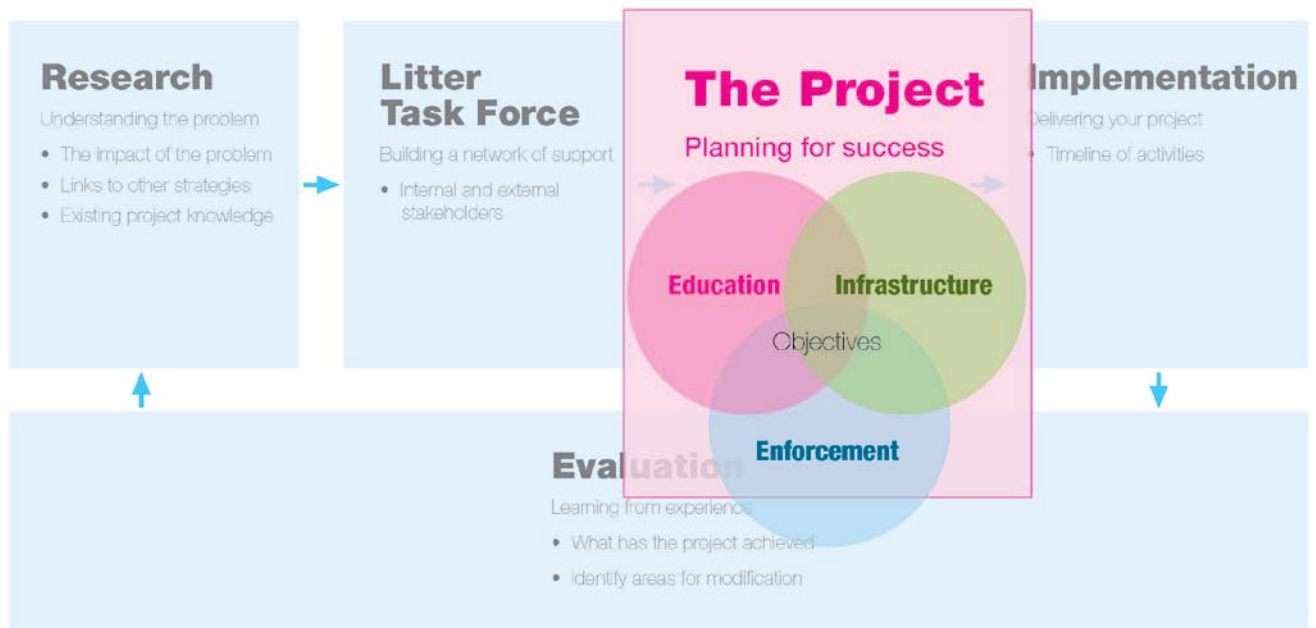


The 3 Essential Program Elements

Changing **Littering Behaviours**

PLANNING AND IMPLEMENTING A LITTER PREVENTION PROGRAM



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Within the planning process stage called 'The Project' lie the three components linked together with an objective.

The most effective behaviour change programs incorporate a mix of these essential elements:

- **Education:** engaging the audience and providing information and knowledge
- **Infrastructure:** providing the tools to make it easy and convenient for people to do the right thing
- **Enforcement:** penalising offenders to reinforce the message

Developing the best program for your needs is context specific and requires a solid understanding of the issue. Good research, undertaken in the initial stages of planning, will inform this process and help you decide which mix of education, infrastructure and enforcement will give you the best results.

Before beginning this stage of your program planning it is essential to have completed the research and Litter Task Force components to make your program as strong as possible and based on solid research and understandings.