

INTRO TO RFA



**DO NOT
FLUSH**



**DO NOT
FLUSH**



WHO IS RFA?

The Responsible Flushing Alliance is an independent 501(6) non-profit organization dedicated to consumer education regarding smart flushing habits.



Purpose Statement

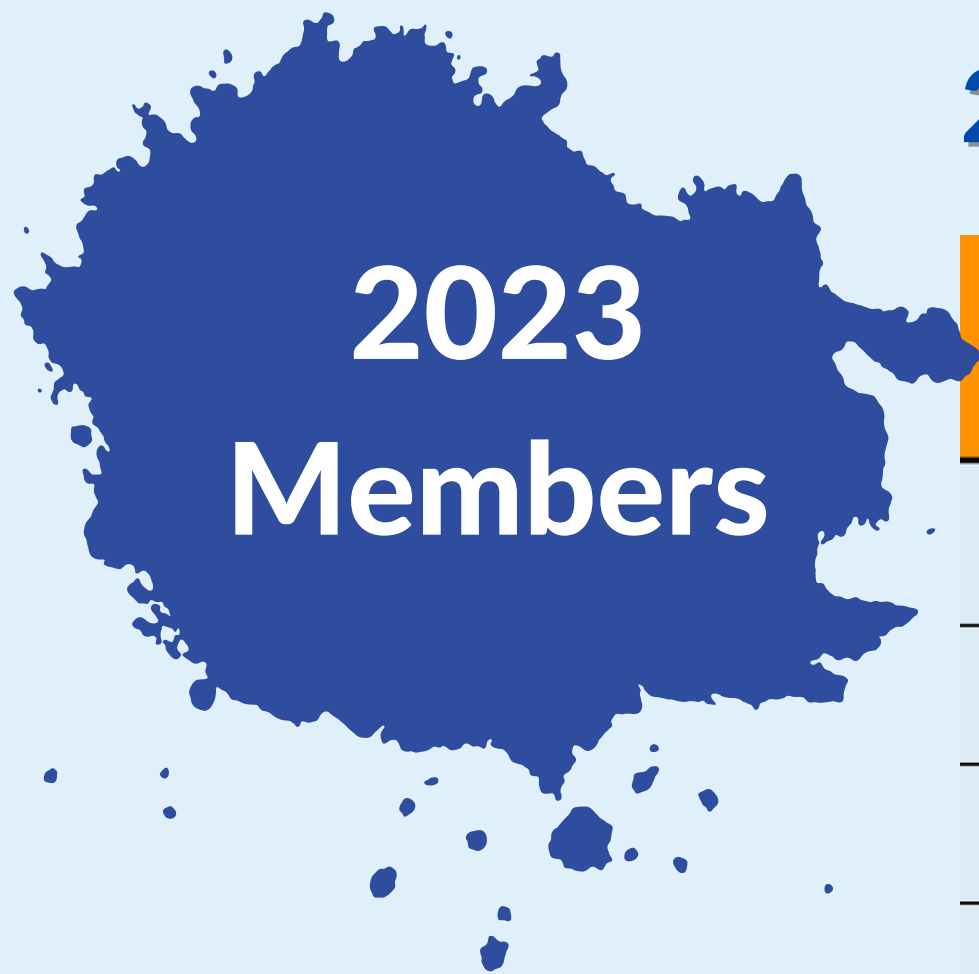
Our purpose is to educate consumers on keeping their homes + communities healthy by knowing what not to flush + other #FlushSmart tips.

Our aim is to share knowledge regarding proper disposal practices of wipes highlighting the "Do Not Flush" symbol for wipes as well as other "what not to flush" items commonly found in fatbergs.

RFA fulfills consumer education needs rather than lobbying.



25 Companies & 6 Organizations



**2023
Members**

LEADERSHIP COMPANIES	INFLUENCER COMPANIES	ASSOCIATE COMPANIES	ADVISORY MEMBERS
Clorox	3M	First Quality	California Association of Sanitation Agencies (CASA)
Essity (Tork USA)	ANDRITZ	Kelheim Fibres	The Center for Baby & Adult Hygiene Products (BAHP)
GOJO	Dude Products, Inc.	Nehemiah	H2O Global News
Johnson & Johnson	Sellars Nonwovens	Papel Arlar	National Stewardship Action Council (NSAC)
Kimberly-Clark	Suominen Corp.	Dukal, LLC.	National Association of Clean Water Agencies (NACWA)
Nice-Pak and PDI	Eleeo Brands	Spartan Chemical	The Toilet Board Coalition
Procter & Gamble		Goodwipes	
Rockline Industries		Ecolabs	
Reckitt			
Unilever			
WaterWipes			



**DO NOT
FLUSH**



OUR TARGETED EFFORTS

Earned Media

Over the course of the year, we've published 13 signature stories, ranging from trade magazines to larger outlets. We've also tracked existing media interest in covering responsible flushing to adapt our earned media approach accordingly.



Educational Resources

We've also created multiple Spanish and English educational resources for a variety of audiences. Whether you're teaching children about the Clog Monster or looking to understand flushing hygiene, we have materials for you.



Social Media

We've elevated our social media presence by producing thoughtful organic content, engaging with relevant partners and highlighting our on-the-ground efforts to support responsible flushing.



Stakeholder Relations

We have worked with over 10 wastewater groups and other organizations to disseminate consumer education resources, especially ahead of events like Flush Smart Day and Thanksgiving.



Paid Media

Our targeted consumer education ads campaign, or paid media outreach, has yielded significant outreach with millions of impressions. We use our Drive Research consumer data to identify target audiences for the largest yield.





2022 ACCOMPLISHMENTS

Earned
Media

1.5 BILLION TOTAL READERSHIP

652

total media mentions of
Do Not Flush symbol in 2022



978

total media mentions of
the Responsible Flushing
Alliance in 2022

150 MILLION TOTAL IMPRESSIONS

Print
Advertising

8.4 MILLION TOTAL IMPRESSIONS

Digital
Advertising



Educational Materials

Apollo: A Clog-Fighting Dog

HELP SAVE OUR WATERS!



Name: _____

Make-Your-Own FOG Can



OVERVIEW:
Make a FOG Can for your kitchen at home and teach family members how to properly dispose of fat, oil and grease. Do your part to protect sewers and prevent water pollution.

TALKING POINTS:
What's a FOG Can? FOG stands for Fat, Oils and Grease. When poured down sinks, kitchen FOG can clog pipes and combine with non-flushable trash to form massive "fatbergs" in sewers!

THAT'S WHY WE SHOULD:

1. Pour kitchen fat, oils and grease in a FOG Can instead of the sink; and
2. Never flush trash or disposable wipes down the toilet. Always look for the DO NOT FLUSH symbol on wipes packaging to figure out what can and cannot be flushed.



Look for the DO NOT FLUSH symbol and never flush disposable wipes or trash down the toilet.



DO NOT POUR Fat, Oils and Grease down the drain.

PREPARATION:
Collect empty cans. Clean any dirty cans and dispose of any sharp lids in advance.

MATERIALS:

- Empty soup or vegetable cans
- Colored construction paper
- Markers for labeling, pencils for measuring
- Rulers or tape measures; scissors, tape, glue sticks
- Recycled magazines or newspaper circulars



Get your family in the habit by showing them how to properly dispose of FOG in the kitchen:

A. Cool any hot FOG before pouring it into your can. Cooled grease can be scraped out of pans with a spatula or paper towel.

B. Keep FOG Cans on your kitchen counter or in the fridge. Liquid oil can be frozen in the freezer for easier disposal.

C. When your FOG Cans are full, throw them in the trash.



DO NOT FLUSH



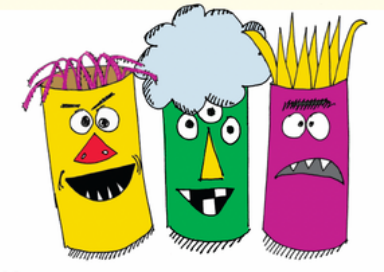
Down the Toilet

- Check labels on wipes packages.
- Toss plastic and non-flushable items in the trash — not the toilet.
- When in doubt, throw it out!



Look for the DO NOT FLUSH symbol and never flush disposable wipes or trash down the toilet.

Make Your Own "Clog Monsters" continued



EXTENSION IDEAS:

- Put on a puppet show with your Clog Monsters
- Take a group picture of all your Clog Monsters, upload it to a computer, and make a mini poster for your home or school bathroom.

TALKING POINTS:
What's a Clog Monster made of? Trash, plastic, paper towels, and other things that should not be flushed down the toilet. This includes baby wipes and any wipes with the Do Not Flush symbol on the package.



DO NOT FLUSH

HERE'S WHAT THE SYMBOL LOOKS LIKE.
When you see this on a wipes package, should you flush the wipe in the toilet?
NO!

Where should you put it?
IN THE TRASH!

WHAT'S THE BIG DEAL?
These small items can form clogs that cause big problems. "Non-flushables" can break toilets, damage sewers and harm wildlife habitats like lakes, rivers, oceans and streams.



Look for the DO NOT FLUSH symbol and never flush disposable wipes or trash down the toilet.



DO NOT POUR Fat, Oils and Grease down the drain.



"Clog Buster" Sopa de Letras

Nombre: _____

- BUSQUE Y ENCIERRE EN UN CÍRCULO LAS SIGUIENTES PALABRAS:**
- | | | | |
|------------------|----------|----------------|-------------------|
| comida | máscaras | calcetines | popotes |
| basura | plástico | pez de colores | hilo dental |
| toallas de papel | tarea | tiburón | toallitas de bebé |
| cotonetes | | | |

PREGUNTA: ¿Qué tienen todas estas cosas en común?
RESPUESTA: ¡Nunca deben tirarse por el inodoro!

K A O H I L O D E N T A L H T
C M P L Á S T I C O I S E V O
P E S C A D O O C G V C F J A
B C N R A N A M A D Ó O H O L
M O U W Z C L F L I T A L T L
Á T N O O L U C D N I J A I
S O T Á R E A É E M O D P Q T
C N R V T U S R T S T A R E A
A E L U T H D T I B U R Ó N S
R T T R O P E I N T E R I O D
A E O N T Z P I E D U L C H E
S S U A L S A R S V T H É C B
B A S U R A P O P O T E S K E
P E Z D E W E T O A L L A S B
X Y S E R O L O C E D Z E P É



Busque el símbolo de NO LO TIRES y nunca tire las toallas no desechables o la basura por el inodoro.



Laberinto

Traza un camino a través de las tuberías. Ayuda a que el agua fluya hacia la alcantarilla. ¡No dejes que las obstrucciones se interpongan en tu camino!

Busque el símbolo de NO LO TIRES y nunca tire las toallas no desechables o la basura por el inodoro.



Name: _____

Know Your Signs & Symbols

"Read" the pictures! Match the words with the signs and symbols and write the correct number in each box.

1	2	3	<input type="checkbox"/> Cell Phones Not Allowed
4	5	6	<input type="checkbox"/> Electric Vehicle Charging
7	8	9	<input type="checkbox"/> Do Not Flush
10	11	12	<input type="checkbox"/> Danger: Poison
13	14	15	<input type="checkbox"/> No Fishing
			<input type="checkbox"/> Throw in the Trash
			<input type="checkbox"/> Unicorn Crossing
			<input type="checkbox"/> Compostable
			<input type="checkbox"/> Recycle
			<input type="checkbox"/> Zombies Ahead
			<input type="checkbox"/> Don't Pour Down the Drain
			<input type="checkbox"/> Recyclable Aluminum
			<input type="checkbox"/> Shark Sighting
			<input type="checkbox"/> Stop Water Pollution
			<input type="checkbox"/> Cruelty-Free Product

What do these symbols mean? FILL IN THE BLANK LETTERS.



Do not _us_ down the _t_.



Throw in the _h_ (not the toilet). Examples: cotton swabs, dental floss, paper towels, makeup remover pads, contact lenses



Do not pour down the _al_. Examples: bacon grease and other fat, cooking oil, paint, chemicals



DO NOT FLUSH

Social Media

Videos ▶ Play all

Apollo: A Clog-Fighting Dog 86 views · 1 month ago
 How #FlushSmart are you? 118 views · 1 year ago
 Dogs Against Clogs 146 views · 1 year ago
 RFA 2021 Accomplishments 20 views · 1 year ago
 We are the Responsible Flushing Alliance 2:29



Responsible Flushing Alliance
January 18 ·

Snowstorms are sweeping across the country, bringing days off school, sledding, and hot cocoa. In between snowball fights, make sure your family is only building snowmen, not fatbergs!

#Fatbergs are large cement like masses that damage our wastewater infrastructure. Families can prevent these clogs from ruining winter fun by never letting Fats, Oils, and Grease (FOGs) or wipes marked with the "Do Not Flush" symbol go down the drain. #FlushSmart

Visit our website to learn more: <https://www.flushsmart.org/wp-content/uploads/FOG-Activity-Book.pdf>

THIS WINTER BUILD SNOWMEN NOT FATBERGS

SNOWMEN | **FATBERGS**

DO NOT FLUSH CHECK FOR THIS SYMBOL ON WIPES PACKAGING

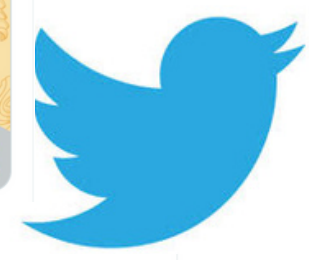
Responsible Flushing Alliance (RFA) @FlushSmart · Oct 17, 2022

This #NationalPastaDay, get messy with your toddler's favorite pasta shape. 🍝👶

When cleaning up the mess, check for the "Do Not Flush" symbol on your wet wipes before tossing in the toilet or trash! #FlushSmart

WORLD PASTA DAY

MENU: Now seen on non-flushable wipe packaging



Clog Monster @ClogMonster · Aug 18, 2021

Wondering what I'm doing on Twitter? I just love to pop up when you least expect me. Stop flushing non-flushable items or you'll start seeing me in more unexpected places. #DontFeedtheBeast

flushsmart

1 post 1

Responsible Flushing Alliance logo

We're here to help you flush smart on wipes packaging. linkin.bio/flush



JOIN US AT RFA'S 2023 ANNUAL MEETING

March 7, 2023
2 PM EST | 11 AM PST

REGISTER AT: TINYURL.COM/RFA2023

DO NOT FLUSH

Responsible Flushing Alliance logo

Responsible Flushing Alliance
71 followers
8mo ·

ICYMI: **KCRA 3 & My58 Television** hosted our president interview all about #FlushSmartDay and responsible flushing. Check out more ways to stay #FlushSmart via our website <https://flushsmart.org/>

<https://lnkd.in/evy-EKs3>

LARA WYSS
PRESIDENT OF THE RESPONSIBLE FLUSHING ALLIANCE

KCRA 3 LIVE

'Do Not Flush' law goes into effect in California
youtube.com





Paid Digital Advertising

Responsible Flushing Alliance
February 24 at 7:51 AM · 🌐

Every non-flushable wipe down the toilet puts your home in danger of a costly clog. Even if non-flushable wipes successfully clear the bowl, it may still get stuck within your local wastewater's infrastructure, requiring costly repairs funded by you, the taxpayer. \$\$\$

Avoid the headache all together. Always check for the "Do Not Flush" symbol. #FlushSmart



Responsible Flushing Alliance (RFA)
@FlushSmart

Applying a bit of makeup can brighten anyone's day! 💄 ✨

But when it's time to wind down, make sure to check your makeup wipe's packaging for the "Do Not Flush" Symbol. Otherwise, you might get a visit from the Clog Monster with a makeover! #FlushSmart



10:27 AM · Sep 15, 2022

Responsible Flushing Alliance
Published by Summer Garsko · August 12 · 🌐

Flushing the wrong product down the drain might seem like no big deal, but the clogs these items cause can have a big impact on your wallet! \$\$\$

Clogs result in:

- Costly visits from the plumber
- Spending taxpayer \$\$\$ on sewage spills
- Pipes needing replacements

By practicing #FlushSmart habits, you can protect your community, home, and wallet from costly clogs. Always check for the "Do Not Flush" symbol on product packaging.

Learn more on our website: www.flushsmart.org



Responsible Flushing Alliance
February 5 at 6:18 PM · 🌐

TOUCH DOWN!!! 🏈 🏈 🏈

The big game is the best for gathering friends and family around for great food and an even better game. But the last thing you want is a clog at halftime!

In between quarters let guests know they can look for the "Do Not Flush" symbol and if they see it, that wipe goes in the trash and never the toilet.

Together, we can prevent clogs at halftime. #FlushSmart #SBLVII



Responsible Flushing Alliance (RFA) @FlushSmart · Nov 28, 2022

The holiday season brings big family gatherings and even bigger feasts!

In-between servings, check out how to properly dispose of the fats, oils, and grease from meals. We even have activities for the little ones.

flushsmart.org/family-fogs-an...





DO NOT FLUSH

Print Paid Advertising

SPONSORED BREAKING NEWS: ANDIE MACDOWELL STARS IN THE WAY HOME

Life & Style JANUARY 16, 2023

KIM FINALLY TALKS

'I've Made a Lot of Bad Choices'

Lies, Plastic Surgery & Finding Happiness

- The 'tragic end' of her marriage
- Why she cut off Kylie & Kendall!

PLUS: HER LIFE-CHANGING MINDFULNESS ROUTINE

Kate & William

HOW WE'RE HEALING OUR FAMILY

THE SECRET TO SUPER-SOFT SKIN!

Suddenly Single — Again

KATIE'S COMMITMENT ISSUES!

ADVERTISEMENT

TRUE MADE FOODS

No Sugar, All-Natural Ketchup & BBQ Sauces

True Made Foods makes no sugar added, all-natural ketchup, bbq sauces, mustard and hot sauces that can compete on taste alone! It turns our real food tastes better.

TrueMadeFoods.com

0 Positiv Vitamins

The first-ever gummy vitamin for PMS relief & a delicious Prebiotic Fiber gummy for healthier digestion & weight management—both vegan & gluten-free.

opositiv.com

preggie hydration

3-MONTH PREGNANCY HYDRATION SUPPORT

2023 New Year • New Finds!

Made just for pregnant Moms.

At Three Lollies we know firsthand that staying hydrated during pregnancy is very important. As a result, we created a natural, delicious, and satisfying product filled with ingredients important to a healthy pregnancy.

threelollies.com

Empower Your Cycle, Empower Yourself!

Join our Superpowered community and learn how to optimize your eating, exercise, breathing, and sleep habits for hormonal harmony.

unleash-your-superpowers.com
[@unleashyourpowers](https://www.instagram.com/unleashyourpowers)

It Really Works!

Walk, work or party longer in shoe comfort. Stop "Stiletto Suffering" like the award winners do. Natural, clean, green.

Code FREE for free shipping. Stillstandingspray.com

MIRACLE TREE Organic Moringa Powder

Miracle Tree's smoothie powders are a great way to enjoy Moringa (a nutritionally exceptional superfood) + achieve your new year goals!

miracletree.org | 888.590.1555

SAY GOODBYE TO SCRATCHED SUNGLASSES

Revive your name brand sunglasses with high-quality, polarized Fuse Lenses. Custom made in the USA and starting under \$30. Use Code LS30 for 30% off

FUSELENSES.com

feejays

Sweatpants. With Feet. Or without. Made for keeping you cozy.

feejays.com

halo

Say HALO to your best skin!

This in-office fractionated laser eliminates years of damage and skin concerns including age spots, acne scars, texture and more.

sciton.com/find-my-provider/ | [@sciton_inc](https://www.instagram.com/sciton_inc)

Wet wipes make cleaning and staying organized easy-breezy. Wipes with "Do Not Flush" go in the trash, never the toilet.

flushmart.org

Fun Family #Flushsmart Travel Tips

Cleaning up when you're on the go!

flushmart.org

Winter travel on your calendar?

Pro tip

Disposable sanitizing wipes can be a handy addition to your winter plans. And it's a very hot topic: there's more than **96,200,000** news stories online about how to stay healthy while you travel this winter.

What can happen if they end up in wastewater systems where they don't break down? Let's take a look:

23k-75k sewers overflows each year, according to the EPA

98% of materials clogging wastewater system **don't belong there** (think baby wipes, cleaning wipes, period products, paper towels).

Cleaning and baby wipes need to hit the trash, not the toilet, after using them.

A study in New York City showed baby wipes made up **30% of clogs...** and new parents use about **3,300** wipes in **90 days!**

The National Association of Clean Water Agencies (NACWA) says improperly flushed non-flushable wipes cost U.S. water utilities **\$440M** annually.

Wherever your travels take you this winter – to a ski and snow sport destination or even a family staycation – remember that these avoidable costs and damages can be prevented.

Always look for the "Do Not Flush" symbol on wipes packaging and if you see it, toss them in the trash, never the toilet!

Responsible Flushing Alliance

Sources: Environmental Protection Agency, Fuss & O'Neill's Forensic Evaluation of Non-Dispersals Report

Life & Style Magazine

USA TODAY Winter Travel Guide





FLUSH SMART DAY

On the inaugural Flush Smart Day, July 1, 2022, we accomplished:

- A signed resolution from Assemblymember Bloom
- Live news interview with local Sacramento press
- Media & social media buzz garnered online
- Increase in traffic to the RFA website



MORE THAN

6.1 million

NATIONAL VIEWS



MORE THAN

100,000

LOCAL VIEWS



329

the number of media mentions in the month leading up to and including Flush Smart Day



31k

the number of clicks to our website we received from our paid amplification on Flush Smart Day

896

total social media mentions on Flush Smart Day



4.4M

total social media impressions on Flush Smart Day (organic & paid)

IN 2022, WE...

Launched a consumer education initiative and debuted the Do Not Flush symbol

Collaborated with industry, lawmakers, wastewater and other stakeholders to establish Flush Smart Day

Evaluated consumer awareness and habits

IN 2023, WE WILL...

Drive awareness of the Do Not Flush symbol by creating cultural and emotional connection with consumers

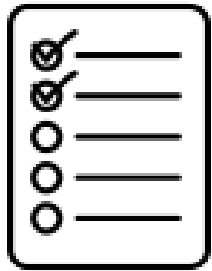
Equip industry and wastewater with resources to lead education efforts on this issue

Cut through a noisy and crowded market to drive lasting behavioral change via earned, owned and paid media

CAMPAIGN AT A GLANCE

Waves of Creative & Messaging Themes

Flush Smart Day, July 1



Foundation building

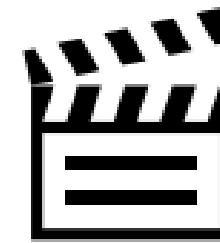
Created campaign materials, reconnecting with members and wastewater partners, reporting 2022 data

Phase I: Plan & Prep
(01-02)



Setting the stage

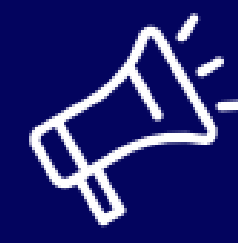
Production of 2023 campaign content, deploying fresh content on social/through stakeholder networks that focuses greater attention on the Do Not Flush symbol



Launching a fully integrated campaign

Content that connects with consumers via cultural relevance while educating them about the Do Not Flush symbol, using Clog Monster as a device to deliver the DNF symbol call-to-action in video, movie poster designs, + more.

Phase II: Launch
(03)



Extending its impact

Making the DNF symbol ubiquitous. Clog Monster becomes our vehicle for delivering DNF messaging, directing consumers to check for the symbol as a regular habit.

Phase III: Sustaining the
Campaign (03-04)



Upcoming Paid Digital Advertising

CHECK TO SEE IF YOUR WIPES CLOG PIPES.

DO YOUR WIPES HAVE THIS SYMBOL?

Brought to you by the Responsible Flushing Alliance

MISSING THIS COULD COST YOU A LOT

Brought to you by the Responsible Flushing Alliance

LOOK BEFORE YOU FLUSH

Brought to you by the Responsible Flushing Alliance

KEEP YOUR PIPES NIMBLE. LOOK FOR THE SYMBOL.

Brought to you by the Responsible Flushing Alliance

CHECK TO SEE IF YOUR WIPES CLOG PIPES.

Brought to you by the Responsible Flushing Alliance

**Thank
you!**