

Education Plan for Blount County 2025/2026

Blount County will target 5 areas for FY 2025/2026 litter education.

Student Education

Keep Blount Beautiful (KBB) has an extensive student education program that aims to educate school-aged children on litter reduction/prevention and proper waste disposal. In the 2025/2026 FY, KBB will do the following to educate students::

- Visit Alcoa, Maryville, and Blount County schools, home school associations, and community groups to lead hands-on classroom presentations. A focus will be placed on schools that have not been served in recent years.
- Organize field trips for Alcoa, Maryville, and Blount County schools, home school associations, and community groups. Field trips include visits to the Blount County Landfill, KBB Eco Center, Blount County Recycling Center, and Pistol Creek Wetland Center.
- Create and update lessons and activities on litter prevention, waste disposal, stormwater runoff, and more for students of all ages
- Support other organization's education events through partnership

Public Education

KBB hosts events and manages programs that provide opportunities to the general public to participate in litter reduction/prevention and proper waste disposal in Blount County. In the 2025/2026 FY, KBB will do the following to provide opportunities for public involvement in litter reduction and waste disposal:

- Host the Blount County Great American Cleanup, an annual initiative that encourages residents to take action to improve their community. The series of events include land and water cleanups and a reuse/recycling collection.
- Organize litter cleanups and beautification initiatives that focus on entire communities, local parks, roadways, and waterways
- Manage the Adopt-A-Mile program and litter supply check-out program to support businesses, community groups, families, neighborhoods, and students who want to participate in litter cleanups
- Host collection events for hard-to-dispose-of items for proper reuse or recycling such as electronics and clothes in order to divert waste from the landfill and avoid dumping
- Host public tours of the Blount County Recycling Center and host the Blount County Waste Disposal 101 webinar in partnership with local municipalities to educate the community on proper waste disposal in Blount County to avoid littering, dumping, recycling contamination to increase recycling and proper waste disposal
- Operate the "litter hotline" (KBB phone and email contacts) to answer Blount County residents' questions about waste disposal and litter cleanup
- Update the KBB website as needed and utilize social media to be a resource for residents
- Support other organization's litter pickup efforts through partnership

Media Education

In the 2025/2026 FY, KBB will do the following to promote litter reduction/prevention and proper waste disposal education by utilizing the media:

- Invite local media to litter cleanup and waste disposal events
- Publish press releases and public service announcements
- Post litter and waste disposal information to social media platforms
- Post litter cleanup and waste disposal events to community calendars

Business Education

In the 2025/2026 FY, KBB will do the following to get businesses involved in litter reduction/prevention and proper waste disposal education:

- Recruit local businesses to participate in the Adopt-A-Mile litter pickup program
- Host litter cleanup events at local businesses and organize litter cleanups for businesses that want to participate in litter pickup in Blount County
- Continue the Glass Waste Diversion Program with participating businesses and expand the program to include new businesses
- Provide waste disposal resources and conduct presentations and tours to businesses in Blount County that want to learn more about waste disposal and recycling
- Request business sponsorship for KBB programs and events

Government Education

KBB works with the government to support local government efforts regarding litter reduction/prevention and proper waste disposal. In the 2025/2026 FY, KBB will do the following to work with and educate the local government on litter reduction and waste disposal:

- Recruit Board of Directors members to have KBB representation from City of Alcoa, City of Maryville, and Blount County
- Manage the Adopt-A-Mile program in partnership with City of Alcoa, City of Maryville, and Blount County
- Manage the Cigarette Litter Prevention Program in partnership with City of Maryville and Blount County to collect and recycling cigarette butts
- Collaborate with the City of Alcoa and City of Maryville to organize employee litter cleanup events
- Keep City of Alcoa, City of Maryville, and Blount County updated on current recycling information
- Meet with local government officials and directors to better understand litter laws and what Blount County could be doing better to address littering and dumping
- Promote residential convenience centers managed by the local government
- Promote and assist with government initiatives to reduce littering