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Thirteen tips to help you plan your SHORELINE OR WATERWAY CLEAN UP/MARINE POLLUTION COUNT

<p>Getting Started</p>	<p>Appoint one person to spearhead the clean up. This person makes all necessary preparations, ensures that required materials are available, and ensures that all Data Cards are sent to PITCH-IN CANADA for processing.</p>
<p>Choosing the Day</p>	<p>A unified regional effort is impressive for the media. Try to organise your clean-up during PITCH-IN CANADA Week.</p> <p>If you are aware of other groups in your community/area participating in the PITCH-IN CANADA Shoreline Clean Up/Marine Pollution Count then contact them. Try to work together.</p> <p>Most PITCH-IN Shoreline Clean Ups are held in April as part of <u>PITCH-IN CANADA WEEK</u>. Whenever you decide to undertake your clean-up, your results will be very important to us. For the dates of PITCH-IN CANADA Week click here.</p>
<p>Selecting the Clean Up Area</p>	<p>Ask the obvious questions: does the area need cleaning? Can you reach it with ease? Is it a safe area? Is it a private or public area? Do you require permission to access or clean up the area? Are there any wildlife which may be disturbed? (watch for nests and consult with your local naturalist club).</p> <p><i>Areas with unique qualities are often most in need of cleaning. Estuaries are one example. Areas not cleaned by government agencies are others.</i></p>
<p>Alert other Groups and ask them to Participate!</p>	<p>Your group may wish to invite other volunteers to participate. Write a media release and work with the media to help publicize your clean up as well as the environmental impact of plastic and other debris in SHORELINE areas. You may wish to purchase PITCH-IN CANADA's 27 min. video "OUR CHANGING WORLD: Cleaning Up the World" to promote interest in your project among media and local groups, schools, neighbourhood groups, etc...</p> <p>For more information about the video click here.</p> <p>For a suggested pre-event media release click here.</p>
<p>Getting Supplies</p>	<p>After you complete the Registration Form for the Shoreline Clean Up/Marine Pollution Count you will be able to access the Shoreline Clean Up Data Card. A similar data card is used around the world and you can reproduce it for use by your volunteers.</p> <p>In some parts of Canada you can obtain free PITCH-IN garbage bags to assist you in your clean up if it takes place during PITCH-IN CANADA Week. For a list of communities where free bags are available click here.</p> <p>Alternatively, contact local stores and companies for free garbage bags, pencils and any other supplies which you will need. If you wish to acquire a few special PITCH-IN CANADA bags to identify your project then these can also be purchased but this is not required to participate.</p>
<p>Ensuring Safety</p>	<p>Inform volunteers to dress properly for local conditions to avoid injury and overexposure to the sun. Bring sturdy gloves, sneakers, hats,</p>

	<p>sunscreen, sun glasses and drinking water if not available on site.</p> <p>Tell volunteers not to approach 55 gallon drums or 5 gallon buckets. They may contain toxic chemicals. Record details of such "finds" at a distance. Make sure syringes and glass are handled with care and put them in a container, not a garbage bag.</p> <p>Place small red flags near medical waste and glass and designate a special crew to remove these hazards. Avoid walking in dunes or other areas that may harbour poison ivy, snakes or other wildlife. Don't disturb nesting animals!</p> <p>Explain that safety is first when talking with your volunteers!</p>
<p>Data Collection</p>	<p>In addition to providing data about the waste you collect, also tell PITCH-IN CANADA:</p> <ul style="list-style-type: none"> • how many volunteers participated, • number of kilometres cleaned, • bags filled, • average weight of bags, • total kilograms of waste collected, • number and kinds of stranded animals found • and peculiar or unusual items which we should know about. <p>TAKE PICTURES WHEREVER POSSIBLE! Please provide us with written permission to use these pictures on our Web Site or elsewhere.</p> <p>Explain to your volunteers that data collection may be tedious but will have a longer lasting impact in the battle to stop marine debris than just picking up. Make sure your volunteers understand the important role they play as "garbologists" in helping scientists, policy makers and PITCH-IN CANADA develop long-term solutions.</p>
<p>Reporting Stranded Animals</p>	<p>Find out the proper procedures for handling and reporting injured or dead animals from local wildlife officials.</p>
<p>Recycling</p>	<p>Recycle debris where possible. Find out where you can take recyclables before you separate the debris!</p>
<p>Getting Publicity</p>	<p>Create a media list. Include all newspapers (dailies and community papers), newsletters, radio and TV stations. Where possible contact the person responsible for reporting on environmental issues. Remember that TV can really help to promote the problem. Give the media lots of advance warning of your clean up and follow-up with a call on the morning of your clean up, especially with TV.</p> <p>Issue a media release. A draft pre and post media release can be obtained by clicking here. It is important that your media understands that your local actions are part of a national and world-wide program.</p> <p>Want to see how one group used a release which was published? Click here</p> <p>For more information about conducting a media campaign please click here.</p>
<p>Underwater Clean Ups</p>	<p>Floating debris, ghost nets and traps and plastic bags can have a devastating effect on marine life. Improper removal by untrained SCUBA divers of such debris can, however, cause more harm than good. Some marine debris is not hazardous and may have become substrate or</p>

	<p>habitat which should not be removed. Removal of debris may also be hazardous to divers.</p> <p>For information about conducting underwater clean ups please click here.</p>
<p>Wrapping Up and Recognition</p>	<p>Issue a media release and hold a news conference announcing the statistical results of PITCH-IN CANADA Shoreline Clean Up/Marine Pollution Count.</p> <p>Say "thank you" to those who helped make it happen, including, in addition to your volunteers, any corporate or other sponsors who "pitched-in".</p> <p>A free, special, Certificate of Participation can be downloaded from PITCH-IN CANADA's Web Site after you have registered.</p> <p>Additional recognition items are available from PITCH-IN CANADA. To obtain further information about other recognition items click here.</p> <p>Photocopy all media clippings. If possible, send the original clippings to PITCH-IN CANADA. We will compile a national report showing your achievements.</p>

Register Early for Next Year!

To Contact PITCH-IN CANADA send e-mail to pitch-in@pitch-in.ca or write/phone/fax. [Click here](#) for our address/fax/phone.