Will County’s Earth Day Outreach

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Encouraging Residents to Celebrate Earth Day

From Physical to Virtual, Will County found ways to encourage residents to celebrate their environment and conserve resources in honor of the 50th anniversary!

- The Earth Day Passport
- The Printable Activities and Website Games
- The Virtual Power Point Presentations
- Getting the Information to the Public
Group Planning Team formed in January 2020:

- Will County Land Use Resource Recovery & Energy Division
- Forest Preserve of Will County
- Will County Health Department
- South Metropolitan Higher Education Consortium (SMHEC)

**GOAL:** Provide an opportunity to Will County citizens to celebrate Earth Day’s golden anniversary.

- Planned to offer events with a physical and electronic form of a passport to check off “green” actions and qualify for prizes.
The Earth Day Passport Concept

The Team created a Slogan, Hashtag, contracted for a website, publicity package, and set a timeframe for a prize contest.

**Slogan:** "It's a Beautiful Day in Will County"

**Hashtag:** #WCED50

**Website:** http://WillCountyEarthDay.com

**QR Code**

**Time Frame:** March 14th through September 15, 2020.

Written and Physical Activities

- A paper “passport” was designed by a combination of educators from RR&E and the Forest Preserve with 50 action items.
- Posters were designed by the Health Department.
- Postcards were created incorporating the designs.
- Discussion regarding stamping physical passports at locations.
- Plan to distribute passports in classrooms and at in-person events held by all members of the team.
- Collection of “completed” passports determined.
Virtual Options were Part of Design

- A electronic version of the “passport” was created at the same time.
- This allowed for 123 separate activities to be listed and people to participate paperless.
- This was promoted with radio ads, social media ads, an insert in newspapers, electronic newsletter
- Self-Reporting Required
- Most Popular: 47% reusable straws
  42% Work from Home
  32% Paperless Billing & Donate Items
Earth Day Celebration Website Page

- RR&E Staff gathered past Power Points
- RR&E Staff created new Power Points on various topics
- Environmental Educator created Scavenger Hunt
- Recycling Specialist created Environmental Bingo
Promoted and Partnered on Presentations
**Continued Offering Programs & Info**

- The Conservation Foundation launched a recurring webinar series and featured RR&E staff or topics of mutual interest and we promoted their programs. IEC offered similar programs.
- Kept all Electronics and Recycling Drop-Off Sites OPEN
- Opened two additional Electronics Drop-Off sites
- Made Social Media Posts about Reuse and Proper Disposal of PPE
- Weekly calls with Waste/Recycling Haulers regarding health status of workers and impacts to collection services
- Worked with State organizations and IEPA to keep programs operating
- Kept informed on locations for Plastic Bag/Film recycling