



## Flush Smart Month Blog Templates

Posting an educational blog on your website and sharing the link on your social channels can show consumers and constituents that you take community health seriously and are a credible source of information when it comes to flushing smart. See below for a template to help you build a blog and get the word out with ease.

### For RFA Members:

- **Intro:**
  - Define Flush Smart Month and the Responsible Flushing Alliance
    - Key Messages:
      - The Responsible Flushing Alliance is celebrating its third annual Flush Smart campaign by extending it from July 1 to the entire month.
      - Flush Smart Month reminds people about the importance of responsible flushing.
      - The Responsible Flushing Alliance is an independent, nonprofit trade association committed to educating consumers about responsible and smart flushing habits to help reduce damage to our nation's sewage systems.
    - Explain your company's involvement and overall mission
- **Body:**
  - Explain the importance of flushing smart and the "Do Not Flush" symbol
    - Key messages:
      - On average, it costs about \$300-\$450 to repair the damage to your home plumbing system caused by clogs. And if it requires a whole house re-pipe, the average cost can range from \$4,000-\$15,000.
      - Estimates show that local public agencies throughout the U.S. (and the ratepayers they represent) spend more than \$440 million each year to repair wastewater treatment equipment and respond to sewer overflows caused by improper flushing of "Do Not Flush"-labeled wet wipes.
      - Items causing clogs include baby wipes, cleaning wipes, makeup removal wipes, paper towels, period products, and other trash not designated to be flushed.
      - Consumers should check all wipes packaging for the "Do Not Flush" symbol before flushing them down the toilet. "Do Not Flush" wipes are not designed to break down in pipes, whereas "flushable" wipes are made with short, plant-based fibers that come apart when flushed.



- Consider including [this infographic](#) to describe the difference between flushable and non-flushable wipes
- If you are a wipes manufacturer, explain your commitment to promoting responsible flushing habits to protect community health
  - Key messages:
    - To help consumers keep their homes healthy and their plumbing systems safe and running smoothly, the wipes industry supports labeling guidelines that call for prominent positioning of the “Do Not Flush” symbol on the product packaging for non-flushable wipes.
    - [Your company] is committed to including the “Do Not Flush” symbol on packaging and spreading the word about the importance of responsible flushing—to help keep infrastructure intact and save households the high costs of pipe repair and increased utility bills due to repairs for wastewater treatment equipment and other sewage infrastructure.
- **Conclusion:**
  - Direct readers to a resource where they can learn more about responsible flushing, such as the RFA Fact vs. Myth page: [Myth VS Fact - FlushSmart](#)

#### **For Wastewater Agencies:**

- **Intro:**
  - Define Flush Smart Month and the Responsible Flushing Alliance
    - Key messages:
      - The Responsible Flushing Alliance is celebrating its third annual Flush Smart campaign by extending it from July 1 to the entire month.
      - Flush Smart Month reminds people about the importance of responsible flushing.
      - The Responsible Flushing Alliance is an independent, nonprofit trade association committed to educating consumers about responsible and smart flushing habits to help reduce damage to our nation’s sewage systems.
  - Explain your agency and why you celebrate Flush Smart Month
- **Body:**
  - Explain the importance of flushing smart and the “Do Not Flush” symbol
    - Key messages:
      - On average, it costs about \$300-\$450 to repair the damage to your home plumbing system caused by clogs. And if it requires a whole house re-pipe, the average cost can range from \$4,000-\$15,000.



- Estimates show that local public agencies throughout the U.S. (and the ratepayers they represent) spend more than \$440 million each year to repair wastewater treatment equipment and respond to sewer overflows caused by improper flushing.
- Items causing clogs include baby wipes, cleaning wipes, makeup removal wipes, paper towels, period products, and other trash not designated to be flushed.
- Residents should check all wipes packaging for the “Do Not Flush” symbol before flushing them down the toilet. “Do Not Flush” wipes are not designed to break down in pipes and should always go in the trash, never the toilet.
  - Consider including [this infographic](#) to describe the difference between flushable and non-flushable wipes
- Explain your commitment to promoting responsible flushing habits to protect community health
  - Key messages:
    - [Your agency] is committed to spreading the word about the importance of responsible flushing—to help keep infrastructure intact and save households the high costs of pipe repair and increased utility bills due to repairs for wastewater treatment equipment and other sewage infrastructure.
    - Always look for the “Do Not Flush” symbol on wipes. If you see it, that wipe always goes in the trash and never the toilet.
- **Conclusion:**
  - Direct readers to a resource where they can learn more about responsible flushing, such as the RFA Fact vs. Myth page: [Myth VS Fact - FlushSmart](#)

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