



Pledge to Keep the Capital Clean

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Implementation Guide

Welcome to Your Online Resource!

Clean communities, free of litter, trash and graffiti, make people feel safe and proud to live there.

That's why the DC Department of Public Works (DPW) has launched **Not in OUR DC! Pledge to Keep the Capital Clean**, a campaign aimed at educating and calling to action District residents – especially youth leaders considered to be our “agents of change” – to keep DC litter- and graffiti-free.

DPW and its partner, *Connect with Kids* (CWK), went to the source – District of Columbia youth – to learn what motivates them and their friends to keep their neighborhoods clean. Based on these conversations, DPW and CWK created materials to increase awareness and give community leaders and youth the tools to become agents of change in their own communities. CWK produces the Emmy® award winning *Connect with Kids* television series featuring real kids sharing their true stories about today's youth issues.

This Implementation Guide offers an overview of the resources created to help involve all members of our community – young and old – to resolve the District's litter and graffiti challenges. Our goal: To ultimately change behavior in ways large and small, and positively impact our community for years to come.

Your Resources on this Website Include:

- This [Implementation Guide](#), which provides ideas and suggested activities for using the campaign elements.
- Continuous streaming video, in English and Spanish, of the half-hour program **Not in OUR DC! Pledge to Keep the Capital Clean** and two public service announcements, which aired on W*USA 9, and 10 shorter video vignettes. This video material can be used in a number of settings to stimulate discussions with youth, parents and community members.
- A [Resource Guide](#), in English and Spanish, with information and activities to involve families and youth in litter- and graffiti-prevention activities.
- [Group Discussion and Individual Self-Reflection Questions](#) that correspond with each of the video's five segments and the 10 video vignettes.
- [Fact Sheet](#) with the latest information, indicators and statistics about the impact of litter and graffiti.
- [Parent Tip Sheet](#) with expert advice and online resources to help parents be part of the process to keep youth engaged in keeping our community litter- and graffiti-free.



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Purpose of the Campaign Materials

- Create a common conversation about the escalating problem of litter and graffiti in our community and the reasons why
- Provide you with tools to reach and teach youth and families about these importance issues
- Facilitate a community dialogue around litter and graffiti issues within our communities and neighborhoods
- Provide resources that reinforce what you're already doing to help youth feel connected to the issue and committed to keeping our community litter- and graffiti-free
- Raise awareness of the economic and emotional impact litter and graffiti have on our community and mobilize youth to take action and assume a leadership role in keeping DC litter- and graffiti-free.

Using the Half-Hour Television Program

- Invite people from your organization and/or the community to a viewing party to watch **Not in OUR DC! Pledge to Keep the Capital Clean** together.
- When viewing the program in a group setting, be sure to take some time following each segment to discuss what you saw. Use the discussion and self-reflection questions, as well as the fact sheets about litter, graffiti, and their impact, to make the event a positive and educational experience.
- Assign young people in your organization the task of watching the program with their parents, using the discussion questions and Parent Tip Sheet to elicit meaningful dialogue.
- Allow youth to show the program to friends in their clubs or others whom they know (in youth groups, classes, church groups, etc.).
- Encourage schools in your community to use the video program and correlating resources in classes or guidance programs.



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Using the Discussion and Self-Reflection Questions

- Download and print the **Not in OUR DC! Pledge to Keep the Capital Clean** Resource Guide, including discussion and self-reflection questions for the half-hour program and 10 video vignettes. The discussion questions are for a group. The self-reflection questions are for individuals to reflect upon their own personal responses to issues raised in the videos.
- Train parents and/or youth to become group discussion leaders using these resources.
- Post the questions on the wall to help people continue to think about the impact of litter and graffiti on individuals and the community as a whole, as well as the support services from the Department of Public Works that are available to help each of us tackle the issue.
- Use the questions for youth as they discuss these issues with their parents.

Using the Fact Sheet in a Group Setting

- Review the Fact Sheet in the Resource Guide prior viewing **Not in OUR DC! Pledge to Keep the Capital Clean**. After watching the video, ask participants to identify additional facts they learned or misconceptions they had before viewing the video.
- During a community meeting, have parents and children pair up and quiz each other on the facts about the effect of litter and graffiti. Have one family member report to the meeting participants something new that they learned.
- During a parent meeting, instruct parents to take the Fact Sheet home and use it as a starting point for a conversation with their children.

Using the Parent Tip Sheet

- Make copies of the Parent Tip Sheet in the Resource Guide and distribute it during a parent meeting and/or video viewing. Have the group talk about specific ways they can implement the tips with their families to help them get involved in preventing litter and graffiti.
- During a parent meeting, use the Tip Sheet as a starting place for discussion and have the group brainstorm additional tips and strategies they can use with their children. Have a recorder write down all the suggestions as they are stated.
- As a group, review the Tip Sheet prior to watching **Not in OUR DC! Pledge to Keep the Capital Clean** and have parents identify scenarios during the videos where the Tip Sheet applies.



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Using this Website

www.connectwithkids.com/notinourdc

- Instruct parents to go to the Website with their children and view **Not in OUR DC! Pledge to Keep the Capital Clean** together.
- Ask families to use the discussion questions to begin a discussion of what litter and graffiti can do to a community and ways everyone can all work together to keep neighborhoods litter- and graffiti-free.
- If in a classroom setting, ask youth to view a streaming video segment online at home and write down their answers to the self-reflection questions. At the next class, without giving their names, read their responses to the self-reflection questions as a starting point for group discussion.
- Have youth in a community program learn how to use the Website at an on-site demonstration.
- Encourage others to download and print any additional materials needed for group sessions, meetings, family viewing sessions, etc.
- Use your organization's newsletters, emails, and other communication channels to promote your efforts and the Website. Visit the Website to review regularly updated news stories or other materials, and then direct parents, educators, and youth to the Website for further exploration.
- Continue to keep parents and youth informed about the Website for home use or for leading discussions in other settings (religious group meetings, civic groups, clubs, and schools), being sure to point out the useful Parent Tip Sheets and Fact Sheets. Show potential meeting facilitators how to access additional materials on the Website.
- Start a discussion group for teens about the importance of keeping our communities litter- and graffiti-free by using the online resources and the video. Use the discussion and self-reflection questions to help facilitate the sessions.