



LOUISIANA LOVE  
THE BOOT



**PARTICIPATION PACKET**  
*Help us end a history of litter in Louisiana.*

# LOVE THE BOOT WEEK

*April 20-26, 2020*



## Calling all Louisiana citizens to band together to Love the Boot!

We encourage residents, students, local government and businesses to show love for our state by actively participating in cleaning up Louisiana. Keeping Louisiana clean and beautiful is a civic responsibility that rests equally on all of our shoulders.

## GOALS



### Create

a clean Louisiana  
for future  
generations



### Engage

communities  
to clean up  
Louisiana



### Educate

citizens to change  
behaviors  
that create litter



### Make

Love the Boot  
a strong,  
sustainable movement

## STRATEGIES

### Community Engagement

We want citizens across the state to get involved and clean up their communities. It will take a statewide effort and commitment, but we are up to the task!

### Behavior Change

We strive to educate the public on the importance of clean communities and promote year-round clean-up efforts that will instill community pride.

# LITTER IN LOUISIANA



Louisiana is ranked as the 43rd most littered state in the United States.



Louisiana's recycling rate hovers around 6.2% compared to 34.6% nationally.



There is a 52% decrease in litter in areas with trash receptacles.



The most littered item in Louisiana is the cigarette butt.



Plastic litter has increased by 165% since 1969.



According to a study by LSU, the Gulf of Mexico has some of the highest concentrations of plastic pollution in the world.

# HOW YOU CAN LOVE THE BOOT

## Pledge Your Support

1. Organize a cleanup to take place during Love the Boot Week, April 20-26, 2020.
2. Register your group as a participant of Love the Boot Week at [lovetheboot.org](http://lovetheboot.org).
3. Show off your work by posting on social media using the hashtag #LoveTheBoot.
4. Return to [lovetheboot.org](http://lovetheboot.org) to post your outcomes for statewide recognition.

## Love the Boot All Week Long

Take the Love the Boot Challenge with these daily activities and #LoveTheBoot to challenge others.



**MAKE A DIFFERENCE MONDAY** 50 billion plastic water bottles are sold in the U.S. yearly and yet only 23% are recycled. Choose reusable drink containers instead of single-use plastic ones. Post a video or photo of you and your reusable bottle with #LoveTheBoot.

**TAKE-IN TUESDAY** Individuals produce 1.6 lbs. more waste each day than they did in the 1960s. Reduce how much waste you consume. Rather than getting take-out food with Styrofoam, plastic or throwaway containers, make dinner at home. Post a video or photo of your delicious home-cooked meal or recipe with #LoveTheBoot.



**CLEAN WATER WEDNESDAY** 80% of marine litter comes from land-based sources. Litter is harmful to marine life and pollutes the waters. Help reduce litter in our waterways by removing it from roadways. Post a video or photo of your litter cleanup with #LoveTheBoot.

**THRIFTY THURSDAY** An average family takes home almost 1,500 plastic shopping bags a year, none of which are recyclable. Use reusable cloth bags instead of plastic bags when shopping. Post a video or photo of your favorite reusable bag with #LoveTheBoot.



**STRAW-FREE FRIDAY** Because straws are too small and lightweight to be recycled, they often end up in landfills, in the street, or directly in waterways. Straws will disintegrate into smaller bits of plastic, more easily consumable by birds and marine wildlife. If you don't need a straw, don't use one or use a plastic alternative one. Post a video or photo of your strawless drink with #LoveTheBoot.

**STORM DRAIN SATURDAY** Litter and debris often are carried by wind or rain into storm drains, clogging them and causing street flooding. Post a video or photo of you cleaning out a storm drain with #LoveTheBoot.

**SUSTAINABLE SUNDAY** An average American produces 4.6 lbs. of waste each day. Reduce your footprint by purchasing sustainable, reclaimed, or recycled items and clothing. Post a video or photo of you shopping sustainably with #LoveTheBoot.

# CHANGING THE LANDSCAPE OF LOUISIANA

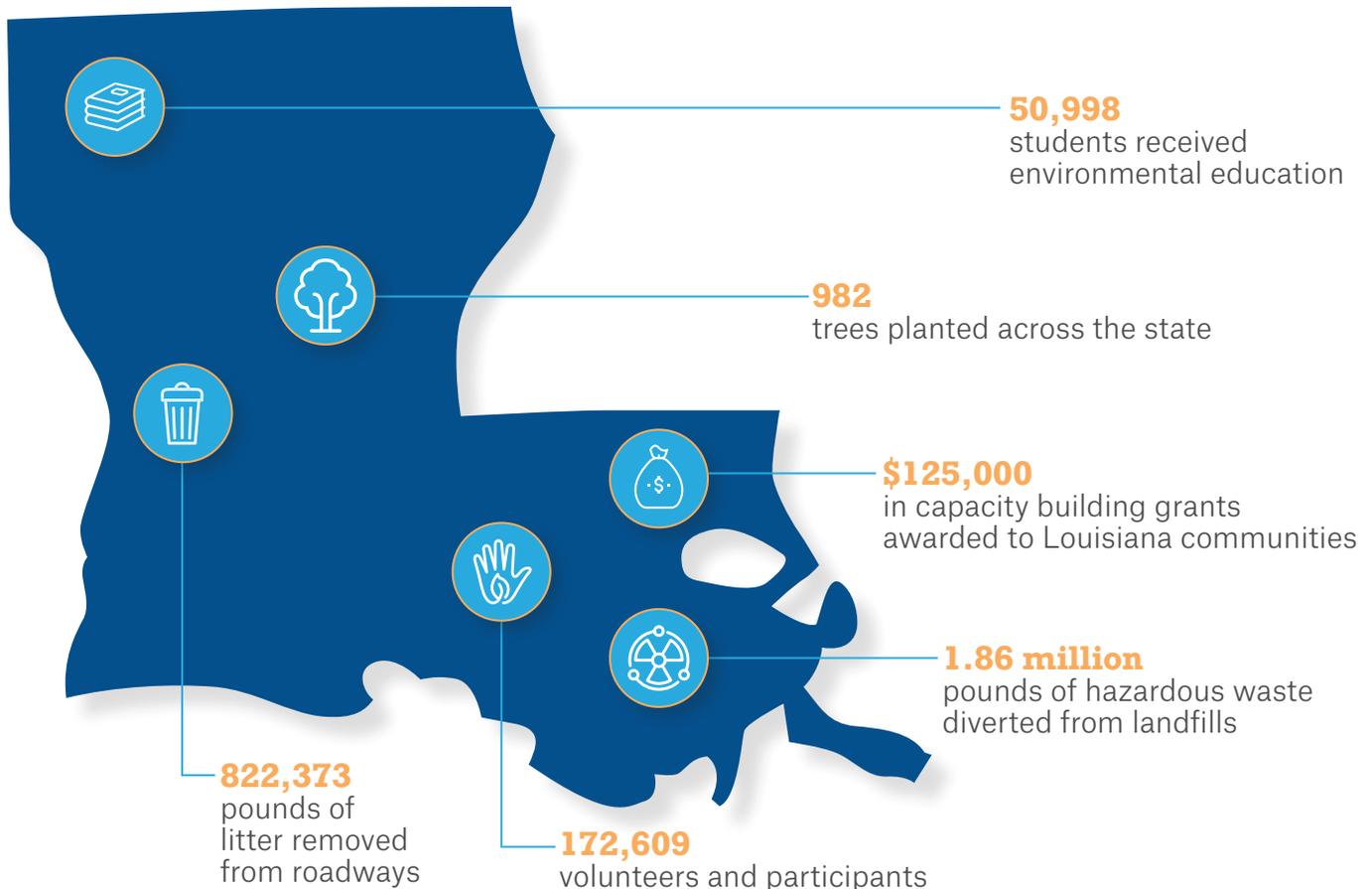
*On a mission to make our state truly a Sportsman's Paradise*



**Keep Louisiana Beautiful** is the state's leading anti-litter and beautification organization focused on bringing people together to build and sustain vibrant, clean communities. Through a network of affiliates, businesses, schools, governments, and citizens, we provide programs, tools and resources to prevent litter, reduce waste, increase recycling, and protect and preserve the natural beauty of Louisiana.

*Keep Louisiana Beautiful, the state organization of Keep America Beautiful, is a 501c3 nonprofit founded in 2000 and has affiliates located in 39 communities throughout the state.*

## KEEP LOUISIANA BEAUTIFUL'S ANNUAL IMPACT





Keep  
**LOUISIANA**  
*Beautiful*

KEEP AMERICA BEAUTIFUL AFFILIATE



**KEEPLouisianabeautiful.org**

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