A Study on Behavior Change & Student Involvement
Undergraduate Enrollment – 30,473
Campus Size – 814 Acres
UK Staff – 12,000
UK Faculty – 2,000
The Facts:

- Less than a fifth of all plastic is recycled globally.
- Over the last ten years, we have produced more plastics than during the whole last century.
- 50 percent of the plastic we use, we use just once and throw away.

Every day, UK students and employees throw away more than 10 tons of plastic.

UK students and employees purchased more than 15 million single use plastic beverage containers last year.

UK Dining distributed nearly 1 million straws last year.
Goals of POP Campaign:

- Behavior Change
  - REFUSE
  - REUSE
  - RECYCLE
- Undergraduate Research
• Undergraduate Research
  – Pledge
  – Pre-Survey
  – Two follow-up Surveys
Over 2,000 Pledges to date!
QUESTIONS?

Joanna Ashford
Joanna.Ashford@uky.edu
859-257-8788