



FLUSH SMART CAMPAIGN

2025 TOOLKIT



**DO NOT
FLUSH**



JOIN US IN CELEBRATING FLUSH SMART MONTH

Every July, the **Responsible Flushing Alliance (RFA)** celebrates **Flush Smart Month** by supercharging our efforts to educate consumers about the importance of flushing responsibly.

By helping us spread the word with the ready-to-post assets from this toolkit, you can show consumers, community members and policymakers that you're committed to helping keep our society healthy and protecting our nation's vital infrastructure.

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HOW RFA IS CELEBRATING

POTTY TRAINING FOR GROWN-UPS

RFA's approach is to think outside of the box to ensure our message breaks into the cultural narrative and sticks in the minds of our audiences.

Surprisingly, our annual flushing survey revealed that **60% of people with children in their household were more prone to flushing non-flushable items than those without.** Sometimes, it seems, parents can be even worse rule-breakers than their kids!

For this year's annual Flush Smart campaign, we're going back to the basics: potty training. But this time, we're potty training the grown-ups - and teaching them how to flush responsibly.

HOW IT WORKS:

- Throughout Flush Smart Month in July, we'll be working with social media influencers to educate people through humor and songs with the responsible flushing 101 potty training that a lot of adults seem to need. Often used as a tool for potty training children, music aids learning and helps with retention.
- Our hope is to lodge fun, catchy tunes into the heads of many parents, ensuring responsible flushing stays top of mind.

JOIN THE FUN:

- Check out the Potty Training for Grown-Ups videos from our influencer partners by following #FlushSmart on Instagram and TikTok during July.
- If you love the content, we encourage you to like, comment or even re-share on your own social channels to help us get even more attention on this important message!

SPREAD THE WORD:

HELP US IMPROVE FLUSHING HABITS!

You can get involved with Flush Smart Month and RFA's "Potty Training for Grown-Ups" theme by **sharing creative campaign assets on your social channels, website or newsletters during July.**

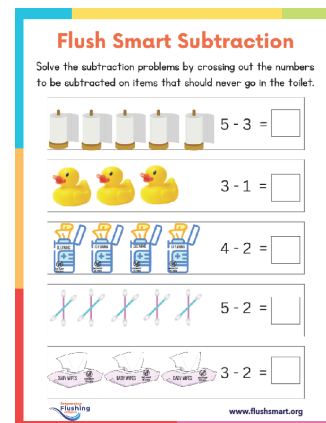
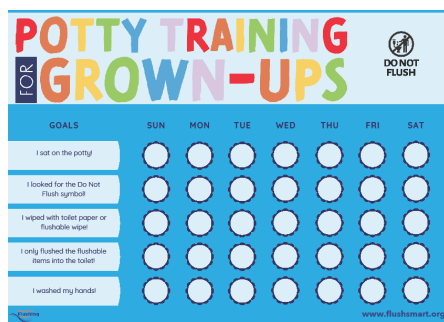
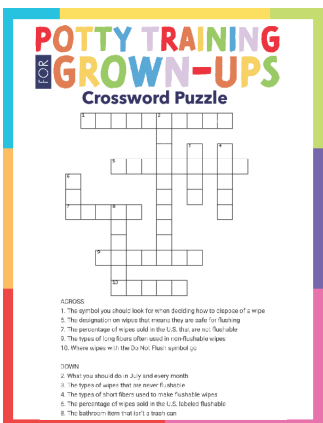
Potty Training for Grown-Ups

[Click to Download](#)

Share ready-to-post social assets with responsible flushing 101 to help "potty train" the grown-ups in your community.



Or print out some fun potty training worksheets to put the flush smart knowledge of grown-ups to the test!



SPREAD THE WORD:

HELP US IMPROVE FLUSHING HABITS!

We've also developed other **ready-to-use educational materials** that you can use to share the facts of smart flushing with your followers.

[Click to Download](#)

Social Content

Post before and during Flush Smart Month in July to keep responsible flushing top of mind for your community.

Blog Post Template

Share compelling information about responsible flushing on your website to show your audiences that you care about the health of their communities.

Talking Points & FAQ

Bring up the #FlushSmart initiative and how you can be involved in your next staff meeting, at your next conference or even just in casual conversation with your co-workers.

SOCIAL CHALLENGE:

CREATE YOUR OWN POTTY TRAINING VIDEOS!

Feeling inspired? **Try creating your own short video skits** on potty training for grown-ups and posting them to your social channels when the annual campaign launches on July 1.

To be eligible for some swag and recognition from RFA, post your videos between July 1-15 and tag @FlushSmart and #FlushSmart.

KEY MESSAGES

We're looking for each piece of content to include a short call-to-action (CTA) message to help encourage people to **reconsider flushing non-flushable wipes** (baby wipes, cleaning wipes, makeup removal wipes). Wipes with the Do Not Flush symbol always go in the trash, never the toilet!

Here's some ideas for video inspiration:

TOILET TUNES

- Music can be a useful tool for memory retention and learning - and a fun way to promote responsible flushing habits. Try creating an earworm-y song to remind people what can and cannot be flushed when they're faced with a decision in the bathroom.
- Use the Do Not Flush symbol found on wet wipes packaging as your north star, guiding people to make the right call when no one is watching. We all win if the tune gets stuck in everyone's heads as they look for that symbol every time they go to flush wipes.

KID TEACHERS

- Despite having been potty trained decades ago, many adults still are not educated on proper flushing behavior and are unknowingly causing damage to their homes. Who is better to re-educate adults than their children who've recently been through the process of potty training? They're the next generation, ready to teach parents and do better themselves!
- Try creating comedic skit content where your kid instructs YOU on Flushing 101, highlighting what should go in the toilet and what should go in the trash (i.e. wipes with the Do Not Flush symbol).



Any questions? Want to learn about how RFA is educating consumers on flush smart behaviors?

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MORE INFO:

flushsmart.org

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#FLUSHSMART