



MILLION
ACTS OF BLUE



A TOOLKIT FOR A PLASTIC-FREE FUTURE



**Send a letter to the editor,
share your message through media**

THANK YOU FOR DOWNLOADING **A MILLION ACTS OF BLUE:** **A TOOLKIT FOR A PLASTIC-FREE FUTURE!**

**PLASTIC POLLUTION
IS EVERYWHERE,
AND WE NEED
EVERYONE
TO TACKLE IT!**

We have all seen the heartbreaking images of beaches covered with plastic waste and animals' stomachs full of it. It's easy to feel overwhelmed and frustrated that in our daily lives we are surrounded by single-use plastic products without alternatives. Our efforts to reduce our own plastic footprint and recycle are admirable and important, but often plastic straws, bags, bottles, and packaging are pushed on us before we have a chance to refuse, or we need products that are only offered packaged in plastic. **We operate in a broken system, it's clogged with plastic, and the people controlling the machine won't turn it off!** The good news is that together we can fix it. And here's how we are going to do it.

Greenpeace, alongside numerous other organizations in the #BreakFreeFromPlastic movement, is campaigning globally to stop the plastic pollution problem at its source – the corporations that have created it and the governments that are failing to regulate it.

**WE BELIEVE IN A
WORLD THAT'S
FREE OF SINGLE-
USE PLASTICS,
AND WE ARE
UNITING TO BUILD IT.**

There is a growing movement of people who are rejecting the old narrative that throwaway plastics are unavoidable and it's up to individuals to make changes in their daily lives to solve the plastic epidemic. Instead, **we are joining together through a Million Acts of Blue, for our beautiful blue planet, to create the real change we need to secure a plastic-free future that is healthier for our families, our communities and the species that call this planet home.** We are holding companies accountable, urging governments to take strong action, and championing a lifestyle that reconnects us to each other and to the beauty of the planet we are working to protect.

**WHAT IS AN
ACT OF BLUE?**

Turning the tide on plastic pollution by taking action to stop single-use plastic from being created in the first place. Inspired by love for our amazing blue planet and the urgent need to protect our oceans, waterways, landscapes and communities.

We are excited that you have joined us and look forward to supporting you in the change you will be making in your corner of the world.



SEND A LETTER TO THE EDITOR, SHARE YOUR MESSAGE THROUGH MEDIA

Traditional media such as newspapers, TV, magazines, as well as digital media and radio remain some of the best options for reaching large numbers of people.

Submitting a letter to the editor

Submitting a letter to the editor of your local newspaper can be an effective way to share information with other people in your region or to call a particular notable aspect of an issue to people's attention. Here are some tips!

- **Start with the local press.** You are more likely to see your letter published in the local press than national so identifying a popular local or regional paper would be a good place to start. Consult the website for the requirements on submitting a letter before you proceed.
- **React to the news.** Newspaper editors like to receive letters related to current news, so if you see something placed about plastic pollution or a related topic, put the odds in your favour by responding quickly. For example, if government officials make an announcement about an initiative tackling plastic pollution, you could submit a letter that calls on the government to take concrete action and set ambitious reduction targets. If a company announces a plastic policy with false solutions, you could submit a letter that calls on the CEO to take real action by phasing out single-use plastics. Make sure to reference the article in your letter.



- **Magazines are great options.** Many magazines also have letter to the editor sections. If you want to reach a certain audience, like parents who read a parenting magazine and might be feeling frustrated at how difficult it is to shop plastic-free for their kids, explore a magazine that you know is popular and see when their next publication date is.
- **Keep it short.** Ideally, a letter to the editor should contain between 200-250 words. That's pretty short, so it's important to get straight to the point. [Here is a sample letter](#) that can give you an idea of the length and approach and you can find [some key messages here](#) to help you form your own.
- **Raise interest.** The most important thing you can do to attract readers' attention is to have a catchy title. The title should make a reader want to know more. Then organize your letter to give a clear understanding of the topic you are addressing and the solution or action you are proposing. It's also useful to provide a website where people can find more information.
- **Don't give up.** Even if your letter is excellent, it may not be published because another subject is monopolizing media attention or because the paper received a significant number of letters that day. Persevere! The more often you write, the better chances you have of being published. Try your luck with a different outlet if needed!



Your letter was published? Congratulations!

- **Keep us posted!** Please let us know and send the link or a photo of your article to actsofblue.ca@greenpeace.org and fill out [our survey](#).
- **Spread the word on social media!** Share your article on social media and add the hashtags #MillionActsofBlue and #BreakFreeFromPlastic.
- **Tackle another section of the toolkit!** Inspired to do more? Download another section and be in touch with how we can support you in another Act of Blue!

Calling an open-line show on the radio

With radio, like with print media, it is important to catch the news when it's happening and respond quickly. With more and more media covering plastic pollution and related topics, there are more opportunities to help reframe the public conversation to focus on the real source of the problem and the real solutions. Here are some things to consider.

- **Determine the purpose of your call.** Do you want to react to a recent government announcement or the release of a new study on plastic pollution? Is your purpose to inform listeners how to take action and join the movement? Or both?
- **Write your key messages in advance.** The key to being a good spokesperson is to prepare, and ideally memorize, two or three key messages. An advantage to being on the radio is that you can refer to written copies of those messages when you call in. Some examples of [key messages can be found here](#).
- **Practice before you call.** It's good practice to practice! Saying your messages out loud is different than having a discussion in your head, even better is if you have someone to practice with. Practicing helps ensure you are comfortable with the subject and will give you confidence.



- **Take notes on what has already been said.** This will allow you to build on and respond to what other speakers have said, without repeating them.
- **Stay calm and focused.** Remember to speak slowly, articulate and most importantly... breathe.

Your interview is over? Well done!

Keep us posted! Please send us the link to the program you participated in by writing to us at actsofblue.ca@greenpeace.org and fill out our [survey](#).

Spread the word on social media! Share your interview on social media and add the hashtags #MillionActsofBlue and #BreakFreeFromPlastic.

Tackle another section of the toolkit! Inspired to do more? Download another section and be in touch with how we can support you in another Act of Blue!

Other groups taking action on plastic

Check out our allies in the movement at www.breakfreefromplastic.org

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