



The Solution to Pollution

Creating a PSA About Disposable Culture

North American Marine Environment Protection Association®

NAMEPA

2014 Lloyd's List Awards ENVIRONMENT AWARD WINNER



Life Before Plastics

- Did not become apart of everyday life until 1950s
- Limited to natural materials such as wood, glass, leather, clay, shell, bone, etc.



Plastics Timeline

- 1909- first synthetic plastic introduces
- 1946- Tupperware invented
- 1962- plastic bags invented
- 1976- plastics become world's most used material



Modern Day

- Before plastic, people dreamed of better solutions to their problems
- Modern day products such as Tupperware containers, toothbrushes, mobile phones, products used in the health field, auto safety, etc. have improved our way of life – **but at what cost?**
- Production costs for creating 1,000 or 10,000 units were nearly the same
- Industry promoted convenience of using things once - by 70s, disposability was a way of life
- By "resolving" these challenges, we've created our biggest challenge yet: waste and its effects on the environment
- Marine debris!!

Figure 4. Management of MSW in the United States, 2012

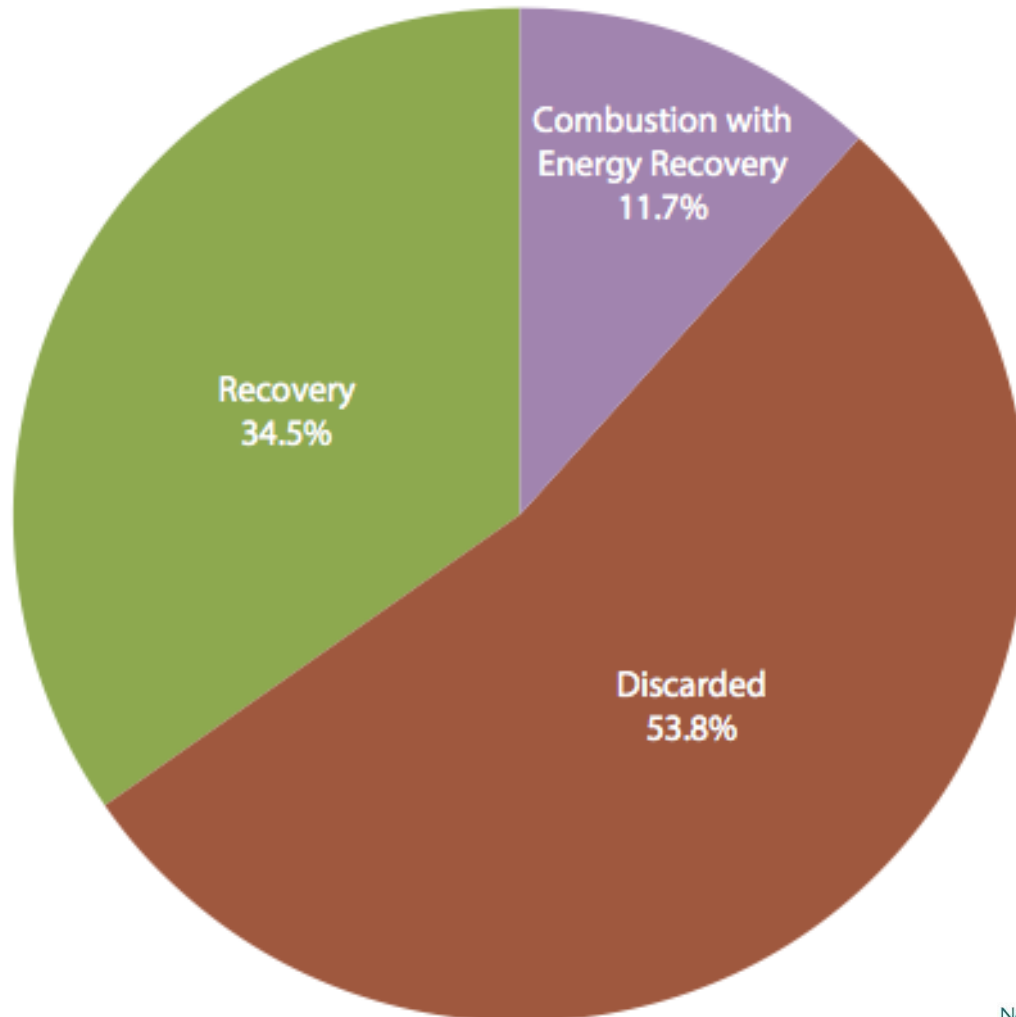
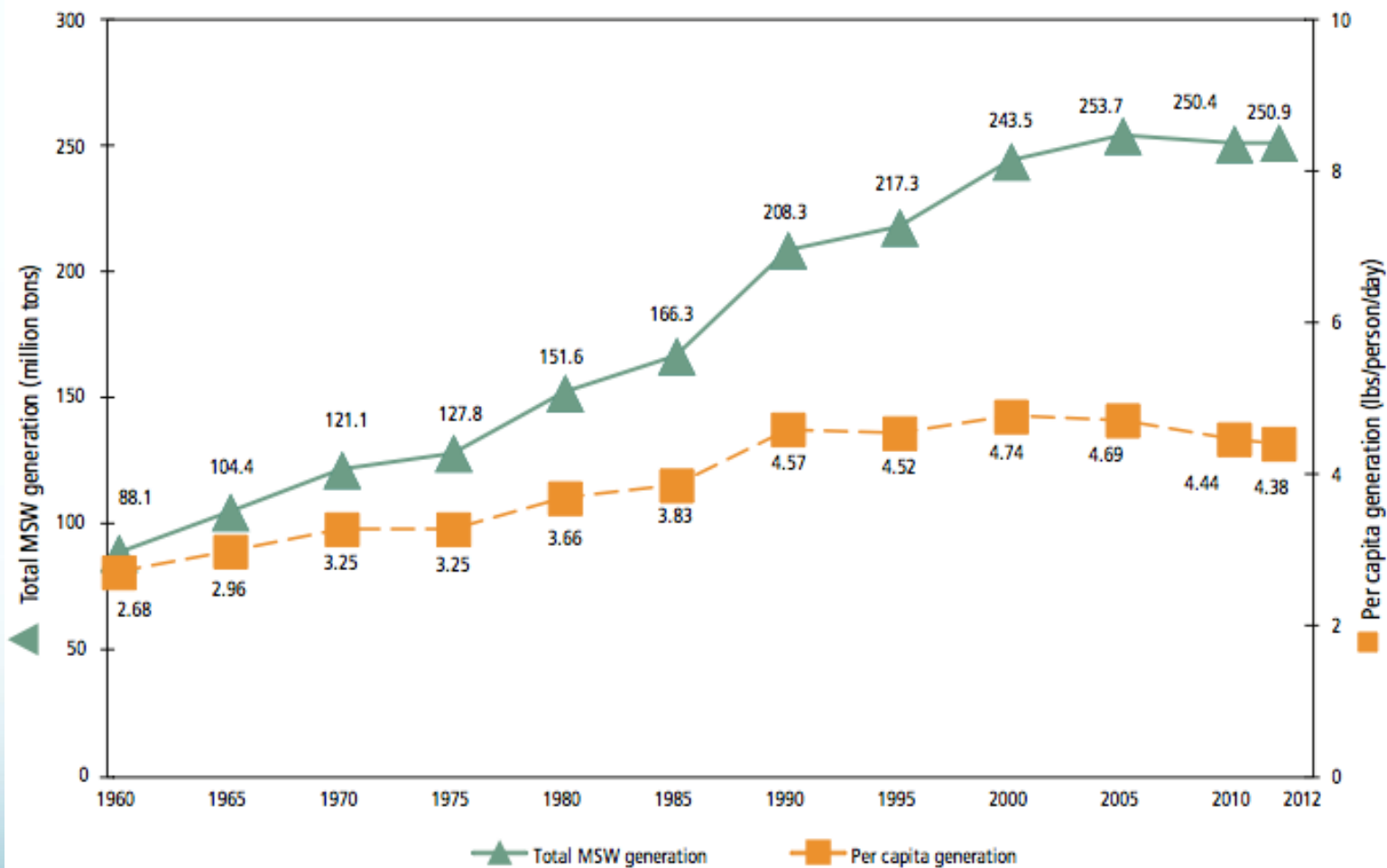


Figure 1. MSW Generation Rates, 1960 to 2012



Global Impacts Marine Debris

- Entanglement of wildlife
- Ingestion by wildlife
- Habitat degradation
- Cleanup Costs
- Negative impacts on tourism
- Unsightliness
- Effects on food chain



Single Use Plastics

- Plastic items such as drink bottles, plastic wrap, disposable utensils, plastic bags, food packing
- They are disposable- designed to be used once than thrown away



What YOU can do to help!

- **REDUCE** your wastes
- **REUSE** products
- **RECYCLE** plastics, cardboards, and metals!
- Pick up trash at your local beach!!
- Proper disposal of trash
- Boaters ensure trash does not blow away
- Secure your trash
- Become an Ocean advocate
- **Educate others about the impacts**



marine debris has on our environment

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YOU CAN MAKE A DIFFERENCE!!

**NAMEPA Beach Cleanup in
Fairfield, CT, November
2013**



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Activity: Create a Public Service Announcement (PSA)

Address These Points:

- What is marine debris and what is it made of?
- How do we contribute to marine debris?
- Why should we care?
- What impact do single use plastics have on marine debris?
- How can we reduce that impact?