

Come on New Jersey—

Slam Dunk the Junk!



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Slam Dunk the Junk is the focus of a statewide anti-litter campaign created by the Clean Communities Council in response to a legislative mandate to educate people about the proper handling of waste.

"Slam Dunk the Junk addresses a goal of the Clean Communities Council," says Patrick Ryan, president of the Council. "It is just another way of saying put trash in trash cans and recycle—keep litter off the ground. And while the slogan will appeal to people in the age groups identified as most likely to deliberately litter, the message is not just for kids."

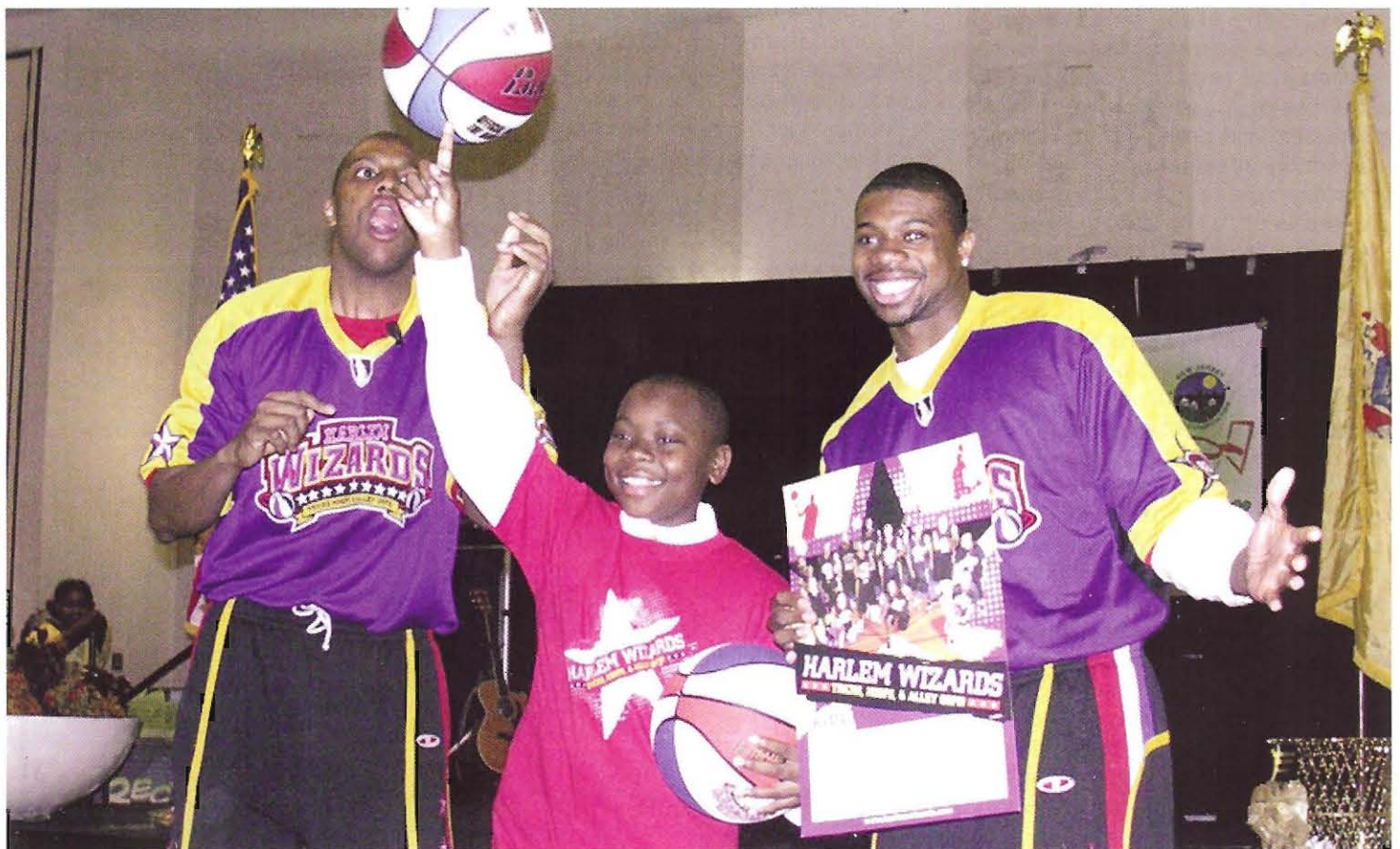
The slogan is attributed to East Orange Environmental Ambassador, Quamir Payton, who on April 24, 2007 at an anti-litter campaign event, stunned public officials and residents by telling them to keep his city clean and just *Slam Dunk the Junk*. Payton's message fast became the motto of the East Orange Clean & Green Center.

"In East Orange we really slam dunk junk. We have placed over 1,000 litter pieces and recycling cans in strategic locations

throughout the city to discourage littering. And East Orange volunteers help our public works department clean trash that ends up on the ground. We are proud of Quamir Payton, who coined the phrase *Slam Dunk the Junk*, and the environmental ambassadors from Gordon Parks Academy for leading the way," comments East Orange Mayor Robert Bowser.

In the spring of 2009, the Clean Communities Council launched a statewide campaign to reduce litter. The Council adopted Payton's slogan and kicked off its campaign on May 19 at the annual Kids-Teens Awards Program in the Grand Ballroom of the Robert Treat Hotel in Newark. Amid an audience of 1,500 students, teachers and volunteers, Payton was named the state's first Environmental Ambassador and *Slam Dunk the Junk* became the state's official campaign theme.

Years of Planning The concept for an advertising campaign began in April 2004 when the Clean Communities Council released a statewide visual litter survey. The survey, conducted by GBB Consulting Firm in Fairfax, Virginia, concluded that



Quamir Payton, who coined the phrase "Slam Dunk the Junk" and Harlem Wizards basketball players help launch a statewide litter reduction campaign.

in New Jersey, males between the ages of 11-24 are the most likely to deliberately litter. In urban areas, the age widens to males between 6-24 years of age. Further, the most cost effective way to reduce litter is through advertising.

In the spring of 2009, the Clean Communities Council awarded a contract for a media campaign to SGW Integrated Marketing Communications (www.sgw.com) located in Montville, NJ. The company is providing a publicity campaign that is a blend of both traditional and online media strategy and outreach.

The campaign includes a two-phase Internet banner ad program, expected to generate nearly three million media impressions. Other publicity elements include a public service announcement, social media (Facebook and YouTube), event promotions, news releases and media relations. Additionally, the Clean Communities Council is setting up press events, distributing *Slam Dunk the Junk* promotional items, and providing graphics for print ads and banners.

The Clean Communities Council is asking local governments, businesses, organizations, schools and individuals to support the *Slam Dunk the Junk* campaign and help spread the word. Many people have already pledged, including:

- A teacher in East Orange has pledged to organize "slam dunk" art projects in the classroom
- An Irvington resident pledged to pick up litter in the township at least twice a week
- A New Jersey Department of Environmental Protection employee pledged to clear debris from storm drains in his neighborhood

Corporations Lend a Hand In the spring of 2009, Coca-Cola Bottling Company teamed up with the Seaside Heights Improvement District and the Borough of Seaside Heights to place 120 recycling bins alongside the existing litter receptacles, a project designed to encourage recycling and keep litter off the beach and boardwalk. Coke employees created the recycling bins by reusing syrup barrels.

Coca-Cola Bottling Company has also teamed up with the New Jersey Sports and Exposition Authority to promote a *Slam Dunk the Junk* campaign during performances and games in the Meadowlands Sports Complex in East Rutherford. The Authority will air the Council's public service announcement when possible to remind patrons to use litter and recycling bins.

In each of seven consecutive years, Covanta employees have participated in Newark's Gateway Cleanup, clearing more than 20 tons of garbage each year from a roadway located near the plant on Raymond Boulevard. Covanta also adopted a traffic island at Lockwood & Raymond Boulevard as part of the city's Clean Entryway Program.

Waste Management of New Jersey also lends manpower to "slam dunk" debris in the cities of Elizabeth and Newark. In the past several years, the company has participated in the City of Elizabeth's New Energy Cleanup, clearing as much as 10 tons of debris from a roadway at South First Street. In the fall of 2008, Waste Management employees cleaned an entryway at Empire Street and Route #22 in Newark. The company has committed to cleaning and maintaining both roadways as part of the *Slam Dunk the Junk* campaign.

Educators and Performers Help Too The Hudson County Improvement Authority has included a Slam Dunk the Junk ad on its calendar that is distributed to all public and parochial schools in the county. The calendar is expected to reach 55,000 people. The Authority will also insert "slam dunk" information in its fall newsletters, reaching 45,000 people with the children's edition and 225,000 people with the adult edition.

Monroe Township (Middlesex County) has added a special feature to its traveling classroom, the EnviroMobile. Employees created an interactive *Slam Dunk the Junk* game using a basketball hoop retrieved from a trash pile, a redesigned backboard, and basketballs made of trash.

The Ocean County Corrections Department has created a puppet, "Bennie Slam Dunk," that will spread the *Slam Dunk the Junk* message to thousands of students throughout the county. Also traveling to New Jersey schools are the Peppermint Puppeteers, who have incorporated the "slam dunk" message into all of their puppet shows. Dave Street, a former comedian and children's book author, has created a "slam dunk" rap being rapped by students statewide.

Finally, the Clean Communities Council owes special thanks to the Harlem Wizards. The New Jersey-based, trickster, basketball team is helping spread by word by appearing at Clean Communities events this fall. Along with Environmental Ambassador, Quamir Payton, The Wizards kicked off the *Slam Dunk the Junk* campaign in Newark, entertaining students with the wizardry of basketball and reminding them to slam dunk junk.

Please help spread the words. Pledge your support online at www.njclean.org. Come on New Jersey—just *Slam Dunk the Junk!* ▲