

# HELP



A Study on Behavior Change & Student Involvement



Undergraduate Enrollment – 30,473  
Campus Size – 814 Acres  
UK Staff- 12,000  
UK Faculty -2,000



# HELP UK



**UK** Dining  
Sustainability

**UK** Recycling

**UK** Sustainability



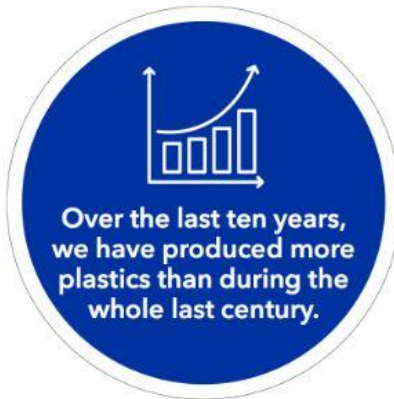
# HELP UK

**POP**  
PASS ON PLASTICS

The Facts:



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.



HELP UK



- Goals of POP Campaign:
  - Behavior Change
    - REFUSE
    - REUSE
    - RECYCLE
  - Undergraduate Research





# HELP UK



- Undergraduate Research
  - Pledge
  - Pre-Survey
  - Two follow-up Surveys



# HELP UK



## Over 2,000 Pledges to date!





Refuse

Reuse

Recycle

# QUESTIONS?

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