



## Recycling Drive School Nutrition Promotion Series



Timing: April

Corresponding Events: Earth Day April 22nd

Core Activity: Recycling Drive

Corresponding Healthy Eating Plays: Drink Milk and Recycle

Corresponding Physical Activity Play: Walk/Bike-to-School Program

### Background Information

- X A school recycling program helps to reinforce learning to respect and take care of the environment. Both plastic milk bottles and paperboard containers can be recycled.
- O Plastic milk bottles can easily be recycled. They can be the one item that makes enough “critical mass” to be worthwhile for a recycling company to work with your district for no or very low cost.
- X Plastic bottle recycling reduces greenhouse gas emissions by substituting recycled resin for new resin. In addition, bottles are bulky and each bottle recycled saves landfill space.
- O Paperboard milk cartons can be recycled, but typically are recycled at a very low rate due to limited markets and lower value.
- X Paperboard can be easily composted, and may be best composted where schools have composting programs in place.



### Basic Concept

1. Estimate the number of milk containers your school recycles in a month.
2. Set a school goal higher than the monthly average.
3. Use the **Mini-posters, Announcements** and **Teacher Letter** to promote your contest.
4. Enlarge the **Recycling Goal Poster** at your local copy center. Mark the poster with your goal and hang it in the café to track progress.
5. If the school reaches the goal, reward the students with a prize.



## Expanding the Idea



Take this promotion one step further with the following ideas:

- ✕ Talk to science teachers and recycling clubs to gain support and curriculum connections.
- Consider holding a competition between schools in your district.
- ✕ Work with your town recycling coordinator (town hall or Dept. of Public Works), they may have additional resources available.

### Find online resources at:

- <http://www.epa.gov/students>
- <http://www.kidsrecycle.org>
- <http://recycle-bowl.org>



### Fuel Up to Play 60 Playbook Resources

FuelUpToPlay60.com > Playbook > Drink Milk and Recycle

- polls
- promotions
- getting students involved
- "How to Recycle: School Assessment Guide"
- "Benefits of Recycling Milk in Plastic Bottles"

### Prize Ideas

Do an online search for recycled products:

- recycled pencils
- toys
- park benches
- bicycle racks



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