



Operations Update

Promotion and Education

Item 7.2 (c)

Promotion and Education

Waste & Recycling Workers Week

- Held across North America during June 13th to 17th to recognize waste management industry professionals
- Awareness was raised through a media release, social media posts including a video highlighting the work done by Waste Management staff
- Social media as of June 17th:
 - 1,087 people reached
 - 78 engagements



Promotion and Education

Waste Collection Safety Campaign

- Phase 3 campaign began in June on “Keep Safe and Separate Sharp Waste”
- Designed to educate residents on how to keep waste collection staff safe by safely disposing of items
- Campaign includes video, radio spots, social media posts and information on website

Keep Safe and Separate Sharp Waste

Sharp objects hidden in garbage bags and blue boxes can pose serious injury to waste collection workers. Separate, box and label your sharp household waste and place on top or beside your garbage bag.



For information on how to dispose of sharp waste, visit:
hamilton.ca/WasteCollectionSafety



Keep Safe and Separate Sharp Waste

Needles hidden in garbage bags and blue boxes can pose serious injury to waste collection workers. Safely dispose of needles at a designated drop-off location only.



For information on how to safely dispose of needles, visit:
hamilton.ca/WasteCollectionSafety



Promotion and Education

School Virtual Presentations

- During COVID, virtual presentations were developed to continue education program of students
- Implemented in October 2021 and 37 classes participated in the first 3 months
- As of May 31, 2022: 148 classes (~3,300 students) signed up to participate in 2022
- Virtual presentations will continue to be offered when/if live presentations may begin again at CCF

Welcome to Our Virtual Classroom

