

Clean Schools

A program to reduce litter in schools



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A GUIDE TO IMPLEMENTING THE CLEAN SCHOOLS PROGRAM IN YOUR SCHOOL

Keep Australia Beautiful Council (KABC) WA is working to address the issue of litter through educating all Australians, especially students, about the environmental impacts of litter and providing simple and effective strategies to manage and prevent the problem.

The Clean Schools education program has a range of resource materials freely available for use by your school to mount a campaign to motivate your staff, students and parents to dispose of their litter responsibly and keep your school grounds clean.

This toolkit provides you with an education program and ideas that can be tailored specifically for your school.

METHODOLOGY OF THE PROGRAM

The Keep Australia Beautiful Clean Schools program is designed to achieve maximum changes in littering behaviour. The program is made up of four stages:

1. Baseline data collection period
2. Intervention program period
3. Post program period
4. Follow up and evaluation

HOW TO GET STARTED

Gain management support

It is important to gain support for the program from management, including the principal, deputies, lead teachers and administration staff, to ensure the program's success. Issues that need to be addressed are:

With your principal

- Time allocated to running the program
- Support when trying to get other staff and parents involved

Administration

- Permission to erect a display around the school
- Permission to put posters up around the school

Gardeners and cleaners

- The option of having additional bins installed around the school
- Obtaining understanding of related issues such as waste and cleaning
- Assistance with any other infrastructure and regimes

To encourage management to be involved tell them:

- The results from other schools that have run the program
- The acknowledgment gained by running the program

You may consider establishing a Clean School committee at your school to assist the success of the program and the long term cooperation of all school stakeholders in the long term elimination of litter.



Contact KABC to register

Once you have permission to run the program, you need to register with KABC via the website (www.kabc.wa.gov.au) or by calling 6467 5122. KABC will provide you with the support materials required to run a successful program in your school.

Attend a Clean Schools Workshop

We also encourage a representative from the school to attend a free professional learning workshop. The workshops and the support materials are free and teacher relief is provided to facilitate participation. Workshops are held throughout the year in the metropolitan region and by webinar for regional schools. However, you can still implement the program and get the support you need without attending the workshop by using this step-by-step guide.

Set dates for the program to be run

If you are running the full Clean Schools program you will need to allocate a consecutive six week long period to include pre and post surveys and audits. The time period will vary if you are unable to run the full program.

Allow yourself at least one month to organise and receive the resources before you set the program start date. It is also important to consider what else may be happening in your school and work around it; you do not want to be competing with other activities.

Meet with staff

The Clean Schools program is best suited to a whole school approach but can be adapted to a class, year groups or sections of the school. Ideally the program would be run adhering to the step-by-step guide presented on the following pages. If you are unable to implement all the steps in the program you can choose to implement only a few.

If your school is reasonably large you will need to have a contact person within the various year groups or departments (secondary). This will enable daily communications with all staff and students in the school and allow for organisation of daily activities.

THE PROGRAM

The Clean Schools program should be implemented in four stages:

1. Collection of baseline data

Pre and post program surveys

The purpose of the pre and post program surveys is to measure staff and student knowledge, attitudes and behaviours towards litter before and after the program. The collected data determines the effectiveness of the program and identifies parts of the program that may be improved.

Keep Australia Beautiful can provide you with an electronic link to online surveys. Hard copy surveys are also available and could be collated by more able classes for analysis.

Observational surveys

Observational surveys are an accurate way of measuring the level of litter in and around your buildings and monitor individuals' behaviours, as often self-reported behaviours can be inaccurate. They also help to decide on placement of infrastructure, signage and displays. Specific year groups can be responsible for collection of this data.

2. The intervention program and resources

The intervention program consists of a number of targeted activities and is usually run in a designated two-week period but can be spread longer over a term. Activities include:

- Displays
- Daily messages
- Competitions
- Zero Waste Lunch Day
- Enforcement / mock fines

Displays

When you register KABC will supply you with a thumbdrive which contains simple fact sheets, photos and banners which can be put together to form a display. Availability on disc allows you to redesign and change these materials to suit your requirements.

Posters are also provided for use around the school. However it is preferable that these are used as templates for students to design their own. Student involvement will encourage them to take ownership and responsibility for the success of the program.

Daily messages

KABC has developed message bulletins that cover different issues and can be sent daily throughout the intervention period. This may be through teacher or PA announcements or emails if appropriate. The topics covered are 'Litter and fines', 'Litter and storm water', 'Dangerous litter' and 'Littering behaviour'.

Competition and class activities

Competition ideas and instructions for the Zero Waste Lunch Day, as well as additional activity ideas, are also provided on the thumbdrive.

While the whole school approach to litter is being undertaken, some teachers may wish to do in-class activities with their students. Learning About Litter, developed by Keep Australia Beautiful, contains curriculum based activities and lessons for teachers, with a CD and DVD included. These can be ordered freely at the same time as registering for Clean Schools. In addition to these, activities can be downloaded from the Keep Australia Beautiful website (www.kabc.wa.gov.au).

Enforcement

Littering is illegal and can incur a fine of \$200. Infringements can only be issued by authorised officers under the *Litter Act 1979*. To show students that you can be fined for littering, KABC has a template for 'mock fines' that can be handed out to students that litter. This is a fun way to underline the reality of fines for littering offences.

Resources supplied by KABC

Clean Schools program thumbdrive containing:

- litter activities
- litter message bulletins
- information for a display
- evaluation tools (pre and post surveys and audits)
- template for mock fines
- helpful hints and tips
- case studies

Posters

Support and advice

Large litter bags if you decide to run a school clean-up

Discount on the purchase of car litter bags



3. Post program period

The post program surveys and litter audits help to evaluate the program’s effectiveness and gain results that are important to share with the staff and students.

The post program surveys need to be sent one week after the intervention period is finished. Delaying the survey for one week means the results will show what messages were retained from the intervention program.

4. Follow up

It is important to do a litter audit at least two weeks after the intervention program, though it is preferable to delay up to six weeks. This will show whether long term behaviour change has been achieved.



KABC recommends the Clean Schools program to be run annually to reinforce messages and to educate new staff and students in the school.

An example of program implementation: Sample outline of the program over a six week period

Date	Task	Notes
Data collection period Day 1	Send the pre-program surveys to all staff and students (electronic link or hard copy).	If possible, provide an incentive for completing the survey (e.g. 10 will be picked out for a spot prize)
Day 2	Complete a litter audit in the morning and afternoon - (refer to methodology on how to complete a litter audit).	You may need to ask the cleaner to let you know when the target areas are cleaned and complete your audit around then. Record the times the audit took place so the follow up audit can be as accurate as possible. One class may be responsible for the audit.
Day 3 & 4	Continue advertising the survey and getting staff and students to complete.	An opportunity to undertake observational surveys. Consider advertising the program in the newsletter to encourage parent involvement.
Day 5	<ol style="list-style-type: none"> 1. Clear the area of excess litter around the school, in garden beds, footpaths, seats and on the ground. 2. Put up posters in high traffic areas and erect the display. 	It is important not to remove all litter and to have ‘background litter’, to keep the areas as normal as possible. Infrastructure installed if required (e.g. additional bins etc) You may like to make car litter bags available to parents in the front office.

Intervention program Day 8		Send out the first message bulletin.	Include an introduction to the program and activities that will be going on in the school throughout the two weeks.
Day 9		Announce a competition, explain what students need to do and what prizes are involved.	Select the competition from the support materials or make up your own. You may wish to have a number of competitions aimed at different age groups.
Day 10	WEEK 2	1. Send out the 2nd message bulletin. 2. 'Officers' out during recess and lunch giving mock fines.	Officers can be the older students or councillors.
Day 11		Remind students of competition.	There may be an opportunity to run a lunch time 'event' focusing on litter which will help the students with the competition. See thumbdrive for ideas.
Day 12		1. Send out the 3rd message bulletin. 2. 'Officers' out during recess and lunch giving mock fines.	Send a note home to parents about a Zero Waste Lunch on Day 16. Include details of the litter program with important information about reducing packaging in students' lunches that become litter.
Intervention program Day 15		1. Send out the 4th message bulletin. 2. 'Officers' out during recess and lunch giving mock fines.	Remind students about Zero Waste Lunch Day tomorrow.
Day 16		Run a Zero Waste Lunch Day.	Have a follow up discussion with classes about the Zero Waste Lunch, stressing how litter can be prevented. Consider prizes for the class that has the least waste.
Day 17	WEEK 3	1. Send out the 5th message bulletin. 2. 'Officers' out during recess and lunch giving mock fines.	May want to run another activity rather than use mock fines again.
Day 18		Judgment day – judging of competitions and present prizes.	Perhaps use peer judging where students vote for the best entry.
Day 19		1. Send out a message bulletin thanking all for participating in the program, and announce winners to any incentive prizes you may have. 2. You may also want to let them know when you will be announcing the results of the program.	This may be done at a school assembly with any items or prize giving, additional activities, invite Captain Clean-up or use students' ideas. A good time to wrap up the program and stress the important messages about littering. Consider contacting the local media to celebrate your achievement with the community. (Media tips on thumbdrive)
Post program period	WEEK 4	No activity.	Delaying the post program data collection will show what messages were retained and whether behaviour change has occurred.

Day 29	WEEK 5	Send out the post-program surveys (electronic link or hard copy).	For most accurate results the post surveys should be sent at least one week after the litter program is completed. If this isn't able to happen the surveys can be sent out during the week immediately after the program is complete.
Follow up	WEEK 6	Do a final litter audit at least two weeks after the intervention program has been run.	These results can be communicated to the students at an assembly or via announcements in each class to show what progress has been made. Also inform parents and the school community via the newsletter or website.

EVALUATION OF THE PROGRAM - WHAT KABC REQUIRES

To run the Clean School program, or part thereof, it is a requirement that your school is registered with KABC and that the 'Clean School' logo is evident throughout the program period.

To help KABC keep accurate records for the program we ask you to supply any statistics gathered during the program. Evaluations are important for KABC in order to continually make improvements to the program.

RECOGNITION OF YOUR ACHIEVEMENT

By participating in the Clean School program you will receive recognition through:

- recognition on our website www.kabc.wa.gov.au
- recognition in our newsletter
- any other media opportunities which may arise, following consultation with your school.



FOR MORE INFORMATION

Contact the Clean Schools Coordinator, Keep Australia Beautiful on (08) 6467 5122 or email cleanschools@kabc.wa.gov.au. More information on this program and other litter education and prevention programs is available online at www.kabc.wa.gov.au.



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