

Preventing Illegal Dumping

LITTER CONTROL BROCHURE

BERKELEY COUNTY, WEST VIRGINIA, EPA REGION 3

Berkeley County is the second most populated county in West Virginia. Since 2000, the county saw unprecedented population growth and an increase in open dumping and roadside littering. A lack of public awareness of the county's solid waste programs among the influx of residents most likely contributed to the increase in litter and open dumping.

EPA's Land Revitalization Team and staff from Region 3 assisted Berkeley County, WV, in developing a brochure to promote public awareness of the county's solid waste programs, litter control and open dumping laws. The pamphlet focuses on increasing public awareness of alternatives to such illegal activities and promotes recycling opportunities in the county. The brochure features eight panels of content about alternatives for the management of waste materials and information on cleanup solutions.

The Berkeley County Litter Control Program is using the brochure to promote public education. The Program distributes a limited number of printed copies of the brochure at special events, Earth Day events and other similar functions to promote recycling of waste materials and educate the public on the costs and risks associated with littering and open dumping. The Berkeley County Solid Waste Agency applied for two state grants, requesting funds to print up to 30,000 pamphlets of the newly designed brochure for broader distribution to area schools. In addition, the county distributed an electronic copy to residents through a listserv e-mail and posted on Facebook.

For more information, please contact Christopher Thomas, EPA Region 3, thomas.christopher@epa.gov.



Figure 10: The litter control brochure provides information on how to safely dispose of waste in the county and the benefits of safe waste disposal.

LESSONS LEARNED

- Small technical support projects can make a large impact to small communities, offering resources that often are provided by volunteers or not found within the community.
- Traditional educational materials come to life in social media settings and improve the reach to citizens.
- Preventing illegal dumping requires repeated, ongoing and engaging outreach.

PLANNED POST-TECHNICAL ASSISTANCE ACTIVITIES

- Continued education of residents about alternative disposal methods for the county.
- Broader distribution of the brochure through mailings and online resources.