

## RecycleMania 2017

During the eight weeks of RecycleMania, February 1st, 2017 through March 24th, 2017, student educators using the peer-to-peer outreach model to create awareness about recycling and waste reduction using resources and tips through social media and organizing tablings at various high traffic buildings on campus . We posted videos about the importance of recycling, types of plastics to recycle, recycling process and question and answer games for prizes at the tablings. The videos were helping to spread awareness of recycling, also letting people know that the RecycleMania competition was starting. The tablings were one-on-one education opportunities to engage students and reward them immediately for their responses. Throughout that time, we managed to reach 4,744 people and engage 462 people online through Facebook. That is not including students reached during the 8 tablings. The tablings were held on both UMKC's campuses Volker and Hospital Hill. The peer-to-peer student group consisted of 3 students. Together reached hundreds of students who stood around and watched as others engaged and those who only stopped to admired the display. We had about 70 students engage in the recycling game and 50 of them signed pledges to recycle. The game was to choose from items on the table and put them in the correct bin. (recycle or trash) Everyone who did the challenge enjoyed it. Even if they didn't win the grand prize, they were given a hand sanitizer for trying. If the students were very close to getting every item correct they were given a pink or green RecycleMania pen. The grand prize was a RecycleMania water bottle, which students were excited about and aiming to win. Students allowed us to take their picture after they won and asked us questions about why certain items were not recyclable. We gladly answered their questions and they walked away with a new learning experience. We're proud to say that all

together we reached about 5,000 people and engaged more than 500 people throughout our efforts both on and off campus during the 2017 RecycleMania competition.