

10 Ways to be part of the Solution

1. If you see litter, pick it up and put it in a trash can or recycle bin.
2. Keep a trash bag in your vehicle and use it. Never throw anything, even a cigarette butt, from your car.
3. Reduce, Reuse, Recycle!
4. Volunteer! Whether it is for a city-wide cleanup or a beautification project, volunteering is a great way to improve your community.
5. Get to know your law enforcement officers and council members. They're a great asset in reducing litter in your community.
6. Work closely with your schools and local educators to incorporate the free K-12 PalmettoPride curriculum.
7. Adopt your neighborhood. Get together with your neighbors once a month to clean up trash from your neighborhood.
8. Secure your load. If you drive a truck, all items in the truck bed must be properly secured.
9. Write letters to the editors of newspapers, council members and legislators with anti-litter messages. Let these representatives know that litter is an important issue to you.
10. Don't litter!



Litter Won't Just Go Away on Its Own

The following are the approximate decomposition rates of commonly littered items:

Cigarette Butt: 5 years

Plastic Bag: 20 years

Tin Can: 50 years

Styrofoam Cup: 50 years

Aluminum Can: 200 years

Plastic Bottle: 450 years

Fishing Line: 500+ years

Glass Bottle: 1,000,000 years



www.palmettopride.org
1-877-PAL-PRDE

Making a Difference in South Carolina



www.PalmettoPride.org

Education

Recognizing the central role that education plays in changing behavior, PalmettoPride works to instill awareness and a personal interest in the impact of litter on our environment.

Our curriculum resource, Keeping South Carolina Clean and Beautiful, takes the anti-litter initiative to another level through litter-reduction lessons and activities that meet the SC Department of Education academic achievement standards.

"Litter Trashes Everyone" puppet show, a free show to all elementary schools, features marionettes and hand puppets that convey the message that every citizen has a responsibility to help keep South Carolina beautiful. The puppet show is targets elementary school students.

Enforcement

PalmettoPride and law enforcement agencies statewide continue to fight litter across the state by combining resources and making enforcement of the litter laws an important issue in South Carolina. Every May, along with the South Carolina Litter Control Association, we promote the "Zero Tolerance for Litter" campaign. This event encourages all law enforcement agencies to target littering, uncovered loads and illegal dumping and educates the public that littering is a crime with costly penalties.

PalmettoPride, in conjunction with South Carolina Department of Natural Resources and Department of Public Safety, provides a 24-hour statewide litter reporting program that gives everyday people a way to catch those who insist on littering. Call 1-877-7LITTER to help bust a litterbug.

The Challenge

You may not litter. You may not know anyone who does. The fact remains that millions of pounds of misplaced trash are tossed out every year, and that's a problem. Litter is an eyesore that reflects poorly on our state, hurting business, tourism, and the quality of life of all South Carolinians

The Solution

PalmettoPride is committed to the eradication of litter and the promotion of beautification in South Carolina. We will accomplish this mission by motivating individuals to take responsibility for the environment, organizing cleanup efforts and promoting beautification projects. Our focus is on four essential areas of concern: education, enforcement, awareness and pickup resulting in behavioral change.

PalmettoPride is a non-profit, 501c3 organization that is a true public/private partnership comprised of state agencies, concerned citizens, corporate sponsors, and community and civic organizations with the stated goal of encouraging "behavioral change" in our citizens about litter.

For a full list of all our programs, please visit www.palmettopride.org or call 877-PAL-PRDE.



Awareness

PalmettoPride has developed various media campaigns that target those who violate the litter laws and remind everyone of the importance of having pride in our communities.

PalmettoPride's Awareness Grants give groups across the state, from grassroots community projects to law enforcement agencies, funds to initiate litter eradication programs, beautification projects and litter enforcement equipment.

Pickup

Several programs are in place to bring volunteers together to help clean up litter. Every spring, Keep South Carolina Beautiful and local Keep America Beautiful affiliates from around the state participate in The Great American Cleanup. During this time, volunteers organize community cleanups and remove millions of pounds of trash and recyclables.

In partnership with SC Department of Transportation and the SC Department of Corrections, PalmettoPride developed the Prideways program. Prideways encourages businesses, organizations, and individuals to sponsor sections of interstates and highways throughout the state for litter pickup.

PalmettoPride also sponsors ongoing cleanups of our forests, parks and waterways, as well as implementing the Community Makeover initiative. PalmettoPride has supplies available for community cleanups throughout the year.