

LITTER AND TRASH PREVENTION TOOLKIT

VENTURA COUNTY'S COMMUNITY FOR A CLEAN WATERSHED



Clean beaches, creeks, rivers, and the ocean are important parts of Ventura County's beauty. Thank you for getting involved in preventing trash and litter from entering our waterways.

This guide is designed to assist anyone in our community who is looking to make a real, positive impact on our water quality.

WHAT IS A WATERSHED?

A watershed is the area of land that all drains to single river, creek, or ocean (like a funnel). Litter can come from our homes, walkways, parks, schools, and streets, and travel through storm drains to end up in our channels, rivers and creeks. This video shows how litter can end up polluting our waterways. Most of this litter would ultimately end up polluting our waterways and oceans, contaminating water, damaging fragile riverine and marine ecosystems and endangering marine life.



Scan to Watch



HOW TO GET INVOLVED

With the help of amazing volunteers like you, making a difference in your watershed is easier than ever!

Spread the Word on Social Media

Your social media platform is a great way to share important messages with your network. Remind your followers how Every Litter Bit Matters! Encourage others to properly dispose of their trash around their neighborhoods. Download these FREE social media graphics [HERE](#).



Join an Existing Clean-Up Effort

Clean-ups are happening all over Ventura County! Organizations that offer regular cleanups:

- Volunteer Ventura
- Ventura Land Trust
- Surfrider Foundation – Ventura Chapter
- Friends of Ormond Beach
- Sierra Club
- Ojai Valley Land Conservancy
- Coastal Keepers

Take the Lead on Litter

Hosting your own clean-up event with friends or neighbors is a rewarding opportunity to give back to your community and our environment. Spending just a few hours of your morning picking up trash – while enjoying your local park or beach – can make a huge difference on your water quality.



STEPS TO A SUCCESSFUL CLEAN-UP



STEP 1 – PLANNING

Choose a date and location. Look out for spots with lots of trash/litter to focus on. Places like parking lots, sidewalks and parks are excellent places to start. Keep an eye on where your local storm drains are and collect any trash in the area that would otherwise flow into them.

Plan to properly dispose of any collected trash in your trash receptacle at home. Promote a clean-up to your social media followers and neighbors. Go the extra mile and post your clean-up on online bulletins like Facebook Events, Eventful.com, and others.

Work with a friend, be aware of your surroundings, and don't clean in or around traffic.

STEP 2 – GATHERING SUPPLIES

Before you head out for your cleanup, make sure you have all the equipment you need to be most effective. Check out our essential's checklist below!

✓ Bucket



✓ Gloves



✓ Grabber



✓ Sun Protection and Water



✓ Trash Bags/ Tote Bag



STEP 3 – TRACK THAT TRASH!

Track your litter collection with the [CleanSwell app](#) to show off your community's effort. By tracking what you collect, you can share your results with friends, track your total distance cleaned, and see the total weight of trash you collect.

When collecting trash, be sure to use safe cleanup practices. Avoid touching your face, picking up anything that could be hazardous, and obey any posted signs. Avoid disturbing local wildlife and working near homeless encampments.



STEP 4 – SHARE YOUR SUCCESS

Share your efforts to [#KeepVenturaCountyBeautiful](#). Tag us on social media, send us a direct message, or email us for a chance to be featured on our social media channels and website.

Email: lara.shellenbarger@ventura.org

CAMPAIGN SOCIAL MEDIA LINKS

Leading a successful change in behavior requires strong, consistent messages. Please use the following information when posting on social media, and tag your posts with our hashtag!

Campaign Hashtag

[#KeepVenturaCountyBeautiful](#) [#EveryLitterBitMatters](#)

Facebook

<https://www.facebook.com/CleanWatershed>

Campaign URL

CleanWatershed.org

Instagram

[@CleanWatershed](https://www.instagram.com/CleanWatershed)