



DO SOMETHING BEAUTIFUL. **KEEP AMERICA BEAUTIFUL**  
**DEFIANCE COUNTY ENVIRONMENTAL**  
**SERVICES**

**KAB MISSION & GUIDING PRINCIPLES**

**Our Mission**

**Engaging individuals to take greater responsibility for improving their community environments.**

---

**Guiding Principles**

As a recognized leader in community improvement, Keep America Beautiful is guided by these principles:

**Education:** This is the key to encouraging positive behaviors toward community improvement.

**Individual Responsibility:** Improving communities, their environment, and quality of life all begins with personal responsibility -- individuals becoming more engaged as citizens and stewards of the environment.

**Public-Private Partnerships:** Broad-based community alliances are essential to achieve sustainable community improvement.

**Volunteer Action:** By engaging volunteers we extend the reach of our education and multiply the impact of our actions.

---

## Our Focus

**Keep America Beautiful changes behaviors and improves communities through a focus on:**

**Litter Prevention:** Defining litter, identifying the causes, and reducing it by organizing cleanups, and promoting proper handling of discarded waste in our communities.

## LITTER PREVENTION

Research and experience prove that litter — intentional or unintentional pollution resulting from consumer waste products being carelessly handled or improperly disposed — attracts more litter. A clean community, by contrast, discourages littering and raises local living standards and quality of life.

### Why do people litter?

People tend to litter because they feel no sense of personal ownership. In addition, even though areas such as parks and beaches are public property, people often believe that someone else a park maintenance or highway worker will take responsibility to pick up litter that has accumulated over time. Because any and all items used in human activity have a potential of being littered, the scale of this issue is significant.

Because Keep America Beautiful believes litter is often a starting point for other community blight, and that everyone shares a personal responsibility to help prevent litter in their community, we encourage solutions that involve public education and volunteer action. Knowing more about the causes of litter and where it comes from is a good place to start in addressing litter prevention. One person, one business, one organization can positively affect the behavior of others in their community.

**Waste Minimization and Recycling:** Reducing the impact of solid waste in our communities through integrated programs including responsible consumerism, source reduction and reuse, recycling and education about landfills, composting and waste-to-energy.

### Americans generate over 245 million tons of garbage per year. What's *your* impact?

Garbage isn't something we want to think about every day, but managing waste has long-term environmental and economic consequences that can't be ignored. **Since 1960, the amount of waste generated in America has nearly tripled.** Our society as a whole - consumers, corporations and governments - must think proactively about reducing our impact.

## Keep America Beautiful believes that every consumer makes two important choices that affect the amount of waste in America:

- **What products we choose to buy or use, and**
- **How we choose to dispose of the product when finished with it.**

**At the point of purchase or use**, consumers have the opportunity to consider a product, its packaging, how it is constructed, whether it can be reused or recycled, and whether it is made from recycled materials. By choosing recycled, recyclable or reusable products, we can extend the functional life of a product and divert it from the landfill.

Purchasing recycled products also helps by creating a market for the recycled material, "completing the loop." Consumer demand is a powerful factor affecting the waste stream, and our decisions make a huge difference.

**Once a product has reached the end of its functional life**, consumers decide how it will enter the waste stream. Reusing, recycling or composting waste materials is always the ideal option.

**Beautification:** Improving the visual aspects of our communities through programs that beautify and naturally clean our environment including community gardens, restoring vacant lots, highway and shoreline beautification, urban forests, native and wildflower plantings, and graffiti prevention and abatement.

## BEAUTIFICATION

### America's beauty is everywhere you make it.

Our organization's mission revolves around a core belief that **beauty is a silent but powerful force** that makes communities safer, healthier and more livable. "Beauty" is in our name, it's the result of everything we do and it's what our organization is all about - citizens, government and businesses uniting to create better communities and contributing to a more beautiful world. We know that when a community and its residents unite with beautification as a common purpose, transformations occur not only in the physical surroundings, but in the hearts and minds of everyone involved.



### Free Seeds

Learn how to get free seeds from the [America the Beautiful Fund](#).

**Beauty in the built environment**



America's cities and towns are being transformed by visionary community leaders who recognize the value of beautification to attract residents, draw tourism, sustain economies, and repel the elements of blight and decay.

Incorporating visual beauty into public spaces has proven effective method of raising property values, reducing crime, enhancing the local economy, and improving public health. KAB affiliates incorporate a variety of practices that create and enhance their communities, including:

- [Graffiti prevention and removal](#)
- Creating [community gardens](#)
- Tree planting and urban forestry initiatives
- Building parks and green spaces
- Litter and illegal dump cleanups
- Enhancing public spaces

## **The KAB Litter Index**

**Looking at litter is the place to begin—the first step in the litter prevention education process.**

The Keep America Beautiful Litter Index is a credible and simple tool that allows quick and reliable visual assessment of the types of litter present in a community. The data obtained through the Litter Index will determine the types of community improvement programs needed to address current conditions, and achieve long-term sustainable results.

The Litter Index is designed to measure progress over time. It helps identify what is effective—and what isn't—in positively changing littering attitudes and behaviors and related community improvement issues. Consistent use of the Litter Index on an annual

basis can help track overall progress in reducing litter, and can quantitatively express success in community improvement.

Keep America Beautiful realizes that no two communities are exactly alike, and no single improvement plan will address all the needs of every community. The Litter Index has been designed to be flexible and allow for individual judgment in making choices appropriate for local circumstances.

*The Litter Index was created by the Keep America Beautiful, Inc. "Litter Measurement Technical Committee." After initial review and field-testing, Keep America Beautiful local and state affiliates have utilized it every year to assess changing conditions in the communities they serve.*

The Defiance County Environmental Office annually participates in the KAB litter survey. County employees and volunteers travel each township within the county, defining areas and detailing the severity of litter in specific locations. The areas and percent of trash found for 2006 and 2007 are listed below:

<b>Areas/Townships</b>	<b>2007 Scores</b>	<b>Areas</b>	<b>2008 Scores</b>
A – Adams, Richland & Highland	1.22	A – Adams, Richland & Highland	1.36
B – Tiffin, Noble & Defiance	1.32	B – Tiffin, Noble & Defiance	1.21
C – Washington & Delaware	1.11	C – Washington & Delaware	1.11
D – Farmer and Mark	1.07	D – Farmer and Mark	1.14
E – Milford and Hicksville	1.12	E – Milford and Hicksville	1.18
<b>Average Litter Index</b>	<b>1.17%</b>	<b>Average Litter Index</b>	<b>1.21%</b>

Defiance County’s litter index for 2008 is 1.21%. This is a slight increase over 2007, but still reflects that our litter control programs are working!

## **KAB Educational Activities**

New this year to the KAB website, is KAB man. This is an excellent tool to use with programs for children and young adults. KAB Man addresses all components of keeping America beautiful. For more details or to view a short video of KAB Man’s superpowers please go to: **KAB Man** - <http://www.kabman.org/> - A new superhero for a cleaner, greener America