



Community Designation Resource Guide

Youth & Community Education

This guide provides information about two of 15 Clean California Community Designation criteria – 10 of which are needed to earn the designation. Educating the public about the impacts of litter and promoting solutions is crucial for environmental conservation. By leveraging specific resources and strategies, communities can foster a culture of responsibility and care for the environment, starting with the youngest generations. Educational programs should be interactive and highlight the impact of littering and how to create sustainable solutions for a cleaner environment.

YOUTH EDUCATION STRATEGIES

This Clean CA Community Designation requires you to provide K-12 educational programs to help instill anti-littering behaviors with young people.

This requirement can be met by using the Clean CA K-12 educational resources, or implementing other activities designed for youth from Keep California Beautiful (KCB). Here are some key elements of our recommended youth education strategy:

- The **on-campus cleanup activity** is the core activity from Clean CA.
- **Keep California Beautiful** has other litter-focused activities you can use.
- Engage in **positive youth development**.
- **Maintain a safe environment** with a youth protection policy.
- **Involve youth as leaders!**

COMMUNITY EDUCATION STRATEGIES

Community education involves raising awareness and providing information on the impact of litter and how to prevent it.

Four effective strategies to increase community education:

1. **Be creative!** Engage with kindness, humor and fun rather than shame and enforcement.
2. **Create a presentation** that includes the impact of litter on property values, health & safety, crime and the environment.
3. **Build partnerships** with local businesses, nonprofits, schools, etc. to enforce Zero Litter Zones.
4. **Create an awareness campaign** to educate and promote responsible litter behavior and attitudes.

Check out these resources!

- [Clean CA K-12 Education Resources](#)
- [CA Department of Water Resources K-12 Education Materials](#)
- [Positive Youth Engagement](#)
- [CalRecycle School Waste Reduction Resources](#)

Additional resources are available at <https://keepcabeautiful.org/>.

