

Objectives	Activities	Outputs (Project Period)	Long-Term Outcomes
Revised litter prevention campaign strategies and materials to better address marine debris prevention that targets youth and teenagers.	<p>Research most effective ways of targeting youth and teenagers, ages 10-19.</p> <p>Revise Litter Prevention Campaign strategy and materials including banners, decals, posters, flyers, and reusable bags and written materials such as talking points, scripts, and blurbs.</p>	<p>Literature review of best practices for conducting outreach to youth and teenagers.</p> <p>Report summarizing tips and successful strategies for conducting outreach with teenagers concerning marine debris prevention that is incorporated into the online Toolkit.</p> <p>Revised Litter Prevention Campaign strategies and tools that can customized by community partners, AFF, and others for outreach with youth and teens.</p>	<p>Increased understanding of effective marine debris and litter prevention outreach to youth and teenagers leads to more effective strategies and messaging.</p> <p>New tools for targeting outreach to teenagers are used by partners throughout the Potomac River watershed and replicated beyond the watershed.</p> <p>A better understanding of effective outreach to youth and teenagers helps target work on other environmental issues in the Potomac Watershed and beyond.</p>
Deploy revised marine debris and litter prevention strategies to youth and teenagers, and organizations that target this age group.	<p>Deploy strategy and materials to schools, recreation centers, libraries, and on social media.</p> <p>Incorporate revised litter prevention message into youth-based organization's communications.</p> <p>Distribute new tools to participating stakeholders including talking points, scripts, social media recommendations, and template files.</p>	<p>10 banners, 1000 decals, 50 posters (various sizes), 1000 11" X 17" posters, 1000 reusable bags, and 1000 flyers distributed/displayed.</p> <p>10 posts to Facebook; 50 posts to Twitter; 6 blog posts.</p> <p>5 online ads or banners.</p> <p>20 presentations to youth-based organizations directly affecting 2,000 youth and teenagers.</p> <p>1 Art Contest conducted.</p> <p>Report on targeted strategy and materials deployed.</p>	<p>Increased deployment and adoption of the Litter Campaign results in exposure to targeted youth and teenagers.</p> <p>Litter prevention activities are replicated and community partnerships are enhanced.</p> <p>Increased awareness of marine debris in litter prevention issues among youth and teenagers leads to reduced land-based marine debris in waterways.</p> <p>Replication of Litter Campaign reduces marine debris loads on the Anacostia and Potomac Rivers, Chesapeake Bay, and ultimately the Atlantic Ocean.</p>
Implement <i>Trash Free Schools</i> (TFS) project at schools in	Recruit teachers and schools for TFS Project.	10 schools and 25 teachers recruited through AFF and school district networks.	Schools reduce littering and waste at their own schools and school grounds.

<p>Maryland, Washington, DC and Virginia.</p>	<p>Revise AFF's curricula to strengthen marine debris content.</p> <p>Conduct <i>Trash Free Schools Teacher Training Workshops</i> and make them available online.</p> <p>Conduct outreach to TFSs.</p> <p>Mentor teachers to conduct action projects including schoolyard cleanups.</p>	<p>Marine debris content strengthened in TFS and other AFF school outreach curriculum.</p> <p>25 teachers trained during 3 workshops.</p> <p>A video providing an abbreviated version of the workshops posted online.</p> <p>Outreach conducted at 10 schools, affecting 5,000 students. (Estimate 500 students/school)</p> <p>10 schoolyard cleanups</p> <p>8 other marine debris action projects</p>	<p>Increased awareness of marine debris and the littering issues among youth and teenagers leads to a reduced amount of marine debris in the Anacostia and Potomac Rivers, Chesapeake Bay, and ultimately the Atlantic Ocean.</p>
<p>Evaluate effectiveness of litter prevention marine debris reduction strategies.</p>	<p>Develop questionnaires for youth and teen outreach and TFS Teacher Training.</p> <p>Questionnaires for teenagers are completed at the end of targeted activities, such as at mentoring sessions, summer camps, and other programming.</p> <p>Pre- and post- campaign questionnaires that will be conducted with the community organizations working with the Campaign, including recreation centers, summer camps, and other programming.</p> <p>Trash Free Schools (TFS) questionnaire will be conducted before the activity and several months after students engage in</p>	<p>Questionnaire for teenagers developed and deployed.</p> <p>Analysis of questionnaire responses direct further development of targeted strategy and messaging for Litter Prevention Campaign and Trash Free Schools.</p> <p>VTs conducted at 6 sites (1) prior to and (2) after Campaign material deployment to measure changes in litter levels at hotspots.</p> <p>Behavioral observations are conducted at 4 sites (1) prior to and (2) after Campaign material deployment to measure changes in litter behavior.</p> <p>Data analysis examines: (1) how littering rate has changed; (2) what demographic is littering which type of items; (3) how the demographics of litterers changed due to the Litter Prevention Campaign; and (4)</p>	<p>Targeted litter prevention Campaign strategies result in measurable attitude and behavior change by youth and teenagers towards littering.</p>

	<p>marine debris and litter prevention activities.</p> <p>Teacher questionnaires to evaluate TFS Teacher Training Workshops conducted at end of training.</p> <p>Schools self-evaluate using a TFS Report Card.</p> <p>Evaluate change in littering rate due to targeted Litter Prevention Campaign strategies pre- and post- strategy deployment using Visual Trash Surveys (VTS) and behavioral monitoring.</p>	<p>how the demographic of each type of littered item changed.</p> <p>A report on Best Management Practices for outreach to youth and teenagers publicized online and shared with environmental and community groups working in the Potomac Watershed and beyond.</p>	
Share lessons-learned and revised tools with the broader environmental community, as well as local governments, businesses, and community, youth and teen-based organizations.	<p>Create a report on strategy and recommendations for outreach to teenagers.</p> <p>Post marine debris prevention strategies and materials for youth and teenagers on the AFF website, including the above report.</p> <p>Present targeted strategy for youth and teens at workshops, meetings and conferences.</p> <p>Final report to NOAA.</p>	<p>Report on how to do outreach to young adults. Report and strategy shared with:</p> <ul style="list-style-type: none"> • 2 environmental meetings • On the AFF website • On the NOAA MDP website • Announced on 3 environmental listservs in the Washington, DC region. • Jurisdictional partners in the Potomac River watershed who use the Litter Campaign. • 12 Social media posts, including 4 Facebook posts, and 8 tweets. • 4 blog posts, 2 of which are on community blogs and 2 of which are on the AFF blog site. • Conferences, if invited. 	<p>Environmental and community groups join the Regional Litter Prevention Campaign and Trash Free Schools Project to utilize revised strategies and tools.</p> <p>Revised strategies and tools are shared broadly and replicated by other organizations, local governments, and geographic regions.</p>