




BE ALERT, DIVERT HIDDEN BATTERIES! OUTREACH AND EDUCATION CAMPAIGN

**Emily Wenger | Larimer County Hazardous Waste
ewenger@larimer.org**



Larimer County Hazardous Waste By the Numbers

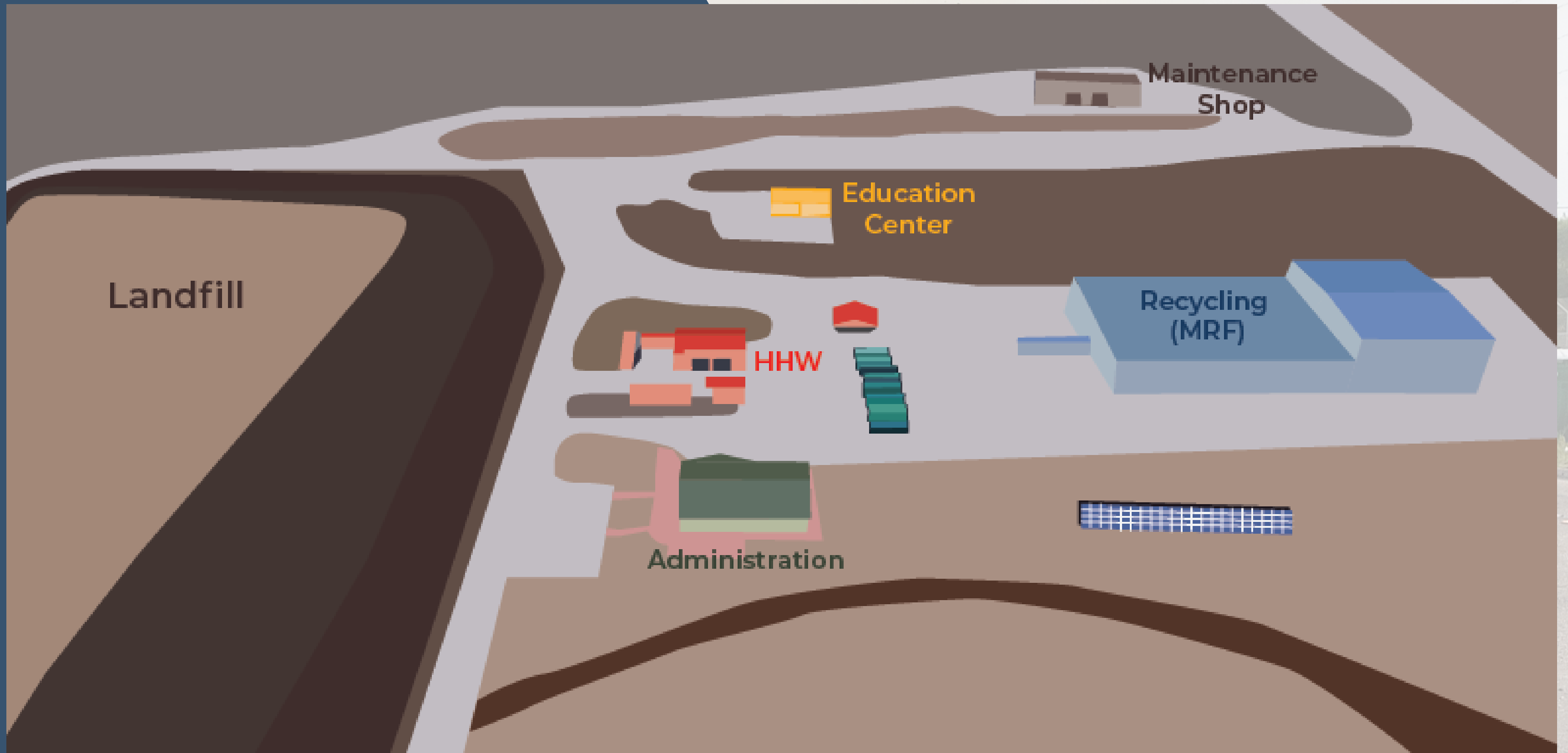
**Larimer County Population:
360,000**

**Hazardous Waste Managed
(2020): 1,086,000 lbs.**

**Households Served (2020):
20,000**

Full Time Staff: 5





PROBLEMS

- Close call at recycling facility in 2018
- Weekly fires at landfill and recycling facility
- Fire risk to existing and new infrastructure
- Fueled by new waste streams





APPROACHES



CONTEST

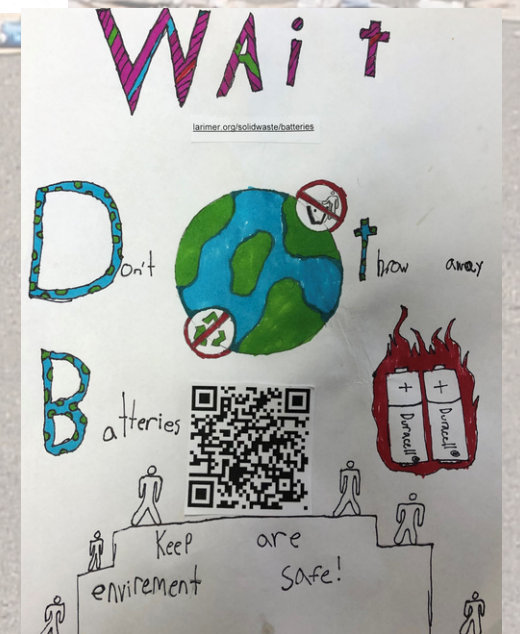
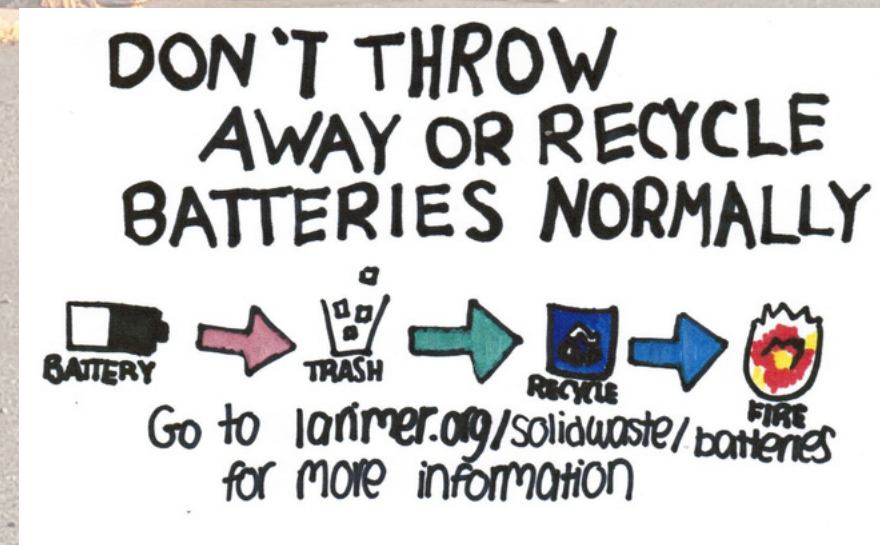
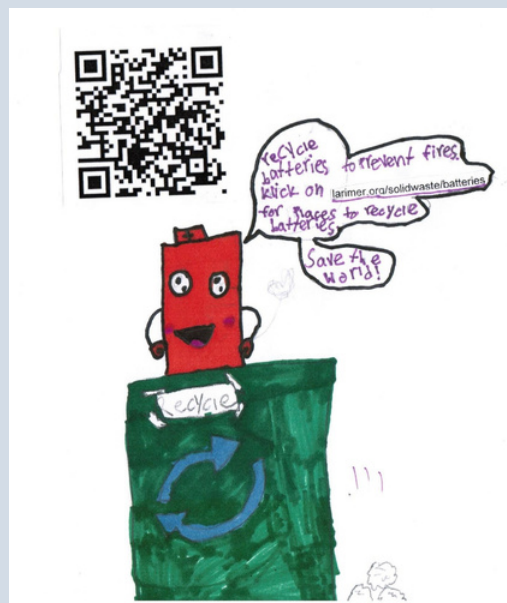
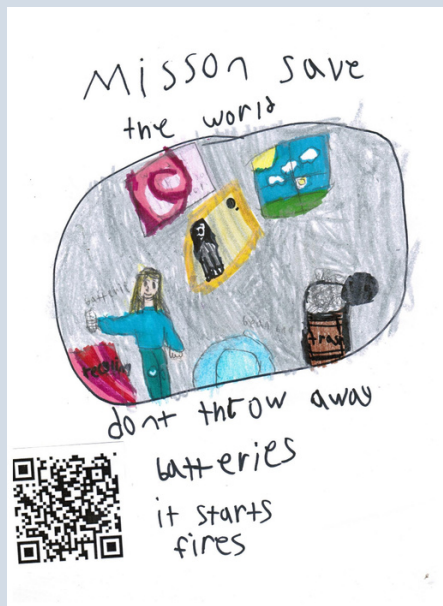
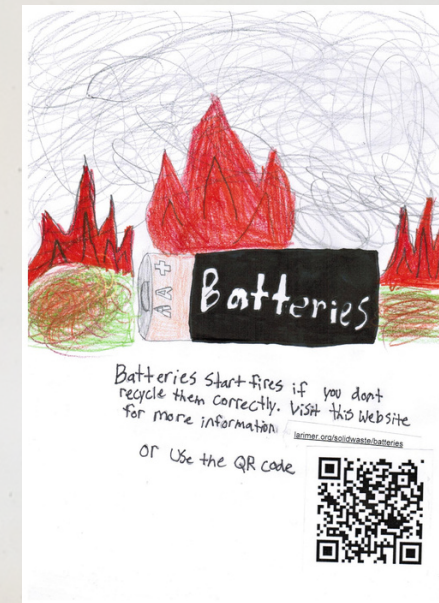


BE ALERT



DIVERT

Larimer.org/SolidWaste/Batteries



CONTEST OUTCOMES:

Flexibility and resourcefulness led to far reaching engagement with the community.

A photograph of a protest scene. In the foreground, a large, intense fire burns on a paved road, consuming a barricade of debris. In the background, a police car with its blue and red lights flashing is visible. The scene is set outdoors with a chain-link fence, utility poles, and trees in the distance under an overcast sky. A large, semi-transparent blue circle is overlaid on the left side of the image, containing the text.

POSTCARD



BE ALERT,
DIVERT
HIDDEN BATTERIES

DAMAGED, DEFECTIVE, AND RECALLED BATTERIES



Damaged, defective, or recalled (DDR) batteries may be swollen, corroded, leaking or show burn marks.

They are likely to start a fire or explode if they are thrown in the trash or recycling.



Photo Credit: JBaker 5280 Fire

SAFE HANDLING TIPS

- DO NOT throw DDR batteries away or place them in the recycling.
- Seal each one in a plastic bag.
- Transport them carefully to a hazardous waste facility for safe and proper recycling.



More information:
[larimer.org/
solidwaste/
batteries](http://larimer.org/solidwaste/batteries)



POSTCARD OUTCOMES:

Addressing a specific problem for a partner made this approach successful.



POSTER



**BE ALERT,
DIVERT**
HIDDEN BATTERIES

VAPE BATTERY SAFETY



VAPE BATTERIES CAN BE HAZARDOUS

Vape devices are often powered by lithium batteries. They can be hazardous if discarded improperly.

SAFE HANDLING TIPS

Store vape batteries at room temperature. Extreme temperatures can damage batteries.



Bag extra batteries individually or store them in a case. Batteries can spark if they rub against one another.

Do not store loose batteries with coins or keys. These materials conduct electricity which may cause the battery to short circuit and create heat.



NEVER PUT VAPE BATTERIES IN THE TRASH OR RECYCLING

Vape batteries may cause a fire or explode if they are punctured or crushed by heavy trash or recycling equipment.



TAKE ALL VAPE BATTERIES TO A BATTERY RECYCLING SITE

Scan the code to find out where.



larimer.org/solidwaste/batteries

Larimer County Residents:
Bring batteries to the Household Hazardous Waste Facility for free.

Located within the Larimer County Landfill:
5887 S. Taft Hill Road
Fort Collins, CO 80526

OPEN Monday, Tuesday, Thursday, Friday and Saturday
8 am -- 4:30 pm
CLOSED Wednesday and Sunday

Residents of other Counties:
Take batteries to the hazardous waste facility in your county.



POSTER OUTCOMES:

Provided an opportunity to engage with local businesses.



WEBSITE

www.larimer.org/solidwaste/batteries

Be Alert! Divert Hidden Batteries



BE ALERT!

NEVER PUT BATTERIES IN THE TRASH OR RECYCLING.

RECYCLE THEM PROPERLY AT A DESIGNATED SITE.

SCROLL DOWN TO FIND OUT WHERE TO RECYCLE.

**BE ALERT,
DIVERT
HIDDEN BATTERIES**

Prevent Fires by Recycling Batteries Properly

Batteries ignite about 3-5 fires per month at the solid waste facility. Most of them are extinguished while they are still small, but all fires have the potential to be disastrous. The fire pictured above happened in August 2018. A well-meaning community member tossed a battery in the recycling bin, hoping to recycle it. At some point during transport or processing, the battery caused a spark, setting the surrounding paper and cardboard ablaze. A quick-thinking recycling worker noticed smoke and jumped into the bulldozer to push the inferno outside. First responders arrived and helped to stifle the flames before they spread to the building. **You can help prevent fires by keeping batteries out of the trash and conventional recycling.**

Help Spread the Word – Be Alert Toolkit

You can help spread the word that batteries don't belong in the trash or recycling by sharing the resources in the Be Alert Campaign Toolkit. More info about how to use it [below](#).

Toolkit

WEBSITE OUTCOMES:

**Served as a central space
for the campaign.**



DIGITAL TOOLKIT

<https://bit.ly/3oGQiC3>



Folders

Name ↓



Social Media Posts



Posters



Images for the Web



Images for Newsletters



Fact Sheets

Files



Thumbnail

Batteries are hidden in all sorts of everyday things but they should never be put in the trash or recycling. Be alert when you're throwing something away and batteries to a designated facility for proper recycling. Find out where at lcmwr.org/hiddenbatteries.

Batteries are hidden in all sorts of everyday objects and they can start fire or explode when they enter the waste stream. Be alert and always remove hidden batteries before throwing something away. Take batteries to a designated facility for proper recycling. Find out where at lcmwr.org/hiddenbatteries.

Think that battery is dead? Think again. Even "dead" batteries contain a residual charge and can spark back to life when they are thrown away. Take batteries to a designated facility to ensure they are handled safely. Find out at lcmwr.org/hiddenbatteries.

Batteries can be recycled in many ways. Locally, they're collected from the trash and sent to a designated recycling facility. Find out where to take batteries for proper recycling at lcmwr.org/hiddenbatteries.

Take batteries to a designated site for proper recycling to prevent fires and recover the valuable resources they contain. Find out at lcmwr.org/hiddenbatteries.



Newsletter Blurbs and...



FOR IMMEDIATE RELEASE

LARIMER COUNTY HAZARDOUS WASTE LAUNCHES BATTERY RECYCLING CAMPAIGN

By Colleen, Colorado February 1, 2021 - Larimer County Hazardous Waste is launching the "Be Alert, Divert Hidden Batteries" campaign for February to spread the message that batteries do not belong in the trash or outside recycling. They are hidden in most things that light up, make noise, or move, even when not plugged in. However, batteries are a big hazard in the trash and environmental recycling.

At the Larimer County landfill, batteries cycle and fire each month. As more batteries are used in consumer goods, we can expect that number to increase.

The Be Alert campaign is Hazardous Waste's answer to battery fires. The campaign encourages residents to dispose of batteries properly and calls to taking them to designated recycling sites.

The month-long campaign will engage residents in a variety of ways. Larimer County residents can find out where and how to recycle batteries properly on the campaign website. They can also share battery recycling information with friends and family using resources in a digital toolkit.

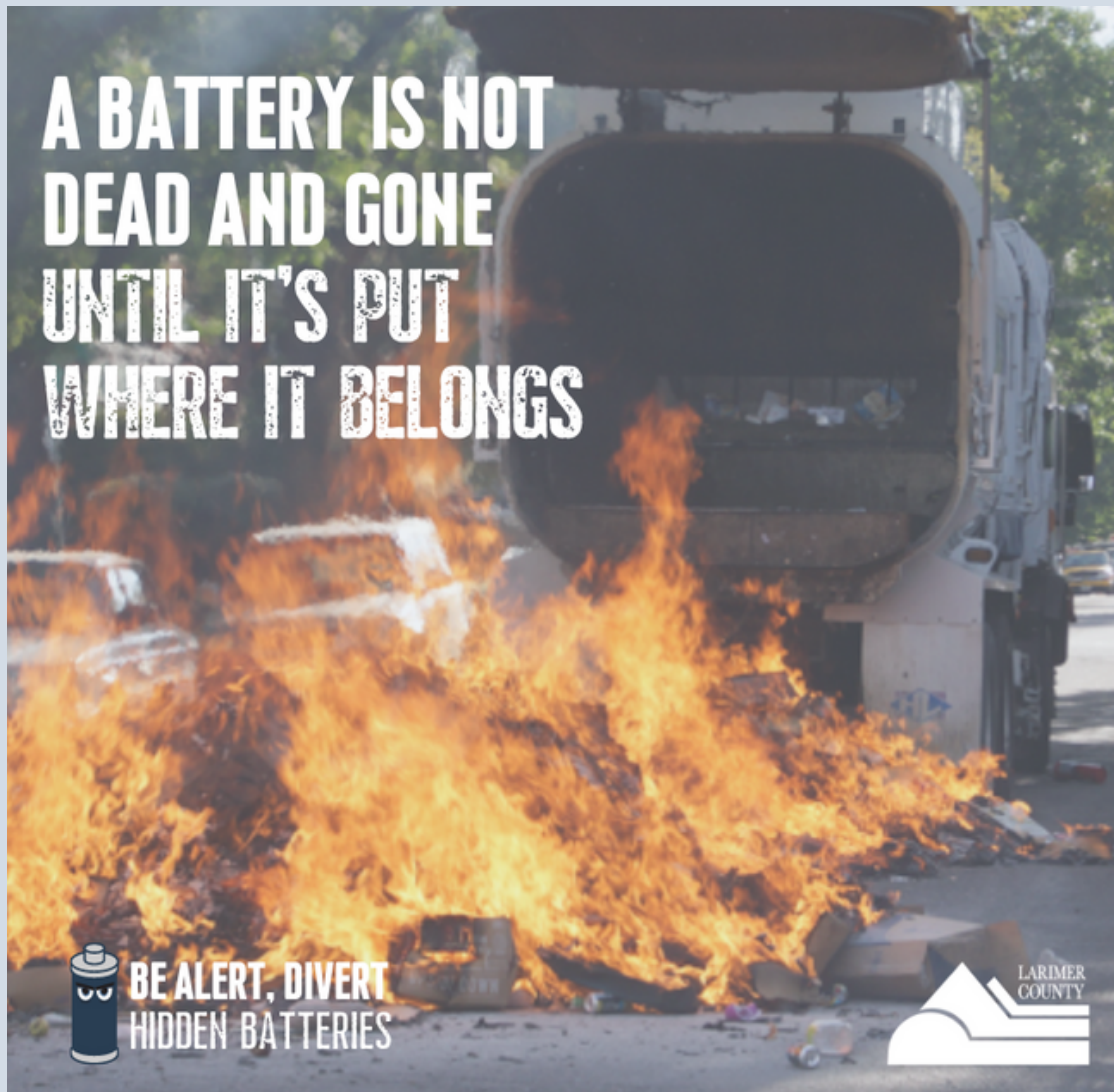


Be Alert Press Release




Battery Safety Worksh...

**A BATTERY IS NOT
DEAD AND GONE
UNTIL IT'S PUT
WHERE IT BELONGS**



**BE ALERT, DIVERT
HIDDEN BATTERIES**



**ALMOST
EVERYDAY,**
a battery fire at a waste
processing facility makes the news
somewhere in the US or Canada.



**BE ALERT, DIVERT
HIDDEN BATTERIES**

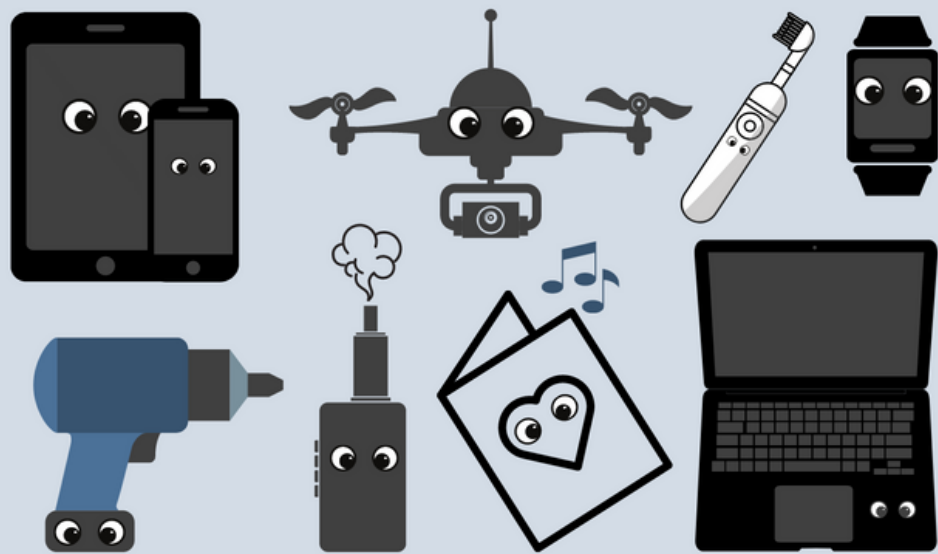


**IT CAN TAKE
100 YEARS**
for a battery to break down
in a landfill – and it releases
toxic chemicals as it does.



**BE ALERT, DIVERT
HIDDEN BATTERIES**





BE ALERT, DIVERT HIDDEN BATTERIES

Batteries are hidden in all sorts of everyday things but they should never be put in the trash or recycling. Be alert when you are throwing something away and divert batteries for proper recycling. Scan the code below to find out where to recycle batteries properly.

Find out more about how to recycle batteries at:

WWW.LARIMER.ORG/SOLIDWASTE/BATTERIES



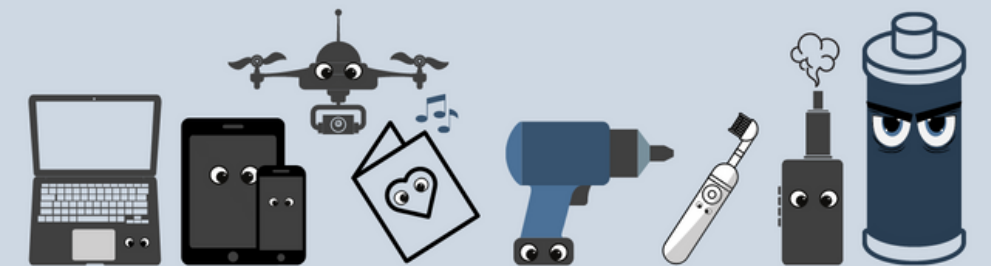
IT MAY NOT BE DEAD, RECYCLE INSTEAD

Think that battery is dead? Think again. Even "dead" batteries contain a residual charge and can spark back to life when they are thrown away.

Take batteries to a designated facility to ensure they are handled safely. Scan the code below to find out where to take them.



FOR MORE INFORMATION, SCAN THE CODE OR GO WWW.LARIMER.ORG/SOLIDWASTE/BATTERIES



GIVE YOUR BATTERIES A SECOND LIFE

Batteries can be recycled into new things, but only if they're diverted from the trash and regular recycling.

Take batteries to a battery recycler or hazardous waste facility for proper recycling. Scan the code below to find out where to take them.



FOR MORE INFORMATION, SCAN THE CODE OR GO WWW.LARIMER.ORG/SOLIDWASTE/BATTERIES



DIGITAL TOOLKIT OUTCOMES:

**Helped determine
cohesive messages and
visuals for campaign.**



CAMPAIGN OUTCOMES: ONGOING OPPORTUNITIES

- Invited to speak in classrooms
- Led to partnership with facilities to revamp county employee battery recycling program
- Opportunities to educate local businesses





THANK YOU!

Emily Wenger | Larimer County Hazardous Waste
ewenger@larimer.org