



# Keeping The Twin Counties Cleaner, Greener, and More Livable

Keep America Beautiful of Nash & Edgecombe Counties

Volume 1, Issue 1



## A Message from the KAB Coordinator

I am pleased to present the first edition of our biannual newsletter. It is my hope that the newsletter will help to generate additional interest in Keep America Beautiful (KAB) as well as to help publicize KAB related activities and success stories within the Twin County Area. Each issue will highlight new KAB initiatives, spotlight a board member, salute a business, school, or organization, and share other exciting KAB news.

With that said, I am happy to report that 2008 was an exciting, successful year for KAB of Nash & Edgecombe Counties. Thanks to the volunteers, we've achieved record breaking results

through our spring Great American Cleanup and our fall NC Big Sweep Cleanup. The Fountain Correctional Center inmate work crews and our Adopt-A-Spot volunteers continue to retrieve litter along area roads, and we've honored several businesses, neighborhood groups, community organizations, and individuals with framed certificates of appreciation. Public awareness of KAB of Nash & Edgecombe Counties continues to increase with each community cleanup effort. Our local media partners - First Media Radio Group, The Promise 107.3 FM, WHIG-TV 17, The Daily Southerner, Rocky Mount Telegram, and Nashville Graphics - have been

generous to us, helping us to keep our programs in the public eye.

I also want to salute our business partners - Waste Industries, Sam's Club, Sara Lee Bakery Company, SunDrop Bottling Company, Hardee's Food System, Texas Saloon Steakhouse, and Krispy Kreme Doughnuts, who sponsored our events in 2008 even during this tough economic time.

Thank you again for your involvement and support. We look forward to another great year in the Twin Counties.

*Cornelia McGee-Anthony*  
KAB Coordinator

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### 2008 Highlights:

- *Fountain Correctional Center inmates retrieved 269,800 lbs of litter, cleaned 751.7 miles of streets, roads, and highways, and worked 16,224.5 hours.*
- *1,108 community volunteers collected 14,460 pounds of litter and debris.*
- *6 miles of rivers, lakes, and shorelines cleaned.*
- *KAB of Nash & Edgecombe Counties received the 2008 President's Circle Recognition Award.*

## Let's Make 2009 Great!

Mark your calendars now to volunteer for the spring Great American Cleanup and the fall NC Big Sweep Cleanup. The Great American Cleanup is scheduled from March 1-May 31, and the fall NC Big Sweep Cleanup between September 19–October 10. Volunteers are needed to make the cleanups successful.

For more information on the Great American Cleanup and NC Big Sweep Cleanup, contact KAB of Nash & Edgecombe Counties at (252) 467-4960 or visit our website:

**[kab.rockymountnc.gov](http://kab.rockymountnc.gov)**

## Litter Art Awards

During the Down East Festival of the Arts on October 11, KAB of Nash & Edgecombe Counties sponsored the 2008 Juried Litter Art Show as part of our NC Big Sweep litter prevention and education campaign. More than 130 students wrote about and made art out of litter. This anti-litter activity was educational and it gave children a sense of accomplishment, taught them to be better citizens, and prevented litter from damaging the environment. All students received prizes and those with the highest judging scores received a plaque or trophy. Congratulations is extended to the winners and all the schools that participated. Everyone did a great job!



**James Booth, a sixth grade student at Phillips Middle School won Best Middle School Art in Show.**

## Litter Index Report

Each year, KAB of Nash & Edgecombe Counties board members use the Litter Index as a visual assessment tool for the litter situation in our community. The Litter Index is a KAB, Inc. survey tool that helps affiliates across the nation determine which litter prevention and community improvement programs to implement locally.

To conduct the Litter Index, we divided the Twin Counties into 41 sub-areas in which a fair representation of roads were targeted. The board members were trained and used a four-point scoring system to estimate the presence of litter in the area to be scored. The sub-areas are given scores from 1 (virtually no litter) to 4 (extremely littered). The data collected on the 2008 scoring sheets was averaged to obtain scores for each sub-area and the overall Twin Counties. The overall score is 1.5, compared to 1.45 for 2007, meaning that overall, the Twin Counties remained the same.

*Special thanks to board members Mae Parker, Gloria Moseley, Herb Clinton, James Alston, and Eva Rice who made this effort possible by working eight hours and traveling across both counties to assess litter and record observations.*



**G. W. Carver Elementary School won the Best Elementary School Art in Show.**



**W.L. Greene Alternative School won in three different categories: the Best School in the Show, Best Overall Piece, and Best High School Piece.**

## KAB Received "Return the Warmth" Grant

Thanks to a \$1,000 grant from Keep America Beautiful, Inc., Sam's Club, and Aquafina, we were able to bring "Return the Warmth" to our community. "Return the Warmth" is a plastic bottle (PET) recycling contest that closes the loop on recycling during the Great American Cleanup by turning plastic bottles into fleece jackets for children across the country. The goal of the program is to remove an estimated 80 million plastic bottles (PET) from the environment, while educating children and communities on the importance of recycling and taking care of the environment.

Local area schools were involved in the "Return the Warmth" Program as part of the Great American Cleanup events held in Nash & Edgecombe Counties. These schools collected nearly 3,900 pounds of plastic bottles/containers in April & May: Williford Elementary, Stocks Elementary, Our Lady of Perpetual Help, Edgecombe Early College High, and Northern Nash High. This program promoted community involvement and educated students on the benefits of cleaning up our environment. KAB of Nash & Edgecombe Counties used the grant funds to purchase Clear Stream recycling collection units and cases of Clear Stream plastic bags for each participating school. Sam's Club of Rocky Mount provided a \$1,000 donation to winning schools and Waste Industries provided each participating school with an 8-yard container and collection service.



Cornelia Anthony, KAB Coordinator presents check to Edgemcombe Early College High School (1st place winner).

## Twin Counties Celebrated Earth Day

The Rocky Mount Children's Museum and Science Center and KAB of Nash & Edgecombe Counties sponsored the 2008 Nano-Trashasaurus Earth Day Contest on April 22. The contest was an overwhelming success with 30 entries created by 412 students. What a way to celebrate Earth Day! Everyone did a great job and the Nano-Trashasaurus were beautiful, creative, and definitely memorable.



**Best in Show: Edgemcombe County 4-H Discovery Clovers**

### Other Contest Winners:

Pre-K-2nd Grade: Rocky Mount Academy Afterschool

3rd-5th Grade: Spring Hope Elementary

6th-8th Grade: Parker Middle 21st Century Learning Center

9th-12th Grade: Northern Nash High

Mixed Grades: Boys & Girls Club, Pinetops Unit

## KAB Educational Activities

A number of outreach efforts to promote KAB were undertaken in 2008. Litter prevention educational displays were set up at the International Festival of Cultures, Boy Scout Show, 2008 Back to School Jump Off, Rocky Mount Fair, Rocky Mount Business Expo, and Tar River Business Expo. The KAB Coordinator also conducted numerous television and radio interviews and made presentations to the Conetoe Ruritan Club, Edgemcombe Early College High School Green Club, Edgemcombe County Public Schools Maintenance staff, Benvenue Elementary, Braswell Elementary School 21st Learning Center, and Parker Middle School 21st Learning Center, Spaulding Family Resource Center Summer Camp, Greater New Testament Church, Rocky Mount YMCA Afterschool Program, and Young Professional Network.

## Support KAB of Nash & Edgecombe Co.

Whether it's volunteering your time or money, KAB of Nash & Edgecombe Counties needs your help to keep our communities clean and green. Our goal is to maintain and improve the beauty of the Twin County area through mass media campaigns and community involvement. Edgemcombe and Nash Counties and the City of Rocky Mount provide KAB's basic operating budget while local businesses and civic groups provide additional support for KAB initiatives. Your sponsorship allows us to buy food and drinks for our volunteers, educational materials, and much more.

Get involved today and take pride in the Twin County area. Call (252) 467-4960 for more information.

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### ***VOLUNTEERS NEEDED***

A great way for residents, businesses, and civic groups to get involved and help prevent litter in the Twin Counties is by becoming an Adopt-A-Spot volunteer. Learn more at [www.rockymountnc.gov/kab](http://www.rockymountnc.gov/kab) or call 252.467.4960.

## KAB of Nash & Edgecombe Counties Salutes Volunteers

KAB of Nash & Edgecombe Counties salutes Pro Scuba Center and the Underwater Buddy Association for their efforts in cleaning Newbold Lake in Tarboro for the 2008 NC Big Sweep. On September 20, eight divers and six volunteers worked for three hours cleaning the lake and its surrounding area in Edgecombe County.

KAB of Nash & Edgecombe Counties appreciates the hard work of these volunteers. These residents retrieved nine bags of litter and debris. We invite you to look around your neighborhood and see what you can do to make a difference. Round up your friends, neighbors, or coworkers and clean up a problem area that you pass on your way to work, school, or church every morning. Contact KAB of Nash & Edgecombe Counties for more information on how to coordinate your cleanup and be sure to take photos of before, during, and after to submit to us. Then you too can be recognized in our newsletter.



**Pro-Scuba Center and the Underwater Buddy Association clean up Newbold Lake during the NC Big Sweep Cleanup.**