

Waste Education

Pivoting the Delivery of Waste Education during COVID -19

February 9, 2021

SWANA Northern Lights Chapter

Online Conference





Region 7

Yarmouth and
Digby Counties

Population

42,500

Households

22,000



Before COVID



In the
Classroom

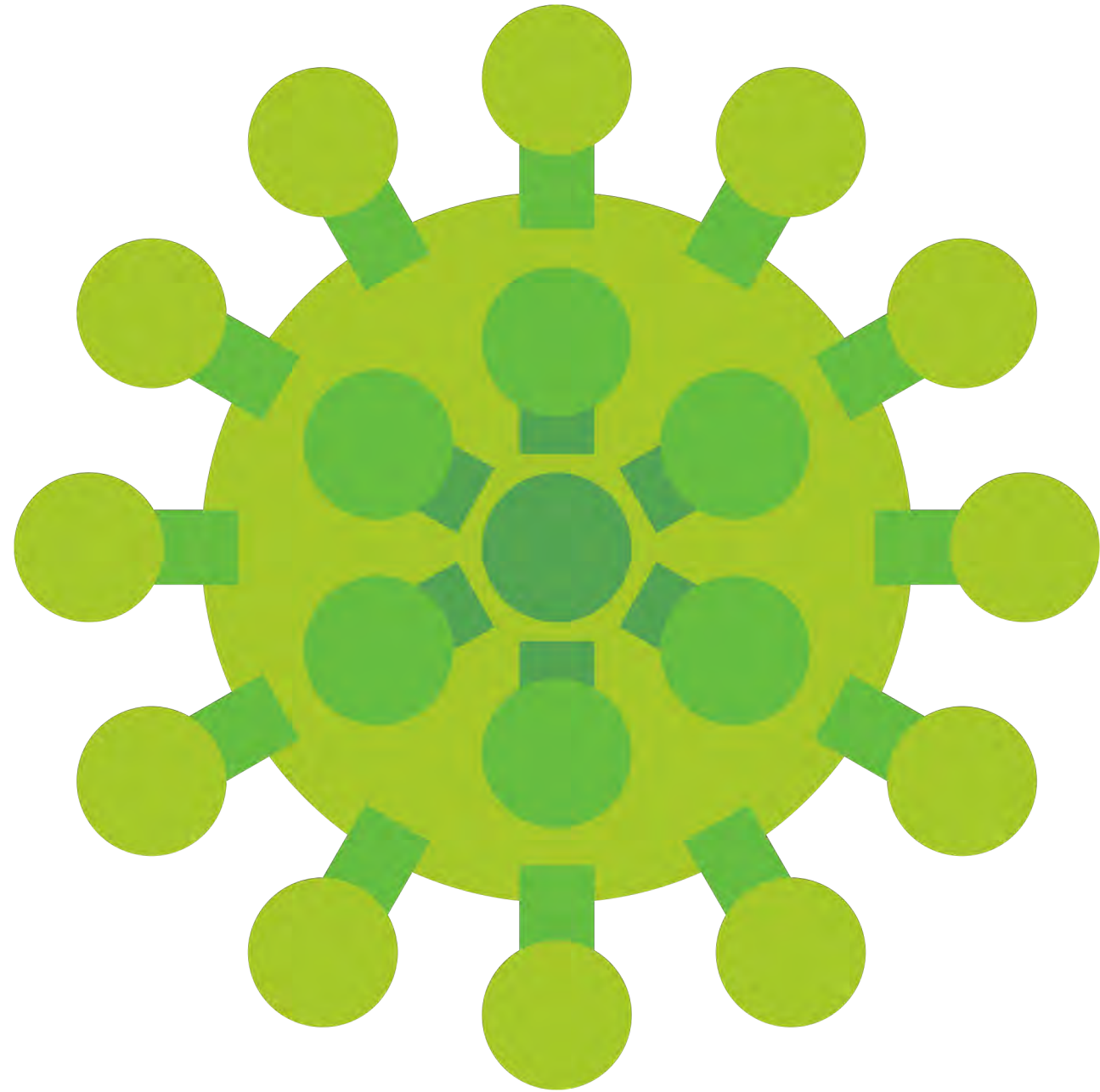


Festivals and
Parades



Groups &
Organizations

Early days of COVID



Schools closed

Festivals and Parades cancelled

Community Groups not meeting



Pivoting for a New Reality

Innovation

During COVID-19

Brainstorm

Determine what options were available

Technology

Determine what technology was at our disposal

Learning Curve

How best to use new tools to reach our audience

Create

Create opportunities

Brainstorming & Technology

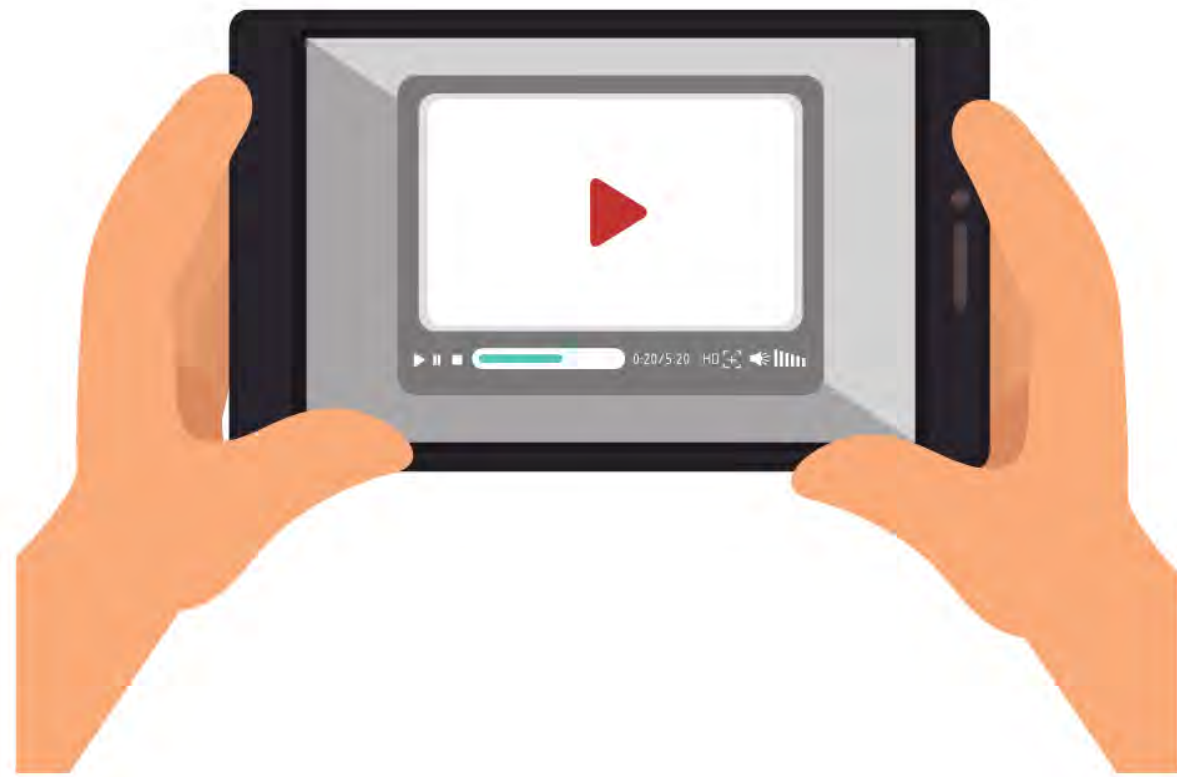


Virtual Meeting Platforms

Video Software & Green Screens

Websites & Social Media

Learning Curve



Webinars

Videos

Social Media

Creating Opportunities



Radio

Facebook Live

Farmers Markets



In Conclusion

Questions

