

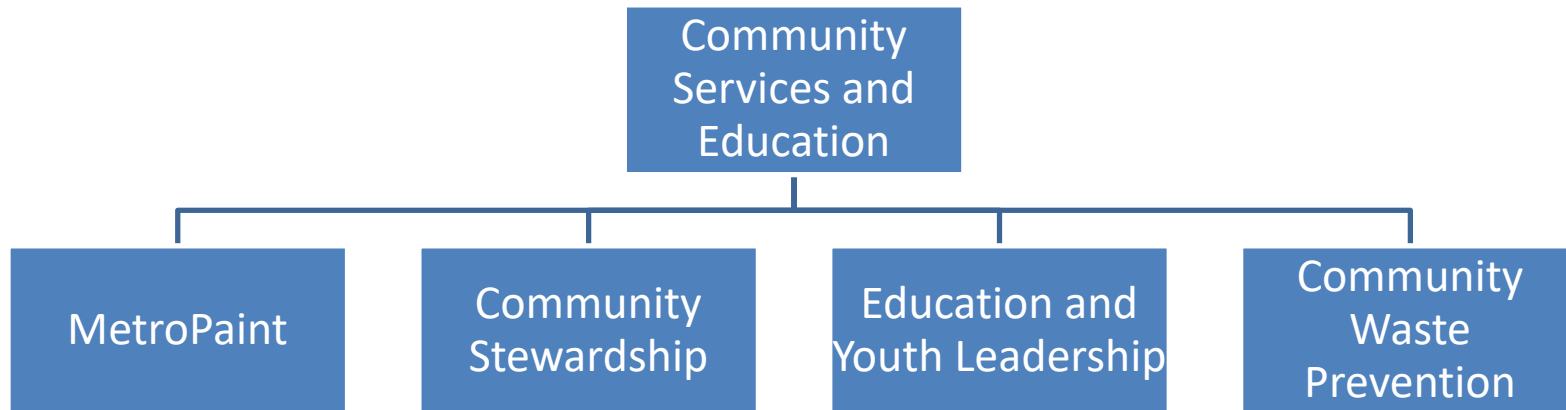


WPES Education and Outreach Programs

Paul Sanford, Enrique Vargas, Farrah Fatemi, Jennifer Payne and Jon Mayer
Oregon Metro, Waste Prevention and Environmental Services



Community Services and Education





Youth
Development
and
Leadership



Youth/School-
based
Education



Adult and
Community-
based
Programs



Regional Waste Plan Education Goals

Goal 1: Increase engagement of youth and adults historically marginalized from garbage and recycling decision-making by enhancing civic engagement and leadership opportunities.

Goal 6: Reduce product environmental impacts and waste through educational and behavioral practices related to prevention and better purchasing choices.

Goal 9: Increase knowledge among community members about garbage, recycling and reuse services.



Education partnerships and priorities

Our priority is **capacity building** with a focus on multiple solid waste reduction outcomes and supporting **residents that need resources the most.**





Community Waste Prevention





CWP programs and services

Adult education and outreach

Community collection services

Grants and investments

Technical assistance



Community education program goals

Short term: support community to take leadership in educational outreach; focus on partnerships with orgs that serve historically marginalized communities.

Long term: build **community capacity, career pathways and leadership roles** in solid waste.



Partnerships are foundational

- Centro Cultural
- NxNE Community Health Center
- Trash for Peace
- City of Portland
- Master Recycler
- Washington County
- City of Gresham
- Multnomah County
- Clackamas County
- Oregon State University
- Master Gardener
- Growing Gardens
- Home Forward
- Community Warehouse
- My Hair My Health
- Oregon Environmental Council
- Soil & Water Conservation Dist.



Fundamentals of community education

Addresses barriers that prevent inclusion and equity in our offerings, such as the Master Recycler program.





Community education topics vary

Materials management

Recycling

Toxics reduction

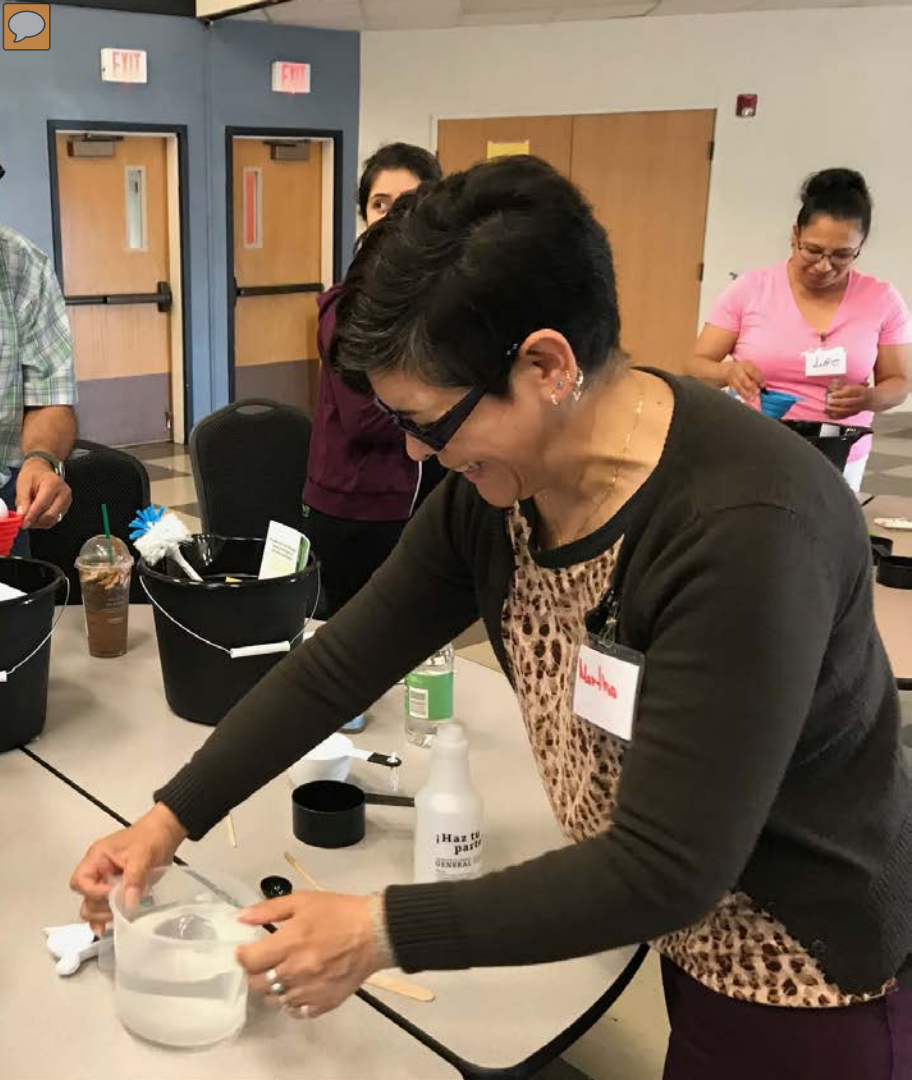
Food waste reduction

Eco footprint & behavior change



**Emphasizes
community
knowledge and
expertise.**





**Behavior change
around solid waste
and environmental
sustainability is
central.**



Metro and local governments supports 3 different Promoters programs:

One with the community-based non-profit **Trash for Peace** at affordable housing sites across the Portland, OR metro region





Promotores program with Centro Cultural

Focus is on culturally-specific outreach and programming for the LatinX community in Washington Co., Oregon



CENTRO





Promoters with the NxNE Community Health Center

Metro's focus is on supporting community with technical assistance around waste reduction

northby
northeast
COMMUNITY HEALTH CENTER



During COVID,
focused on
supporting virtual
engagement
methods and
reducing disposal
barriers.



Un juego de reciclaje para el Día de la Tierra



Toxics reduction and prevention

- Metro collects and safely disposes of regional household hazardous waste
- Toxic products are costly to the region
 - Negatively affects people's health
 - Pollutants
 - Negatively affects the health of regional water ways and soil
 - Disproportionately affect BIPOC communities.



Toxics reduction and prevention collaborations

- Metro's broad focus on toxics allows collaborations with variety of partners with narrow focus
- Examples:
 - Regional water providers (water pollution from pesticides)
 - Local health clinics in BIPOC communities (medical sharps)
 - Workforce development organizations (jobs in sustainability)

Feedback from the community

- Work driven by feedback from community members and partners
- Examples:
 - Gardening education wanted in Spanish language
 - Clients of workers asking for safer methods
 - Space for gardening needed

My Hair My Health partnership

MHMH PDX

My Hair My Health PDX is a 501(c)(3) organization founded in 2021. We fulfill our mission by producing events that inform and inspire! We are a movement encouraging Black women to define and promote a standard of beauty that is uniquely theirs while celebrating their beauty from the inside out. Each event offers tools and resources to:

- (1) heal body, mind and soul
- (2) increase knowledge and skills to combat barriers to health promoting activities





Growing Gardens partnership

- Community organizers provide education to their own communities and neighborhoods
- Offer healthy home and garden education to environmental promoters on topics chosen by EPs



Latinx landscapers outreach

- Provide Spanish language trainings for landscapers on pesticide safety, using less pesticides, marketing to clients
- Provide incentives (Ecobiz, new OSU certification)
- Partner with workforce development organizations that serve the Latinx community (Voz, El Programa Hispano Católico)





Solve Pest and Weed Problems website

- Provide people with science based safe solutions for dealing with pests at home

How to Get Rid of Dandelion
WILL YOU LIVE WITH OR KILL THEM?

Taraxacum officinale | Asteraceae

RISK CARD	
Does dandelion cause harm?	
People	None
Property	Low
Pets	None
Annoyance	Low
Environment	Helpful

ACTION OPTIONAL

OVERVIEW IDENTIFYING TAKE ACTION? SOLUTIONS PREVENT



Solve Pest and Weed Problems website

- Resource for BIPOC communities that are disproportionately affected by toxins
- Seeking input from BIPOC and Spanish speaking communities in design of website



Community services and outreach

- Community led with support from Metro and local jurisdictions
- Designed to remove barriers to disposal
- Includes a range of services based on community need





Community collection services

- During 2021 team has focused on existing partnerships and outreach efforts (18 small events completed)
- Focus on collection of high priority hazardous waste materials - sharps, medication and batteries
- Pair select events with bulky waste collection





Community collection services



Outreach and additional resources





Key insights

- A significant investment is crucial to initiate and support these programs
- Programs may take several years to take shape and form
- Partnerships are essential
- Communities are responsive to education from within the community
- Allow for as much co-creation of programs with community as possible

oregonmetro.gov

