

Talking Points + Q&A

Need the deets on flushing smart? We've got you! Use these talking points when the press reaches out to your organization regarding RFA, when you're in a meeting planning upcoming social strategy for your organization, or just when you're itching to share some fun facts about flushing.

For any RFA quotes, please direct all media personnel to Lara Wyss, President of the Responsible Flushing Alliance at lara@flushsmart.org and 206-487-4570 (mobile).

Who is the RFA?

The Responsible Flushing Alliance is a coalition of respected organizations and manufacturing companies committed to educating consumers about responsible, smart flushing habits. Responsible flushing is paramount to maintaining a healthy home and community and in reducing damage to our nation's sewage systems.

The coalition is comprised of the following contributing and advisory members: 3M, ANDRITZ Group – Nonwoven Division, Biom, California Association of Sanitation Agencies (CASA), The Center for Baby & Adult Hygiene Products (BAHP), Clorox, Cotton Inc., Crocodile Cloth, Dukal, LLC., DUDE Products, Ecolabs, Eleeo Brands, Essity, First Quality, GOJO, Goodwipes, Guy & O'Neill, H2O Global News, The Hygiene Co., Kelheim Fibres GmbH, Kenvue, Kimberly-Clark, National Stewardship Action Council (NSAC), National Association of Clean Water Agencies (NACWA), Nehemiah Manufacturing, Nice-Pak and PDI, Papel Aralar S.A., Procter & Gamble, Promescent, Reckitt, Rockline Industries, Sellars Absorbent Materials, Spartan Chemical, Suominen Corporation, Toilet Board Coalition, Unilever, WaterWipes.

What is #FlushSmart all about?

The #FlushSmart public education campaign is focused on driving consumer awareness, promoting innovative solutions, and creating common ground between wastewater agencies and wipes manufacturers:

- **Driving Consumer Awareness:** RFA's public education efforts are focused on helping consumers understand that good flushing habits and proper disposal of products used in the bathroom are part of maintaining a healthy home and protecting our environment. We are helping spread knowledge of proper disposal practices for non-flushable wipes products through prominent, on-package display of the "Do Not Flush" symbol.
- **Promoting Smart Flushing Habits:** RFA embarks to educate consumers about non-flushable wipes (wipes not engineered to break down in water, and often made from synthetic, long fibers designed for strength & durability), how to look for the "Do Not Flush" symbol, and the importance of proper flushing habits.

- **Creating Common Ground:** RFA is committed to developing educational awareness of problems caused by inappropriately flushed products. We do this by working collaboratively with the wipes supply chain, wastewater agencies and scientific, engineering, and operating entities to better understand and evaluate the impacts of flushing habits to wastewater infrastructure.

Why #FlushSmart?

Overall, non-flushable wipes represent approximately 90% of the marketplace in North America with flushable wipes making up the remaining 10%. This makes having a prominent “Do Not Flush” symbol with proper disposal instructions of non-flushable wipes important. In fact, according to a consumer opinion survey conducted by RFA, more than half of California residents surveyed (58%) indicated they check wipes packaging to see if there is a flushable or “Do Not Flush” designation.

Other non-flushable items include feminine hygiene, paper hand towels, facial tissue, cotton swabs, medication, condoms, dental floss, teeth whitening strips, incontinence products, trash, etc.

By encouraging healthy flushing habits, we can create cleaner homes, safer communities, protect the environment and save ratepayer dollars on repairing infrastructure.

How does RFA promote healthy flushing habits?

RFA runs a multi-channel consumer education campaign, in partnership with its members and partnering wastewater agencies to promote messages on what should and should not be flushed down the toilet. The campaign utilizes monthly blogs, regular social media, paid advertising, educational materials, and other creative activations to demonstrate the importance of proper flushing habits and to bring attention to the “Do Not Flush” symbol.

Why is #FlushSmart is so important?

Now more than ever, smart flushing habits are so important. States across the country are gearing up to get serious about flushing hygiene and several have enacted Proper Labelling of Wet Wipes laws. Additionally, with the federal WIPPES act, we may be looking at nationwide standardization of the “Do Not Flush” symbol.

However, a symbol only goes so far. Without education to bring attention to the symbol, consumers could continue flushing non-flushables down the toilet. The Responsible Flushing Alliance (RFA) provides consumers with interactive, compelling educational resources to engage with responsible flushing. Our research has shown that RFA’s approach is helping to change consumer behavior and understanding of flushing hygiene. Together, we can continue to increase awareness of #FlushSmart so that consumers will be able to understand and act on the “Do Not Flush” symbol.

Additional Resources

We encourage you to familiarize yourself with our educational resources around the “Do Not Flush” symbol.

- Website: <https://flushsmart.org>
- Social:
 - Twitter: [Responsible Flushing Alliance \(RFA\) \(@FlushSmart\) / Twitter](#)
 - Facebook: [Responsible Flushing Alliance | Facebook](#)
 - LinkedIn: [Responsible Flushing Alliance: Company Page | LinkedIn](#)
 - Instagram: [Instagram | FlushSmart](#)
 - TikTok: [TikTok | FlushSmart](#)
 - YouTube: [YouTube | FlushSmart](#)
- Educational Resources:
 - [Enrichment Materials - Responsible Flushing Alliance \(flushsmart.org\)](#)
 - [Resources - Responsible Flushing Alliance \(flushsmart.org\)](#)
 - [Blog - Responsible Flushing Alliance \(flushsmart.org\)](#)

FOR MORE INFORMATION:

Please contact the Responsible Flushing Alliance at info@flushsmart.org.