

### **Executive Summary**

The New Haven Health Department will utilize the Recycling Education and Outreach grant to hire a community health worker who will provide street-based, individualized education and outreach to community members and businesses on the importance of recycling, to increase collection rates and to decrease contamination in residential and community recycling programs. These efforts will primarily occur in the Annex, Fair Haven, Amity, Dixwell, Beaver Hills, and West River neighborhoods, which have been prioritized by the US EPA. The Health Department will also develop and implement a social marketing campaign for the general public to provide information about which recyclable materials are accepted and the benefits of recycling. Education and outreach efforts will be evaluated to determine the effectiveness of these efforts and plan for long-term sustainability.