

Real Talk on PLASTICS



VIRGINIA
AQUARIUM
& MARINE SCIENCE CENTER

Leslie Clements

Special Projects Coordinator

Virginia Aquarium & Marine Science
Center

757.385.0305

LAClemen@VirginiaAquarium.com

Clare Posey, Research Intern

Student, Virginia Tech



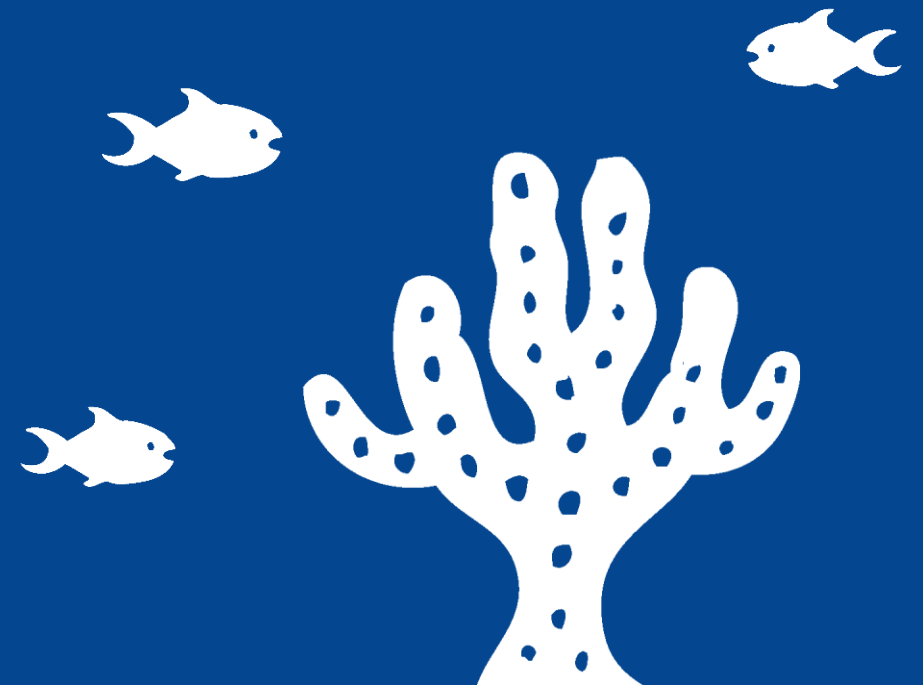


Observation #1

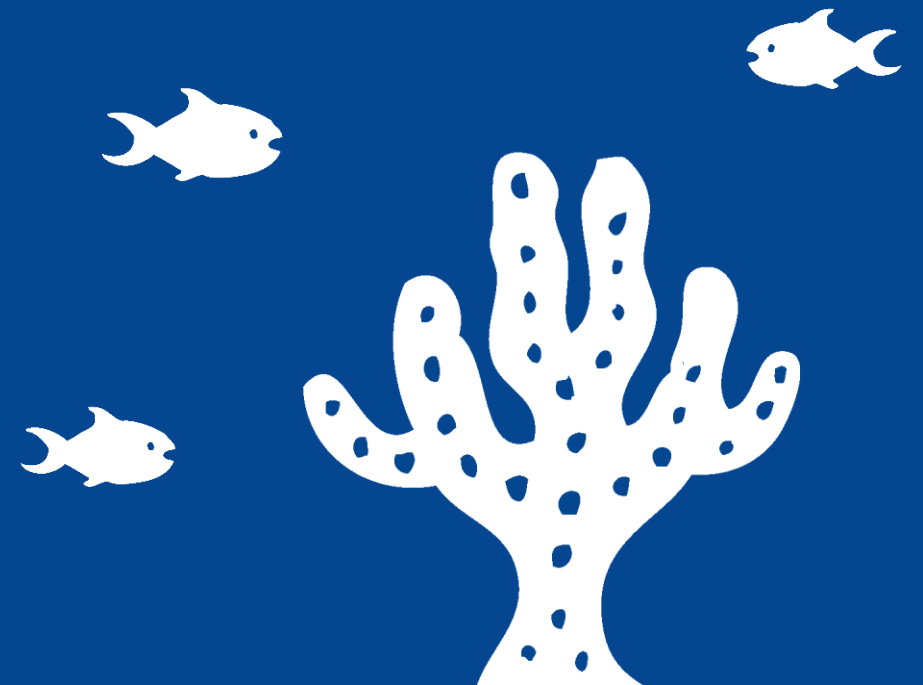
Stories > Statistics



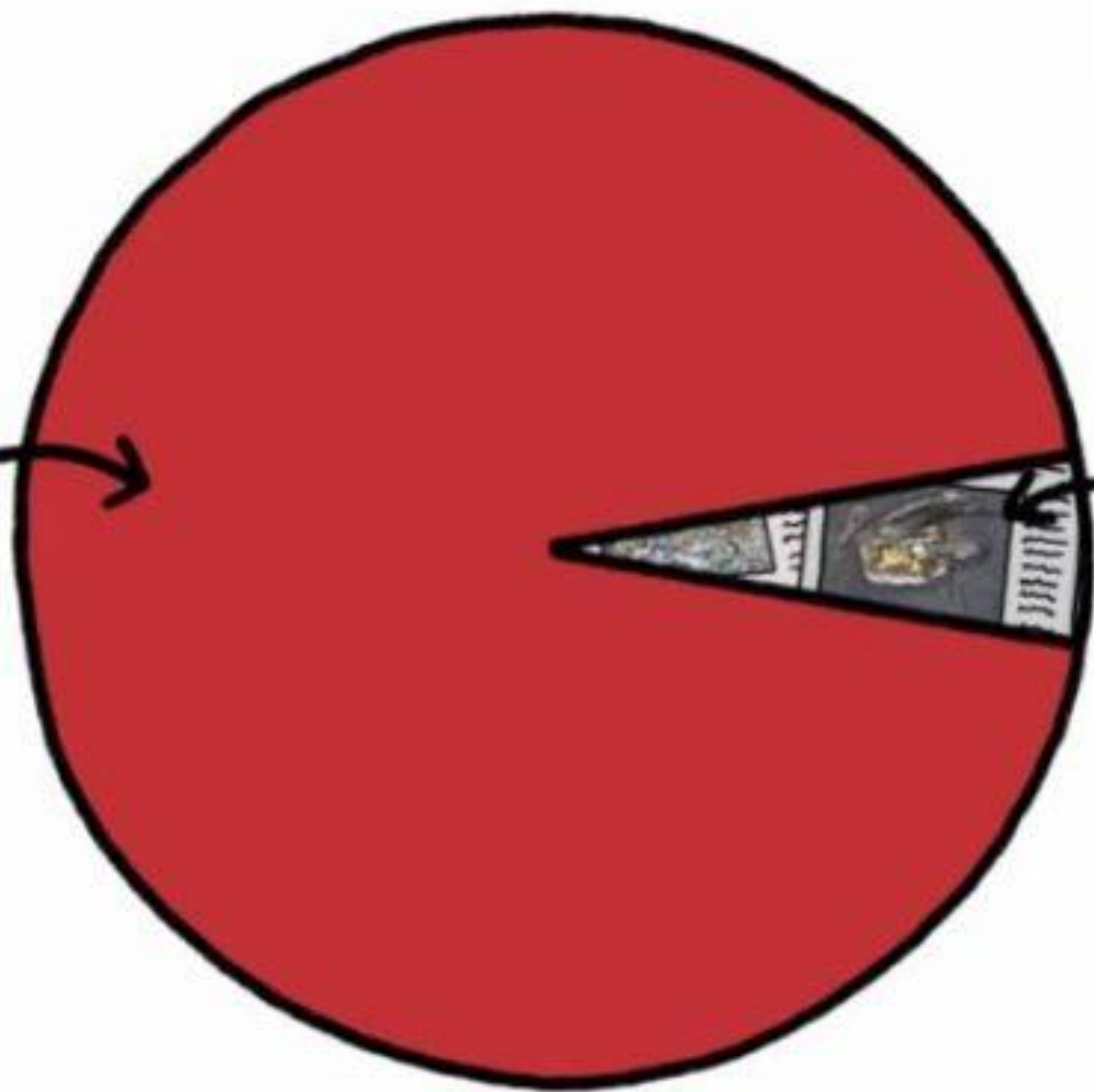
What do you know about plastics?



So what?

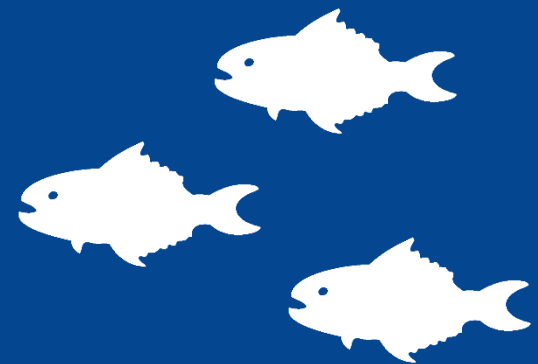


Small
Plastic



Big
Plastic

By 2050, scientists estimate there will be more plastics than fish in the ocean.



Observation #2

Changing behaviors is key.



3 Different Approaches

- Attitude-Behavior Approach
- Economic Self-Interest Approach
- Community-Based Social Marketing



Community-Based Social Marketing

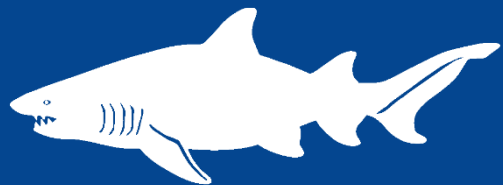
1. Select
behavior

2. Identify
barriers &
benefits

3. Develop
Strategy

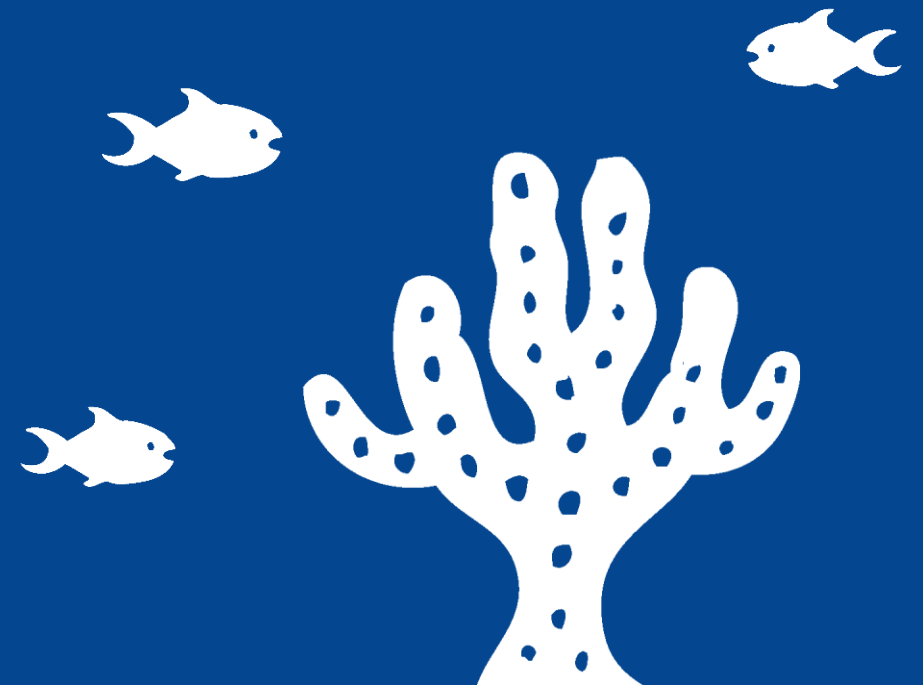
4. Pilot
Strategy

5. Implement
& Evaluate





Why do you use a straw?



Observation #3

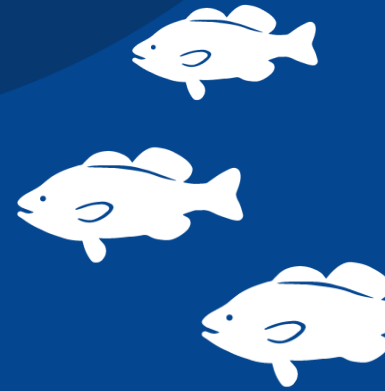
Never make assumptions.



Results So Far

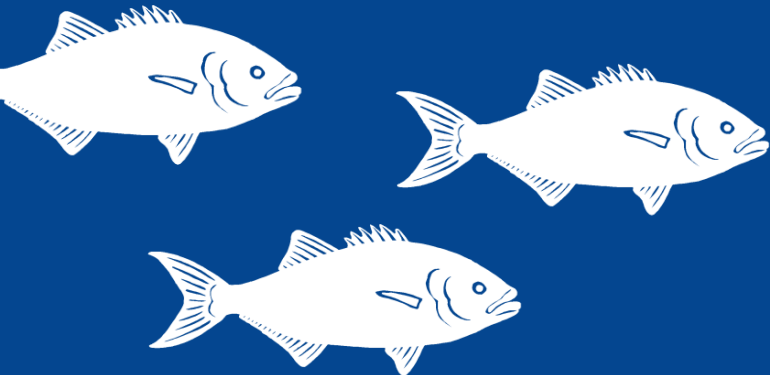
Most respondents:

- Reported using a straw within the last month
- Preferred a straw when drinking from a cup or glass
- Reported that they use whatever is given to them when dining out
- Strongly agreed that using a plastic straw causes ecological problems over time.



Results So Far

- Only a few respondents say they ask for a straw if not given one initially.
- Only 20% respondents knew the correct price for 100 wholesale plastic straws. The rest either didn't know or guessed wrong.



Results So Far



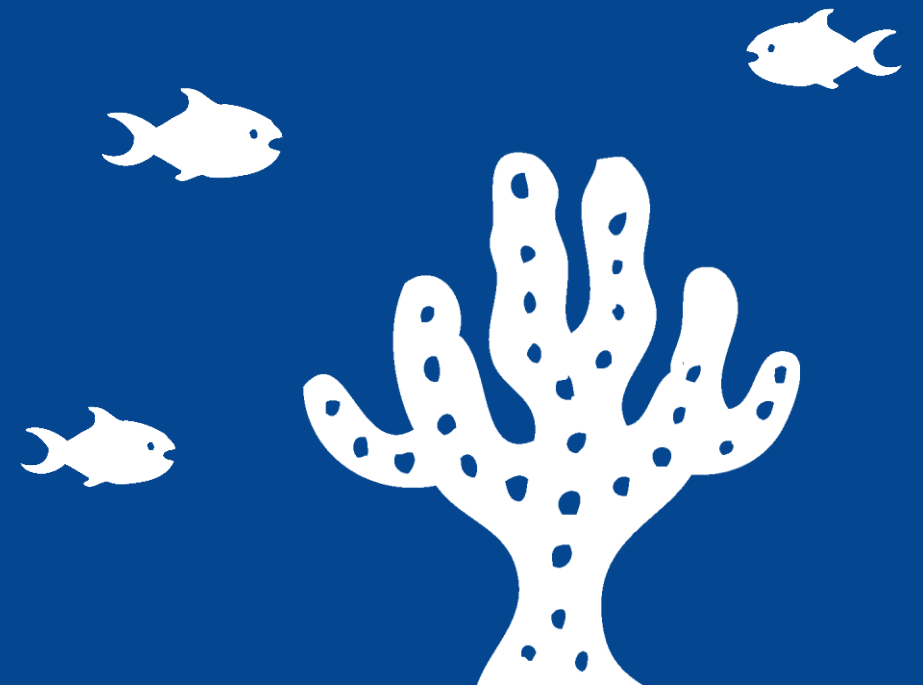
- When asked what mostly guides their straw choice, most answered with whatever is available to them.
- When asking who they felt most responsible for protecting the environment against plastics, most people said the public, followed by the government.

Observation #4

Convenience > Sustainable Behavior

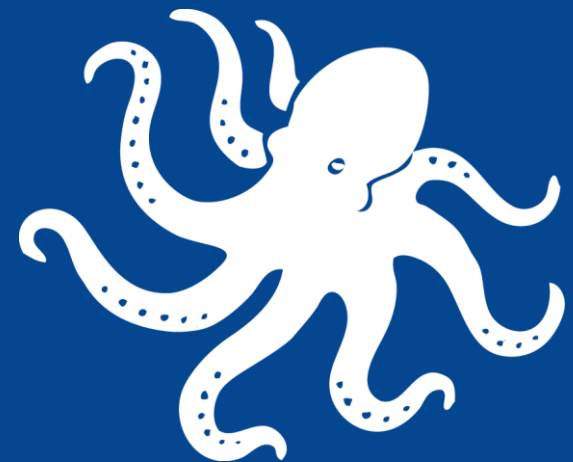


What are your initial takeaways?



Current Message Points

- Empower, never shame.
- Invite the individual to the collective.
- Hold people accountable.





VIRGINIA
AQUARIUM
& MARINE SCIENCE CENTER

VirginiaAquarium.com