Outreach Materials
Managing Unused Latex Paint

October 1st – Melrose, NY

Guidance Document

Brochure targeted to municipalities & others that manage waste paint.
Consumer Fact Sheet

Companion fact sheet targeted to consumers, painting contractors, & users of paint.

Customize with Local Information

- Donation options
  - Local charities, religious organizations, community theatre groups, schools, government offices, others

- Paint exchange programs
  - Community “drop & swaps”
  - Online materials exchange programs

- Disposal options - SW & HHW
  - Municipal and/or private disposal companies
Consumer Outreach Methods

• Distribute through:
  – paint retail locations
  – HHW events
  – other local events

• Insert in regular town mailings:
  – tax bills
  – utility bills
  – communications on solid waste or HHW management

• Announcements in local newspaper

• Posters on community bulletin boards

• Information on town’s website

Feedback

• Are there local places to donate used paint?
  – Is someone willing to do a bit of research?
  – Or provide NEWMOA with some suggestions to contact?

• Should we include Drop & Swap?
  – Is anyone interested in pursuing this option for their town?

• Should we include HHW information for oil-based?

• Anything else that should be included or reworded?
Next Steps

- Finalize consumer handout for ERCSWMA
- Create an online template to keep up-to-date (and modify for other locations)
- Conduct needs assessment & develop next steps