Protection
- Clean Ocean Action
- NJ League of Conservation Voters

Other organizations that post excellent content!

- Beyond Plastics
- Surfrider Foundation
- Plastic Pollution Coalition
- Upstream Solutions
- The Story of Stuff
- Save Our Shores
- Five Gyres Institute



More Communication Resources

- CDRW's #Plastic Free July social media toolkit:
https://docs.google.com/document/d/1-7Ly2i4Mn3xdt_kB4nLRjBDWlrXnUfZY6pCCmPdg_jY/edit?usp=sharing
- Single-use Plastics Advocacy and Messaging Guide:
<https://docs.google.com/document/d/10dF1ESf46y7hBlmT51WCblALVhiOYm2cqXRZgafGIjY/edit?usp=sharing>