



KEEP AMERICA
BEAUTIFUL
— K A B . O R G —



WASTE IN PLACE YOUTH SERVICE & PROJECT-BASED LEARNING

2018



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To return to the previously viewed page use the combination Alt and the left arrow on your PC or command-left arrow on a MAC.

In Preview (the default PDF reader on Macs), use Command-[(open square bracket).



YOUTH GUIDE



About Keep America Beautiful

At Keep America Beautiful, we want to ensure that beauty is our lasting signature. A leading national nonprofit, Keep America Beautiful inspires and educates people to take action every day to improve and beautify their community environment. We envision a country where every community is a clean, green, and beautiful place to live. Established in 1953, Keep America Beautiful provides the expertise, programs and resources to help people End Littering, Improve Recycling, and Beautify America's Communities. The organization is driven by the work and passion of more than 620 community-based Keep America Beautiful affiliates, millions of volunteers, and the support of corporate partners, municipalities, elected officials, and individuals.

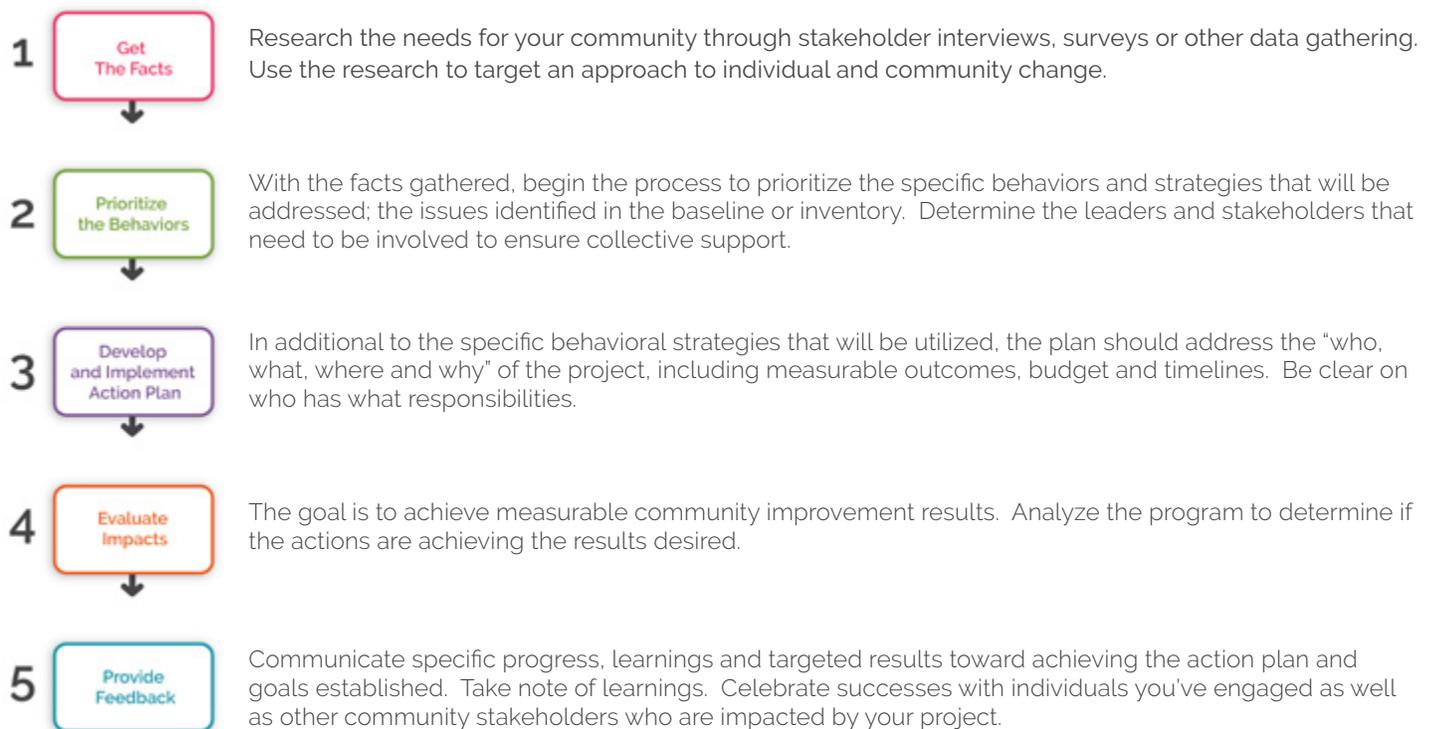
Attitude and Behavior Change Process

For 40 years, Keep America Beautiful (KAB) has successfully applied a proven behavioral approach to reducing littering and increasing community greening, waste reduction and recycling.

Our Attitude and Behavior Change Process was developed through research and field-testing by a team of behavioral scientists led by Dr. Robert F. Allen of the Human Resources Institute. This team recorded that behavior change is the only effective way to achieve lasting sustainable improvement in a community's quality of life. In 2016 KAB convened an Advisory Council made up of five behavioral scientists to review and revise the process. KAB and our affiliates develop and execute programs utilizing this integrated approach - the five-step management process and the Four Behavior Change Strategies.

5 Step Management Process

The process is a cornerstone of Keep America Beautiful. The five-step management process is embedded in all that we do to drive positive change, and should assist you in individualizing a KAB national event to reflect your interests and the needs that you identify within your community. The process includes:



Behavior Change Strategies

Changing the behaviors that generate litter and other community blight is the long-term solution.

Changing attitudes and influencing behavior are brought about most effectively using a combination of methods. Use the strategies below to help develop projects that will change individual behavior and, ultimately, your community.



- **Written Expectations.** What are the written expectations that are designed to guide behavior? How might those be changed -- such as public policy through codes, laws or ordinances to change behaviors around quality of life and environmental issues.
- **Rewards and Penalties.** What are the consequences, positive or negative for behaviors? Rewards and recognition as well as consistent and effective enforcement of existing policy, codes etc. help change behavior and reinforces the commitment to a cleaner, greener community.
- **Infrastructure.** What are the resources and technologies needed to support behavior change? This can be tools such as a litter pick-up tool or other infrastructure changes such as providing recycling bins to support making different long-term choices.
- **Persuasion.** What methods will be used to educate and persuade others about this change and how they can support it? Social marketing concepts include: communication, commitment, prompts and social norms for example.

Getting Started/Selecting Your Project

Great American Cleanup	America Recycles Day	Community Greening	Self-Designed
Focus: Litter Prevention, Education, and Awareness	Focus: Recycling Awareness	Focus: Community Greening	Focus:
Time: March 1-May 31	Time: November 15	Time: Fall or Spring	Time:

When?

The KAB project in which your school participates may be determined by the time of year.

When do you want to do a project? _____

Which projects fit that time of year? _____

What?

What project interests you the most? _____

Does the project that interests you fit your time-period? _____. If so, you have selected your project!

Which project did you select? _____

If your interests and time-period do not match, please select a project that meets your time-period. We will explore ways to incorporate your interests into this project later.

What is your goal? _____

Where?

Often a specific place or area especially needs the benefits of your project. Can you list a few for your group to consider?

Who?

Who will this project benefit? _____

Who or which organizations have missions that share your project goal? _____

Use the list to identify sources. Who can help with volunteers? Who can help with project funding or materials?

How?

The Five-Step KAB Attitude Change System will organize your planning and Keep America Beautiful will direct you to a multitude of resources for you project. Let's get started!

Keep America Beautiful National Programs

Great American Cleanup

Keep America Beautiful's [Great American Cleanup](#) is the country's largest community improvement program that benefits more than 20,000 communities each spring. Each year, the Great American Cleanup engages more than 5 million volunteers and participants across the country to take action in their local communities to create positive change and lasting impact.

Led by more than 600 Keep America Beautiful (KAB) affiliates and hundreds of other participating community-based organizations, Great American Cleanup events and education programs help to renew parks, trails and recreation areas; clean shorelines and waterways; remove litter and debris; reduce waste and increase recycling; and plant trees, flowers and community gardens, among other activities to inspire a new generation of community stewards.

America Recycles Day

[America Recycles Day](#) (ARD) is the only nationally recognized day and community-driven national awareness initiative dedicated to promoting and celebrating recycling in the United States. Since its inception in 1997, communities across the country have organized ARD events on and around Nov. 15 to provide an educational platform that helps raise awareness about reducing, reusing and recycling, promote environmental citizenship, and encourage action.

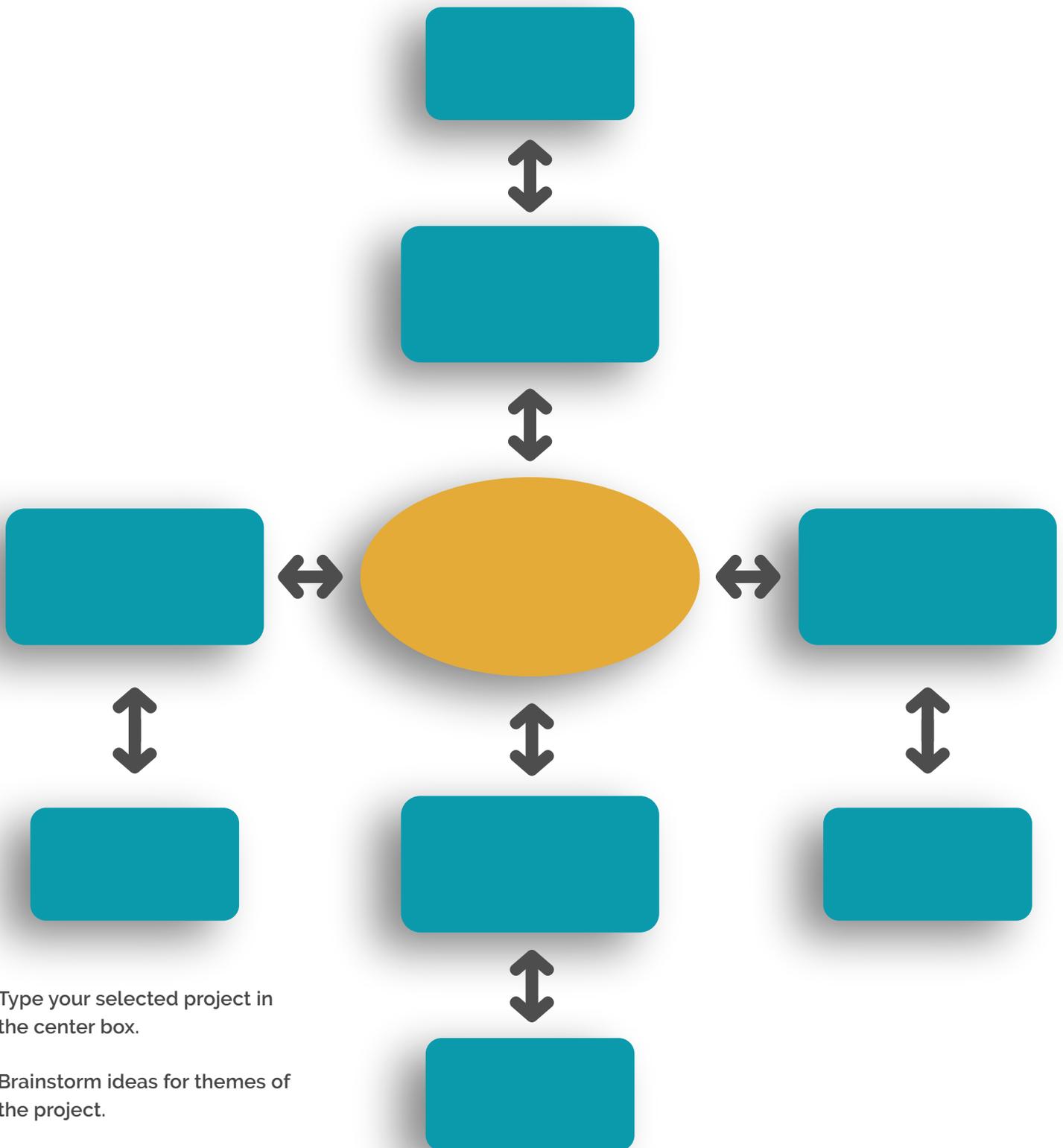
Community Greening

Every year, Keep America Beautiful involves millions of volunteers in beautification and community greening initiatives that transform public spaces into beautiful places.

Keep America Beautiful affiliates and participating organizations conduct programs focused on many areas of need, including increasing native species in public places; restoring vacant lots; building sustainable community gardens, including pollinator gardens; planting thousands of trees, as well as millions of flowers and bulbs; and bringing natural, sustainable beauty to enhance a community's green infrastructure.

Creating Your Plan

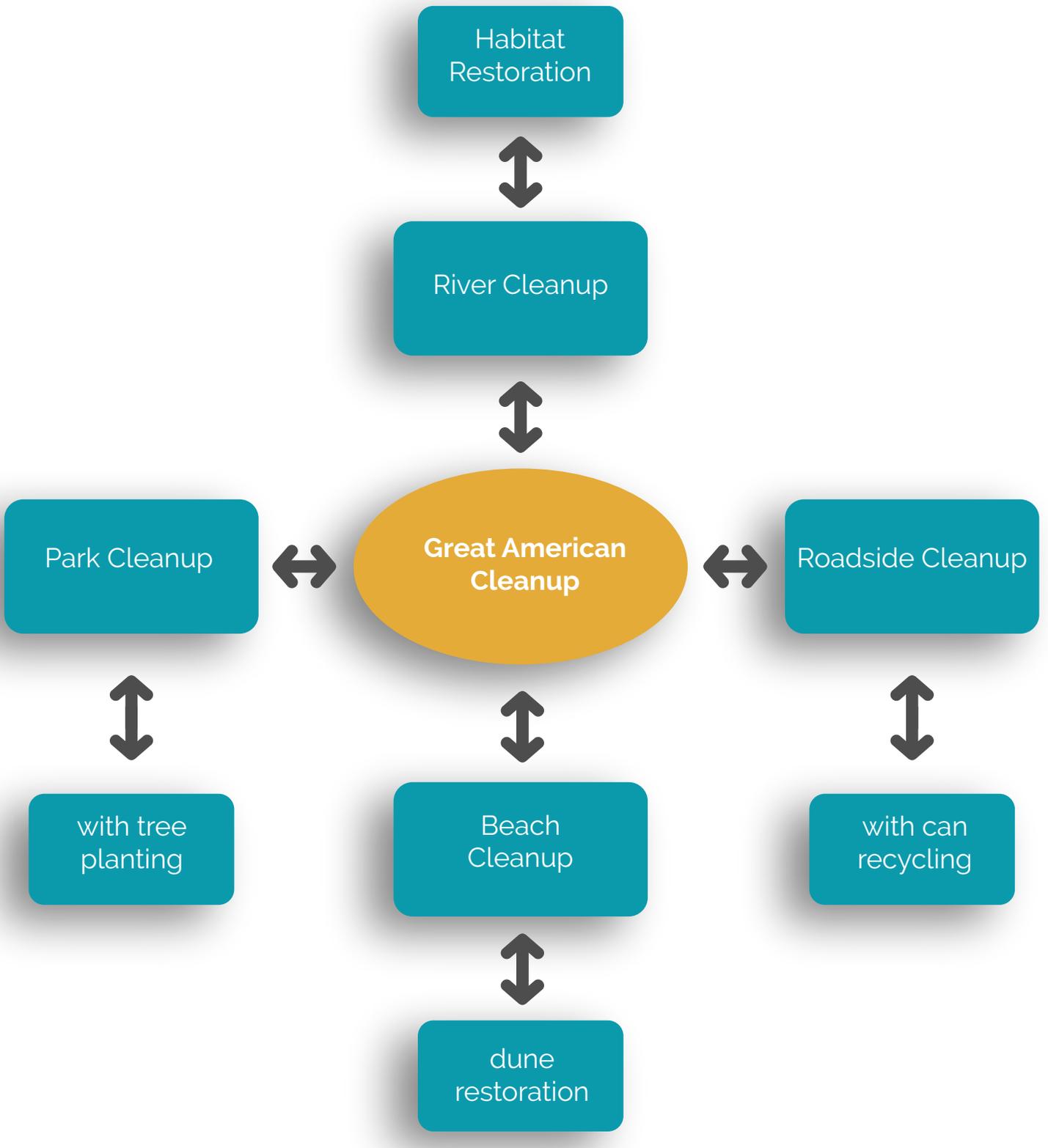
Use the graphic organizer to organize your group's ideas about the direction your project will take.



Type your selected project in the center box.

Brainstorm ideas for themes of the project.

See example on the next page



Get the Facts

How does this issue affect you?

What are the costs to your community and society in general?

Health costs? _____

Financial costs? _____

Quality of life costs? _____

Environmental costs? _____

How will your project affect this issue?

Is this project important to you? Why, or why not?

Should it be important to others? Why?

Is this issue unique to your community?

What are others doing to address this issue?

Involve the People

Who will benefit from your project?

List everyone affected in a positive way by this project. Briefly tell how they will be impacted.

Are there any individuals, groups, organizations, businesses, or agencies that this project might affect in a negative way? Is there a way to prevent that from happening?

Partners

How many people do you need to accomplish your goal? What funds and/or materials do you need for your project? Make two lists; one is for individuals, groups, businesses, organizations, and agencies that share your vision or mission and could provide volunteers, and the second list is for sources of financial or material support.

Volunteer Sources

Financial/Material Support

Plan Systematically

The purpose of a project plan is to keep everyone on track and focused. This is a group project and everyone needs to contribute by using their natural gifts, talents and skills, and learning new ones.

Let's restate your project and list your goals so everyone is on the same track about what you are going to accomplish.

Be **SMART** when writing your objective and goals.

Specific: Objectives should be specific (e.g., on April 15 we will host a litter cleanup in City park.)

Measurable: Check your progress in measurable terms (e.g., we will recruit 25 volunteers by March 15.)

Attainable: Don't over-extend your time and capabilities. Create success for everyone involved, and then grow larger!

Relevant: Be sure that your actions (measurable) support your project (e.g., obtaining a donation of 5 gallons of paint does not support a litter cleanup.)

Time: Don't take shortcuts; include ample time for planning, execution, and wrap-up.

Project

Objective

Start by Creating a Project Timeline

Enter the start date (this would be today,) enter your project event date and your wrap-up date (when you review the project and turn in all required reports). As you plan and assign tasks, add that information to the timeline including assignment date, person responsible and due date.

Start Date	Event Date	Wrap Date
January 15	April 15	May 15

Mission	Who is assigned to this task	Who is the team leader	Completion date	Mission Priority Level
What is the job that needs done?	List of team members.	Who will coordinate this work?	When do you need it completed?	Some jobs are essential to successful completion of a project (1,) some are needed but have some flexibility (2) and a few are not essential but are add-ons to the main project(3.)

Use the table to create and assign tasks for the project, then add them to the Project Timeline. (Add more rows by right clicking in the bottom row and select add row below or above.)

What We Need

Make a list of all the things needed for successful completion of your project. Some common project needs include— transportation, advertising, materials, supplies, tools, protective gear (gloves, vests,) drinking water (think about getting reusable bottles or ask volunteers to bring one), items for an after-event celebration such as food or awards. Add to Timeline.

Item Needed	Quantity Needed	Mission Team Leader	Cost of Item	Donated By	Cash Donation By	Additional Support needed

You Will find blank fillable verions of these forms on pages 14 and 15.

Volunteers

Earlier you listed potential partners. Let's find ways to tell them about your project and recruit them.

Make a list of ideas for ways to contact the people you want to recruit. Look at the list of the people, groups, organizations, and agencies you want to recruit. What is the best way to get your message to these potential partners? No one way is best for everyone, so let's explore some possibilities and get a team working on creating your project advertising campaign.

Type of contact	Who will create*	Materials or info needed
Personal Contact		A standard description of the project, who to contact, what, when, where, why, how to volunteer/contact
Email blast		Email list & message from above
Social Media		
Newspaper		
Radio PSA		
Posters/Flyers		
What other ways?		

KAB has great resources for your campaign! [GAC](#), [ARD](#)

Now Match the Type of Contact to the Type of Volunteer

Remember when recruiting to include those individual with any special skills required to complete your project. For example, a Master Gardener or Landscape Designer would be important if you plan to do a community beautification project.

Volunteer	Contact Method	Person Making Contact	Date Contacted	Response*	Confirmation/reminder Contact Date
Ex. Sally Jones	Phone call	Mary Williams	1-6	Bring Family of 4	4-10
XXX Fraternity	Email Blast	Bob Smith	1-7	14 members	4-10
General Public	Newspaper	J. Long	2-15	4 responses	4-10

Be sure to create an information card on each volunteer or group of volunteers so you can confirm/remind them about the event the week before the event, and thank them after the event!

[You Will find blank fillable verions of these forms on page 17.](#)

Volunteer Forms

Type of contact	Who will create*	Materials or info needed

Volunteer	Contact Method	Person Making Contact	Date Contacted	Response*	Confirmation/reminder Contact Date
Ex. Sally Jones	Phone call	Mary Williams	1-6	Bring Family of 4	4-10

Guiding Your Project to Completion

Some things to remember along the way:

Remember WHY you are doing this project and how it will help your community.

Remember you are NOT alone, this is a team effort.

Remember this is a learning experience for EVERYONE, ask for help when you need it, offer it to others that you see struggling.

Focus on Results

Check your timeline daily. Keep it updated.

Tell us about your project

Post your project photos to Instagram, #kabyouth #kabyouthinaction.

Complete the Keep America Beautiful reports if you registered for any KAB programs, and review the results with your team. Review your project goals. How did you do?

As a group, make the following lists:

What new skills did you learn?

What new things did you learn about your project issue?

What new things did you learn about your community?

Did you discover a new interest or possible career interest while working on the project?

What would you do differently if you did this project again?

Would you do this project again? Why or why not?

Send out the results to everyone including media sources! Include before and after photos.

Provide Positive Reinforcement

Have a celebration! Simple or extravagant...that is up to you. Celebrate with your team and volunteers. Highlight accomplishments. Give recognition in some form to everyone. Write thank you notes and give certificates of thanks for support. Include links to KAB hash tags and Instagram and the KAB Youth project site so volunteers can see your postings. Start planning your next KAB project. Submit for a [KAB Award!](#)



Apps Library

APPS/Android

Carbon Footprint Calculator

<https://play.google.com/store/apps/details?id=com.carbonfootprintcalc.kuc>

Tree ID & Description

<https://play.google.com/store/apps/details?id=org.pottssoftware.agps21>

Photo Plant and ID

<https://play.google.com/store/apps/details?id=air.be.trendsco.plantifier>

Recycling Classification Game

<https://play.google.com/store/apps/details?id=com.aidem.android.toss>

Resource for Pricing and Selling Recycled Electronics

<https://play.google.com/store/apps/details?id=com.atomjuice.compareandrecycle>

Unit Converter

<https://play.google.com/store/apps/details?id=com.physphil.android.unitconverterultimate>

Photo Combining for Instagram: Diptic or PicFram for Android

<https://play.google.com/store/apps/details?id=com.picframes.android&hl=en>

<https://play.google.com/store/apps/details?id=com.peaksystems.diptic&hl=en>

APPS iPad

Composting (\$.99)

<https://itunes.apple.com/us/app/home-composting-for-organic/id579278583?mt=8>

Leafsnap Tree ID

<https://itunes.apple.com/us/app/leafsnap-for-ipad/id433522683>

Convert – The Unit Calculator (\$1.99)

<https://itunes.apple.com/us/app/convert-the-unit-calculator/id325758140?mt=8>

Where to Recycle

<https://itunes.apple.com/us/app/irecycle/id312708176?mt=8>

<http://iwanttoberecycled.org>

Personal carbon footprint and offset calculator

<http://www.nature.org/greenliving/carboncalculator/>

Photo Combining for Instagram: Diptic or PicFram for iPhone

<https://itunes.apple.com/us/app/picframe/id433398108?mt=8>

<https://itunes.apple.com/us/app/diptic/id377989827?mt=8>



Fast 5 Videos

Fast 5 Video Links

These videos were written and created by the Keep America Beautiful Youth Advisory Council of 2014.

Litter

<https://www.youtube.com/watch?v=mpgPFbt6UfE&feature=youtu.be>

Composting

<https://www.youtube.com/watch?v=rhlx0-xQ0jY&feature=youtu.be>

Waste to Energy

<https://www.youtube.com/watch?v=Xict7tgyZQ4&feature=youtu.be>

Garbage Basics

<https://www.youtube.com/watch?v=Hd1uTUgDxKo&feature=youtu.be>

Recycle

https://www.youtube.com/watch?v=-jyKDGlaF_g&feature=youtu.be

KAB YOUTH ADVISORY COUNCIL

<https://www.kab.org/our-programs/education/youth-advisory-council>

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