

Responsible Flushing Alliance #FlushSmart Campaign

Join us in celebrating the our annual Flush Smart Month beginning July 1!

Your Flush Smart Month Toolkit (part 1)

What's Happening

The [Responsible Flushing Alliance](#) (RFA) is on a mission to **educate consumers** about the importance of proper flushing habits and draw awareness to the "Do Not Flush" symbol on wet wipes packaging.

For the past two years, we've celebrated the annual Flush Smart Day on July 1. This year, we're extending the #FlushSmart celebration to all month long! **July is now Flush Smart Month!** 🇺🇸

Why it Matters

On July 1, 2022, California enacted a law requiring manufacturers of non-flushable wipes to prominently display the "Do Not Flush" symbol on packaging and educate consumers about what this label means and the dangers of improper flushing.

Proper Labeling of Wet Wipes Laws

States including California, Washington, Oregon, Colorado, Illinois, New Jersey & Michigan all have laws requiring the "Do Not Flush" symbol on non-flushable wet wipes packaging. Congress is also considering federal legislation, called the WIPPES Act.



RFA is here to help manufacturers and wastewater professionals raise awareness of the importance of proper flushing habits and encourage consumers to look for the "Do Not Flush" symbol. By joining the effort this **Flush Smart Month**, you can **share with your consumers and community members #FlushSmart tips** and that you're committed to helping keep our communities healthy and protecting our nation's vital infrastructure.

We're Preparing to Make an Even Bigger Splash!

Building on our success of the past two Flush Smart Days, we are not only expanding to all of **July for Flush Smart Month**, but we will have a **live activation at VidCon**. Around 60,000 content creators descend on Anaheim, CA for 4-days of fun & content creation. We will be capturing video from the event and are enticing creators to engage with by solving **Crimes of Flushing**.

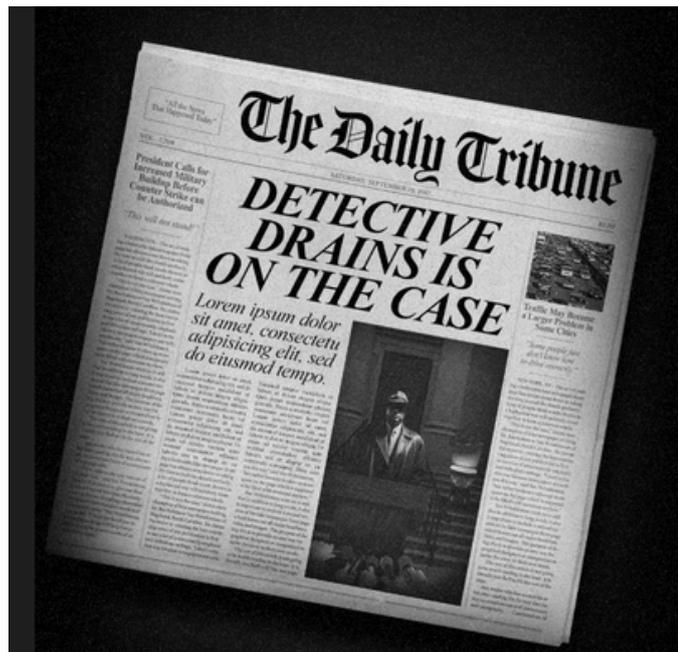
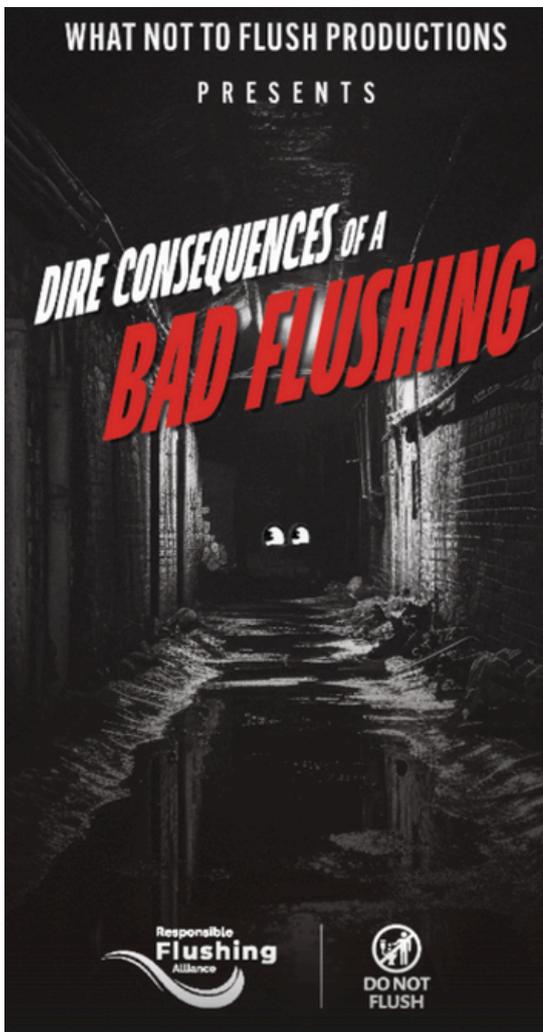


Clog Monster 2.0

From the clogged depths of the sewage underworld, the **Clog Monster** is at it again...commanding a horde of misguided citizens to flush dangerous items, threatening to overrun cities with floods and filth.

But not to fear, **Detective Vincent Drains** is on the case! And he has a very surprising partner... **Mel, the talking & singing toilet!** Together they will solve these toilet crimes.

This dynamic duo will make their debut in at the end of June to tee up #FlushSmart month in big way. Keep an eye on out for more details to come. **We will have a 2nd toolkit with more creative assets to share in July!**



How You Can Spread the Word Now

To get our message across loud and clear, we seek out creative approaches to catch consumers where they are in ways that will resonate well into the future.

We have lots of amazing content that **you can use now** to help us gear up, and kick-off, this year's **Flush Smart Month**. After all, the more we share smart flushing habits, the sooner we'll see behavior change!

Here are a few highlights of what we've been up to lately:



Teaming Up with Young Filmmakers Create Public Service Announcements

Reaching young people with our message is critical. By engaging them in educational opportunities, we can not only raise their awareness of the issue but also give them agency in creating a better future.

RFA teamed up with the [Latino Film Institute's](#) (LFI) [Youth Cinema Project](#) (YCP), with support from the [Los Angeles County Sanitation District](#) (LACSD), to create a unique PSA film contest for students to encourage community education.

Read more about the initiative in a recent blog post (and consider sharing!):

<https://www.flushsmart.org/from-the-classroom-to-the-red-carpet/>

We also posted all of the winning PSAs on the RFA YouTube channel. Please feel free to share the videos on your channels, too! [View and share the winning student-produced #FlushSmart PSAs.](#)



1st Place Winner (elementary) -- "Don't Flush It, Trash it!"
Responsible Flushing Alliance • 99 views • 1 month ago



1st Place Winner (middle school) -- "Toilet Besties"
Responsible Flushing Alliance • 42 views • 1 month ago



1st Place Winner (YCP Alumni) -- "Fear the Flush"
Responsible Flushing Alliance • 37 views • 1 month ago

What the Flush?

Uncovering the Facts of Flushing with Forensics



We are also sure to back up our educational efforts with facts and data. In accordance with California's Proper Labeling of Wet Wipes law (AB 818), we went deep to find out exactly what's clogging up municipal wastewater systems.

RFA collaborated with the California Association of Sanitation Agencies (CASA) and the Association of the Nonwoven Fabrics Industry (INDA) on the **largest known domestic sewage collection study conducted.**

Here's what we found:

- **34.1%** wipes labeled with the "Do Not Flush" symbol (baby wipes, cleaning wipes, makeup wipes, etc.)
- **64.9%** other non-flushable items (paper towels, period products, trash, etc.)
- **0.9%** wipes labeled as flushable

One big takeaway? All **wipes labeled "Do Not Flush" were still fully intact**, demonstrating why it is important to toss those wipes in the trash. The flushable wipes, on the other hand, were all in the process of disintegrating.



What does this mean?

Contrary to popular belief, flushable wipes aren't the problem. Our study found these wipes do what they are designed to do—break down to move through pipes without causing blockages. **Wipes labeled "Do Not Flush,"** on the other hand, **accounted for 34% of clogging material**—which is why educating on the "Do Not Flush" symbol is so important.

Here are some **assets from the sewage collection study** if you want to learn more (and share):

- View the full report [HERE](#).
- Check out our [VIDEO](#) explaining the study in depth.
- Share this educational graphic with your followers [INFOGRAPHIC](#).



More to Share!

And don't forget, we have **a ton of graphics and educational sheets** that are free and downloadable from our website:

www.flushsmart.org/resources/



DOWNLOAD FILE



DOWNLOAD FILE

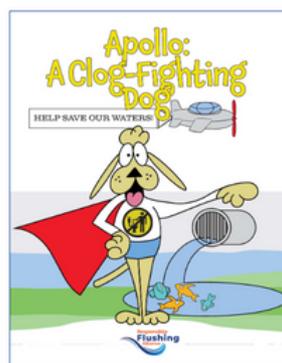


DOWNLOAD FILE

www.flushsmart.org/enrichment-materials/



Word Search



Apollo: A Clog-Fighting Dog
Coloring Book



Maze Challenge



Grades of Green Toolkit

Templates for Flush Smart Month

Available at www.flushsmart.org/action-center/

- **Social media:** <https://bit.ly/3z6rM84>
- **Blog post:** <https://bit.ly/45hq9AC>
- **Press release:** <https://bit.ly/4earOMx>
- **Talking points & FAQs:** <https://bit.ly/3KBrtEP>