

## RFA #FlushSmart Campaign

Join us in celebrating the our annual Flush Smart Month during July!

### Your Flush Smart Month Toolkit (part 2)



## All Points Bulletin:

We need YOUR HELP to stop the Clog Monster and his toilet crime spree!

### WHAT'S HAPPENING?

In bustling communities across the country, an unexpected menace lurks beneath the surface, causing chaos and inconvenience for residents and public agencies alike.



The elusive underboss known as the **Clog Monster** has been **manipulating misguided citizens to commit toilet crimes by flushing items they shouldn't.**

Reports of clogged toilets, broken pipes, overflowing sewers, and plumbing pandemonium abound, creating a need to **educate citizens on how to #FlushSmart and finally stop the Clog Monster.**

### HELP US PUT AN END TO TOILET CRIMES!

The easiest way to help us put an **end to toilet crimes is by advocating for #FlushSmart habits on your own social channels**, such as X, Instagram, Facebook, TikTok and LinkedIn.

Below are examples of social media content you can share with your audiences to educate on the consequences of improper flushing and encourage #FlushSmart habits. For best practice, try posting during high-traffic times, such as early morning, lunch times, or around 8 pm. **Don't forget to tag us at @FlushSmart and use the hashtag #FlushSmart and/or #FlushSmartMonth!**

You can also coordinate with RFA on any outreach to media and leverage the story with your reporter relationships. Please contact [lara@flushsmart.org](mailto:lara@flushsmart.org) and [caitlin.kelly@bursonglobal.com](mailto:caitlin.kelly@bursonglobal.com).

## SOCIAL MEDIA CONTENT (copy & paste)

### Facebook



Toilet crimes abound! If you know someone who has flushed one (or all) of the following, then toilet criminals may be closer than they appear... 🙄

- ✗ non-flushable wipes with the “Do Not Flush” symbol on packaging (like baby wipes)
- ✗ paper towels
- ✗ feminine hygiene products

Help us #FlushSmart and put an end to toilet crimes. When in doubt, throw it out! And always check for the #DoNotFlush symbol.

### Instagram

#### V1 - California focus:

Toilet criminals lurk all around us ...In fact, 60% of Californians admit to flushing something they know they shouldn't have (like feminine hygiene products, paper towels or wipes labeled w/the #DoNotFlush symbol). Are you guilty of a flushing crime? 🙄 It's not too late to turn things around. This #FlushSmartMonth, help us put an end to toilet crimes and their dire consequences by flushing smart.

#### V2 - National focus:

Toilet criminals lurk all around us ...In fact, over half of U.S. residents have reported flushing things they know they shouldn't have (like feminine hygiene products, paper towels or wipes labeled w/the #DoNotFlush symbol). Are you guilty of a flushing crime? 🙄 This #FlushSmartMonth, help us put an end to toilet crimes and their dire consequences by flushing smart.

### TikTok

#### V1 - California focus:

🚨 News Alert 🚨 One costly crime is easy to stop in California: toilet crimes. Yes, toilet 🗑️

Public agencies in CA are spending \$47M every year for repairs and cleanup due to clogs from non-flushable items. Don't be a toilet criminal – keep an eye out for the #DoNotFlush symbol on wipes packaging and #FlushSmart.

#### V2 - National focus:

🚨 News Alert 🚨 A costly crime that is easy to stop in US: toilet crimes. Yes, toilet. 🗑️

Public agencies and taxpayers are spending \$440M every year for repairs and cleanup due to clogs from non-flushable items. Don't be a toilet criminal – keep an eye out for the #DoNotFlush symbol on wipes packaging and #FlushSmart.

## LinkedIn

### V1 - California focus:

Toilet crimes abound as perpetrators ignore the laws of proper flushing: Just because it can go down the toilet, doesn't mean it should.



Wet wipes with the "Do Not Flush" symbol, paper towels, cotton swabs, period products, and other trash are all weapons of destruction when it comes to plumbing and wastewater systems. And yet, 60% of Californians have admitted to flushing something they know they shouldn't – and public agencies across California are spending more than \$47M annually to repair wastewater treatment equipment due to clogged pipes.

This #FlushSmartMonth, we're spreading the word about these costly crimes and reminding everyone to check for the #DoNotFlush symbol and #FlushSmart.

### V2 - National focus:


Toilet crimes abound as perpetrators ignore the laws of proper flushing: Just because it can go down the toilet, doesn't mean it should.

Wet wipes with the "Do Not Flush" symbol, paper towels, period products, cotton swabs, and other trash are all weapons of destruction when it comes to plumbing and wastewater systems. And yet, over half of U.S. residents (53%) have admitted to flushing something they know they shouldn't have – and public agencies across the country are spending more than \$440M annually to repair wastewater treatment equipment due to clogged pipes.

This #FlushSmartMonth, we're spreading the word about these costly crimes and reminding everyone to check for the #DoNotFlush symbol and #FlushSmart.



### X (Formerly Twitter)

What is toilet crime? An expensive problem costing communities across the country millions of \$\$\$\$. Don't be a flushing criminal . #FlushSmart and check for the #DoNotFlush symbol so you don't throw non-flushable wipes down the drain.

## New Video, Photo & Animated Assets For #FlushSmartMonth

Check out our **new assets** to celebrate **#FlushSmartMonth** for July 2024 – available for download now at [flushsmart.org/toilet-crimes](https://flushsmart.org/toilet-crimes)

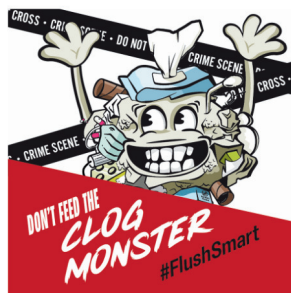
Animated  
Assets w/Toilet  
Crime Fighting  
Duo -- Detective  
Drains & Mel



VidCon Crime  
Scene Shorts



VidCon Crime  
Scene Photos +  
the Clog  
Monster







# Crime Scene Case Notes

From the notebook of  
Detective Vincent Drains

## AT THE SCENE WITH THOUSANDS OF CREATORS AND FANS

The Clog Monster was spotted wreaking havoc in the pipes and under the streets of Anaheim. But not to fear...hard-boiled sleuth **Detective Vincent Drains**, and his very surprising partner – **a real-life singing and talking toilet named Mel** – were on the case.

To **kick-off Flush Smart Month**, the dynamic duo invited attendees to help **uncover the cause of a costly toilet crimes at VidCon Anaheim (which celebrates and spotlights digital culture)**. Together, they educated citizens on the importance of looking for the “Do Not Flush” symbol on non-flushable wet wipes packaging and the dire consequences of flushing things that don’t belong down the drain.

The **“toilet crime scene”** uncovered the realities of careless flushing behaviors and how our pipes and environment are taking the hit. Attendees were challenged to recognize their own toilet crimes by **taking a quiz** to uncover clues on what should not be flushed and joining Detective Drains as a **crime scene investigator via a TikTok duet**. This activation flipped the switch on what, why, and how poor flushing behaviors are literal toilet crimes, and why they need to be stopped immediately.

## Why was RFA at VidCon?

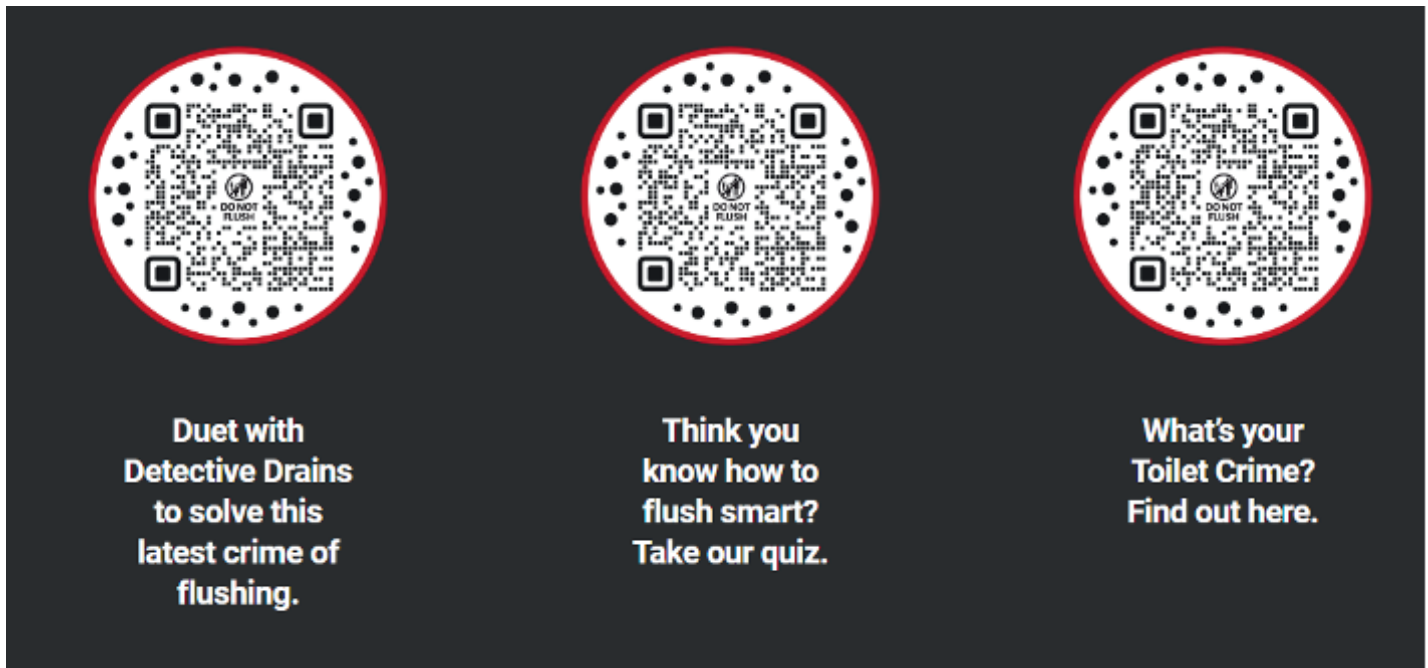
While everyone who flushes toilets regularly has a responsibility to protect our country's wastewater systems, RFA believes that **there is a new audience** that particularly important to reach: **Gen Alpha and Z**. Members of these younger generations are the ones who will shepherd our country into the future and must live with the wastewater infrastructure for years to come.

By educating them about the problem in engaging ways, we can give them agency in creating a better future and help create healthy and sustainable communities.

That's why RFA showed up with a **truly novel experience** at VidCon Anaheim 2024 to capture the attention of 55,000+ influential content creators and fans with a creative message around the dangers of improper flushing and the **importance of looking for the “Do Not Flush”** symbol on wet wipes packaging.

## How You Can Join the Investigation?

Want to **help us solve the case of the toilet crime** at VidCon? There's still a chance to participate by becoming an investigator with Detective Drains **via TikTok duet**, testing your #FlushSmart knowledge with our **Instagram quiz**, or learning your toilet crime with our custom **Instagram Filter**.



Scan QR codes to help Detective Drains & Mel

## ALL CRIME SCENE EVIDENCE:

All evidence about the crimes of flushing uncovered during our investigation at VidCon can be found in our secure evidence locker! →

[www.flushsmart.org/toilet-crimes](http://www.flushsmart.org/toilet-crimes)

## Missed Toolkit Part 1?

Part 1 toolkit evidence is found in a separate but secure evidence locker:  
<https://www.flushsmart.org/action-center/>



### FLUSH SMART MONTH TOOLKIT

TOOLKIT

READY-TO-POST SOCIAL MEDIA CONTENT

BLOG POST TEMPLATE

PRESS RELEASE TEMPLATE

TALKING POINTS & FAQs