

CHAPTER 21 DISPLAYS AND LITERATURE

INTRODUCTION

As a Master Recycler, you have access to many kinds of literature and displays to supplement your outreach activities. There is really no need to spend your time creating flyers, signs, brochures or displays. We have it all for you! We even have fun giveaways, such as bags, stickers, pencils, and temporary tattoos. Our partners are excited about sharing these resources with you, because they know that people are more likely to use them, and possibly change their behavior, when a real person in the community presents them.

Below is the most current list and the contacts for displays and literature. Some are general to the region, while others are jurisdiction-specific. You are welcome to contact these people, your mentor, or the Master Recycler Program Coordinator if you want advice on what to check out. www.masterrecycler.org also lists these resources. If this version of the handbook is more than a year old you may want to see if there are new resources available to you on the web.

These kits can include a canopy, table and chairs if your outreach site does not already provide them. Be sure and request them if you need them. It is standard to include tablecloths, pens, tape, string and paperweights, but you can also ask about other items you think you might need. Some of these items are heavy or awkward. You can also request to have just parts of the kit so you can transport it by bus or bike. Presentations may only require parts of the kits as well.

Questions to consider when checking out equipment and materials:

- How many attendees are expected at the event, and what quantity of materials will you need?
- Will the audience at your event want a lot of a particular type of information — such as materials printed in a particular language or more materials about green cleaners?
- Is the event outdoors or indoors?
- Do you need to borrow a canopy, table and chairs, or will the event organizers provide them?
- What is the weather forecast? (hot sun needs a canopy as much as a rainy day)
- Do you have enough room to put screens or display stands next to your table, behind your table or on top of your table?
- Do you want an activity at the table or will you just provide information, answer questions, or engage people as they come by?
- Can you drop off equipment and materials near where you set up or will you have to carry them and if so how far? Will you need to borrow a cart to transport your materials?
- When can you pick up and drop off equipment and materials? (Often this is only possible during business hours.)

RESIDENTIAL CURBSIDE RECYCLING AND COMPOSTING KITS

City of Beaverton Recycling and Garbage

Beaverton City Hall, 12725 SW Millikan Way

Contact:	Elizabeth Cole, 503-526-2665, ecole@BeavertonOregon.gov	
Key messages:	What goes in the commingled cart, what doesn't. Glass on the side. No plastic bags.	
Includes:	<ul style="list-style-type: none"> • Recycling yes/no display boards • Sample materials (commingled items, glass recycling and some garbage items) 	
Literature:	<ul style="list-style-type: none"> • Every Day is Recycling Day flyers • Master Recycler post cards 	

Clackamas County Recycling and Garbage

150 Beaver Creek Road, Oregon City



Clackamas table top displays for recycling and garbage


Wrap wall

Contact:	Stacy Ludington, 503-742-4463, sludington@clackamas.us
Key messages:	What goes in recycling and garbage carts. Glass on the Side. No Plastic Bags. Only four types of plastic are accepted. Think 'size' and 'shape'. When in doubt throw it out.
Includes:	<ul style="list-style-type: none"> • Recycling table top display • Garbage table top display

Optional:	<ul style="list-style-type: none"> • Wrap wall showing plastic wrap and film accepted at local grocery stores • Four brightly colored View-Masters™ with slides about Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting. (image in Master Recycler section)
Literature:	<ul style="list-style-type: none"> • Residential Recycle guides • Reduce, Reuse, Recycle guide • Recycling Depot Lists • Master Recycler post cards • Kid’s recycle coloring booklets • Prizes: temporary tattoos, window clings and magnets

City of Portland Multifamily Waste Reduction

1900 SW 4th Ave, Suite 7100, Portland

Contact:	Kyenne Williams, 503-823-5054, kyenne.williams@portlandoregon.gov	
Key messages:	Multifamily collection service in Portland includes garbage and recycling (no plastic bags) and glass on the side. However, yard debris and food scrap collection are offered at the discretion of the property manager, so a quick site-specific audit is part of any presentation to multifamily communities.	
Includes:	<ul style="list-style-type: none"> • Yes/No bag of various sample items to be sorted • Bucket with literature • Audit form • Suggested presentation tips 	
Optional:	<ul style="list-style-type: none"> • Metro magnets • Green Cleaner Handbook • Medical Waste Guide • Junk Mail Reduction 	
Literature:	<ul style="list-style-type: none"> • Property Managers: Successful Garbage and Recycling Overview • Keeping Residents Informed; Composting Food Scraps and Service Setup • Durable Signs for Recycling, Garbage and Composting • Residents Guide to Recycling and Garbage • Residents Guide to Composting • Recycling Magnets and Door Hanger Cards 	

City of Portland Be Cart Smart: Every Cart Plays Its Part

1900 SW 4th Ave, Suite 7100, Portland



Portland Be Cart Smart banner and game

Portland Be Cart Smart renter display and foodscrap container

Contact:	Alicia Polacok 503-823-7107, alicia.polacok@portlandoregon.gov
Key messages:	Curbside collection service in Portland includes weekly yard debris and food scraps, weekly recycling and every-other-week garbage pickup. Sign up for pickup day notifications. Include the food! Collect all food, including meat, bones, dairy and grains, in your kitchen collection container and empty it into the green roll cart. No plastic bags; keep glass on the side.
Includes:	<ul style="list-style-type: none"> • Be Cart Smart floor banner • Renter information display and foodscrap container • Bring your bag window sticker table top display • Tablecloth, clicker and pens
Optional:	<ul style="list-style-type: none"> • Be Cart Smart Game: Dry erase sign with images of containers, metal easels, game piece items to sort with magnet on back • Master Recycler banner • Yes, no kit: Box of real examples of materials that can be used to discuss what goes in garbage and recycling (compost options not available because they rot, but you could bring some) • Four brightly colored View-Masters™ with slides about Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting
Literature:	<ul style="list-style-type: none"> • Curbside Collection Guide, Renter Guide, Multifamily guide (come in five languages) • Include the Food stickers • Bring Your Bag window clings • Oregon E-Cycles • Plastics recycling flyers • Metro magnets and Junk Mail Kit • Master Recycler post cards

Washington County Recycling and Toxics

Location: 155 N First Ave Suite 160, Hillsboro



Reminder App display

Washington County table top and floor banners

Spin wheel and prizes

Contact:	Tony Hair, 503-846-3651, anthony_hair@co.washington.or.us
Key messages:	What goes in recycling and garbage carts and what doesn't; glass on the side. No plastic bags. Sign up for pickup day notifications. Take toxics and needles to their proper place. Avoid toxics by using greener cleaners.
Includes:	<ul style="list-style-type: none"> • Garbage and Recycling Day Display. Choose between table-top banner (to be used indoors only) or floor-standing banner (can be used indoors or outdoors) • Durable Rolling kit with supplies
Optional:	<ul style="list-style-type: none"> • Garbage and Recycling Day Spin wheel and prizes • A variety of literature display stands • Four brightly colored View-Masters™ with slides about Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting • Master Recycler banner
Literature:	<ul style="list-style-type: none"> • Waste reduction tip sheets and residential recycling brochures • RecycleWise newsletters • Metro magnets • Coloring books, Spanish and English



Washington County rolling kit

Washington County display racks

SUSTAINABLE CONSUMPTION

City of Portland Resourceful PDX Kit


1900 SW 4th Ave, Suite 7100, Portland

Contact:	Alicia Polacok 503-823-7107, alicia.polacok@portlandoregon.gov
Key messages:	Ideas for making simple changes in everyday choices. Save More, Live More. Share tips and resources so people can 1) Buy smart, 2) Reuse, 3) Borrow & Share and 4) Fix & Maintain. These actions can help save money, support the community, conserve natural resources and leave people with more time to enjoy with friends and family. Life transitions (moves, having a child) are good times to seek alternatives.
Includes:	<ul style="list-style-type: none"> • Pop-up banner • Interactive map display with a focus on four categories to show where people can go for resources and how to use them • Color coded pieces and dry erase pens • Table top displays for each topic and Bring Your Bag • Tablecloth, pens, clicker, and paper weights
Optional:	<ul style="list-style-type: none"> • Resourceful PDX game. In the game, people match objects in order to think more about the four categories of resourceful pdx: Buy Smart, Reuse, Share or Repair. If you don't live in Portland, you can still check out the kit without the Portland-focused literature.
Literature:	<ul style="list-style-type: none"> • Resourceful PDX brochure and four transition inserts • Durable lunch kit flyer • Bring Your Bag window clings, Metro magnets



Washington County Cup-a-day and Water Bottle displays

155 N 1st Ave, Suite 160, Hillsboro

Contact:	Tony Hair, 503-846-3651, anthony_hair@co.washington.or.us	
Key messages:	A one-piece container that shows the impacts of taking a travel mug instead of using a new cup for coffee every day. Great to display in your office.	
Includes:	<ul style="list-style-type: none"> • Waste reduction tip sheets and residential recycling brochures • RecycleWise newsletters • Metro magnets 	

GREENER CLEANER KITS

Clackamas County Green Cleaner

150 Beavercreek Rd, Oregon City

Contact:	Stacy Ludington, 503-742-4463, sludington@clackamas.us	
Key Message:	Reduce toxic chemicals at home by using simple, household ingredients to make safe cleaners. Safe disposal of toxics is important.	
Includes:	<ul style="list-style-type: none"> • Green cleaner display board (small or large boards available) • Examples of simple cleaners 	
Optional:	<ul style="list-style-type: none"> • Supplies for making greener cleaners (soft scrub, glass cleaner) • Non-toxic ant bait to give away 	
Literature:	<ul style="list-style-type: none"> • Green Cleaner Recipe booklets • Household Hazardous Waste flyers • Metro coupons for disposal of toxics • Hazardless Home Handbook • Metro magnets 	

City of Portland Greener Cleaner

1900 SW 4th Ave, Suite 7100, Portland

Contact:	Wing Grabowski, 503-823-4309, wing.grabowski@portlandoregon.gov
Key messages:	Keep your family safe, simplify how you clean. Read warning labels. Dispose of toxics and needles properly.
Includes:	<ul style="list-style-type: none"> • Tabletop display, basket with basic greener cleaner kit (with sign: all you need to clean your house) • Signs for problem cleaners and their alternatives • Mr. Yuck stickers and dangerous cleaner bottles
Literature:	<ul style="list-style-type: none"> • Greener Cleaner recipe book • Household Hazardous Handbook: Take on Toxics (TOTS) – 10 easy steps to reduce toxics • Schedule for Metro’s community household hazardous material collection events • What to do with needles • Metro magnets • Stickers with recipes for making your own cleaners <p>Materials available in Spanish and English.</p>



Washington County Green Cleaner

155 N 1st Ave, Suite 160, Hillsboro

Contact:	Tony Hair, 503-846-3651, anthony_hair@co.washington.or.us
Key messages:	Many cleaners are unhealthy for you and your family. There are simple and safe alternatives that can save you money. Read warning labels.
Includes:	<ul style="list-style-type: none"> • Non-toxic ingredients, recipes, and descriptions of each ingredient and its cleaning properties. • A receipt listing the total cost of the ingredients shows how cost-effective green cleaners can be! <p>(Note: this kit weighs about 15 pounds.)</p>



FOOD WASTE PREVENTION KITS

City of Beaverton Eat Smart, Waste Less

Beaverton City Hall, 12725 SW Millikan Way

Contact:	Elizabeth Cole, 503-526-2665, ecole@BeavertonOregon.gov
Key message:	Americans waste 20% of their food. Learn simple tips to save money and stop food waste. SMART STORAGE – keep fruits and vegetables fresh by storing them correctly.
Call to action:	Take the Eat Smart, Waste Less Challenge. Ask people to take the pledge to reduce their food waste at home. It's a 4-week challenge where they will receive one email a week with tips and tricks to reduce their food waste. If they complete the survey at the end of the four weeks they will receive a reusable produce bag.
Includes:	<ul style="list-style-type: none"> • Table sign • Eat Smart, Waste Less table banner • "How much food do we waste?" interactive game • Pledge forms • Produce bags and food storage containers for display only
Literature:	<ul style="list-style-type: none"> • Half-sheet food storage guide • Food storage guide magnets



Clackamas County Reduce Food Waste

150 Beavercreek Road, Oregon City

Contact:	Stacy Ludington, 503-742-4463, sludington@clackamas.us
Key messages:	Prevent good food from going to waste. Easy steps for proper food storage and resources to reduce wasted food.
Includes:	<ul style="list-style-type: none"> • Storage bag • Model of a mini-fridge and basket • Basket of fruits and veggies
Literature:	<ul style="list-style-type: none"> • Fridge Storage flyer • Fruit & Vegetable Storage half sheet • Food Preservation flyers and cards



City of Portland Climate Action Now (CAN): Food Choices

1900 SW 4th Ave, Suite 7100, Portland

Contact:	Bill Beamer, 503-823-5629, William.Beamer@portlandoregon.gov
Key messages:	We can all play a part in reducing climate change. There are five areas of focus in Portland CAN. This table focuses on Food Choices. Three waste prevention strategies: meal planning and shopping lists to buy only what is needed; proper storage to keep food fresh and tasty; and ways to make sure food at home is eaten before going to waste.
Includes:	<ul style="list-style-type: none"> • CAN table and floor banners • CAN Food Storage game board, easel and game pieces with hints/tips on the back • Food Storage Tips Quick Reference and A-Z • Food Storage Guide List (for display only) • Infographic on climate change
Literature:	<ul style="list-style-type: none"> • Food Planning Tips Guide sheet: features a shopping list, weekly meal planner and references portlandcan.org for mobile apps • Storage Guide sheets: Fruit and Vegetable; Meat, Poultry and Fish; Cheese and Grains • Tips for Stretching Perishables sheet: including an "EAT THIS FIRST" sign for a refrigerator shelf or container for food that needs to be eaten soon • Pledge cards



Washington County Eat Smart, Waste Less Challenge

155 N 1st Ave, Suite 160, Hillsboro

Contact:	Tony Hair, 503-846-3651, anthony_hair@co.washington.or.us
Key message:	By making small shifts in how we shop, prepare and store food, we waste less, save money and conserve the valuable resources associated with food production.
Call to action:	Pledge to practice what we call SMART Storage. After taking the pledge, they can receive a SMART storage magnet guide. If they want more information, but aren't ready to commit, they can receive a SMART storage guide card. For more information on the Challenge visit www.EatSmartWasteLess.com
Includes:	<ul style="list-style-type: none"> • Food storage magnet game board with easel and magnetic food pieces with tips on back • Floor banner and two small tabletop message displays • Chalkboard Activity
Optional:	<ul style="list-style-type: none"> • Spin wheel and prizes
Literature:	<ul style="list-style-type: none"> • Fridge Storage flyer • Fruit and Vegetable Storage half sheet • Food Preservation flyers and cards
Props:	<ul style="list-style-type: none"> • Four pieces of food to accompany the Eat Smart, Waste Less presentation.
Power Point:	<ul style="list-style-type: none"> • Go online to the Master Recycler kits page to download the Power Point presentation

- Party Kit**
- Go online to the Master Recyclers kits page to find the Just Eat it Movie Viewing Party Screening Took Kit guide and a flyer template for recruitment
 - Includes prizes for a drawing
 - Laptop and projector available upon request



Washington County Eat Smart/Waste Less table, food storage board, spin wheel with prizes and with a case and activity chalkboard

BACKYARD COMPOST AND WORM COMPOSTING

Portland Backyard Compost/Wormbin

1900 SW 4th Ave, Suite 7100, Portland

Contact:	Alicia Polacok 503-823-7107, alicia.polacok@portlandoregon.gov
Key messages:	Backyard composting and worm bins help your garden and houseplants grow. Backyard composting is easy. Food that breaks down in the landfill produces methane which is a potent greenhouse gas. (Note: this kit does not include a wormbin. You can bring your own to embellish on the kit).
Includes:	<ul style="list-style-type: none"> • Miniature model compost bin • Tablecloth with worms • Colorful magnifying glasses • Signage on composting and worm bins (Must supply your own worm bin.)
Literature:	<ul style="list-style-type: none"> • It's Easy to Make Your Own Compost • Natural Garden magnet and Guide • Basic compost bin construction flyer • Worm Bin Basics <p>(Note: all of these are Metro publications.)</p>




METRO RESOURCES

The Metro Recycling Information Center (RIC) provides publications on regional topics such as toxics reduction and collection and backyard compost and worm bins. You can go to the RIC during their business hours and check out any of this literature for free. Ask about Metro magnets as well!

Contact:	503-234-3000
Publications:	Find a list of publications and the Metro Recycling Information Center Publications Order Form online.

Metro’s Recycle Fortune Wheel

600 NE Grand, Portland

Contact:	Darwin Eustaquio, 503-797-1522, Darwin.Eustaquio@oregonmetro.gov	
Key messages:	Includes English and Spanish questions (for different age groups) in the following topic areas: recycling, waste prevention, natural resources, and toxics. After the kid spins the wheel you look up your question and answer depending on their age and language.	
Literature:	<ul style="list-style-type: none"> • Metro education specialists have prizes for kids. • Go to RIC to select the literature you’d like. They should also have recycling guides for the City where you plan to volunteer, but if they don’t use the lists above to add that. 	

Metro’s Healthy Homes Bubbles Display

600 NE Grand, Portland

Contact:	The owner of this kit rotates so please call the Metro Recycling information Center to find the current person who is doing healthy homes outreach. 503-234-3000.	
Key Messages:	Avoid using pesticides and toxics in and around the home through integrated pest management and green cleaners.	
Literature:	Choose from the publications listed in the Metro Publications form online or ask the contact to include whatever materials they use for this kit.	

MASTER RECYCLER PROGRAM

There are a number of resources available that are specific to the Master Recycler Program. Each partner should have Master Recycler postcards that help promote the program. Below are also display options you can request.

View Masters

Available at the Clackamas, Portland and Washington County locations.

Looking for a new way to spice up your table display? Lizzy Oedell (Class 53), who works at Image3D, spent some of her payback time making new ViewMasters using slides and messages from the latest class. There are four topic areas: Waste Prevention, Food Waste Prevention, Toxics, and Backyard Composting.



Master Recycler Banners

Available at the Clackamas, Portland and Washington County locations.

Some partners include this banner in every kit. Some do not. If you would like to ensure that you have one in your kit, please request it from your contact.





CONCLUSION

This chapter offers an overview of the wealth of resources — literature, educational aids, displays, and other materials — that you can use in your outreach work. These resources continue to change and evolve so it pays to check regularly to see if there are new materials that could help you. As a Master Recycler you are most likely to have success by focusing on outreach, presentations and individual communication, rather than on creating flyers and other literature.

Didn't find what you are looking for? You are always welcome to mix and match these materials and embellish with your own ideas or materials. If you have an idea for something new, you can talk it over with the jurisdiction in your area or with the Master Recycler program coordinator.