

# Western Lake Superior Sanitary District

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## Burn Barrel Campaign

Open Garbage Burning:  
Preventable Pollution



A Workshop for Local Officials

Held March 4<sup>th</sup>, 2005

# Workshop Highlights

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- 81 registered participants

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- 19 responses from those unable to attend but interested in receiving workshop materials
- 1276 Invitations sent to Local Officials in MN, WI and MI with info about Open Burning. MSFCA website, also.

# Presenters

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- 20 Presenters from 3 States (MN, WI, MI)

Experts in Enforcement, Infrastructure, or Education

Full Day Event, with 2 breakout sessions



# Presenters

## ■ Agencies Represented:

MOEA, MPCA, MN DNR

MN Department of Health

St. Louis County Sheriff

Wisconsin DNR

WI Division of Public Health

Michigan DEQ

Fond du Lac, Bad River



# Wide Variety of Participants

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Participants from:

## MN Townships

Normanna, Twin Lake, North Star, Hoyt Lakes, Midway

## MN Counties

Crow Wing, Goodhue, Morris, Cook, Sherburne, Chisago, Lake

## MN Reservations

Fond du Lac, Mille Lacs Band



# Wide Variety of Participants

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## **WI Townships**

Wascott, Delta, Ashland, Oulu

## **WI Counties**

Douglas, NW Planning Commission  
(Spooner), Bad River Res.

New York Academy of Sciences

Great Lake Binational Toxics  
Strategy/ Environment Canada

Lake Superior Binational Forum



# Other Elements

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- Shredder Give-Away
- Coupon from Office Max
- “Resource Showcase”  
(Videos, Brochures, Pins from Superior)



Positive Media Coverage

# Positive Feedback

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- **What was most useful about today's event?**
- "Getting 80 or so people together to talk about burn barrels-continued dialogue"
- "#1- Connecting with people" "Great to see so much interest!"
- "Reviewing the health effects related to dioxins and furans and other airborne toxics"
- "Listening to various options available to local town officials to resolve open burning problems"
- "Getting a better understanding of the legalities involving burning"
- "The wide variety of information and experience presented"

# An Expanded Regional Burn Barrel Campaign 2002-2005

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What's Next for this Grant?

Completion Date:

June 30, 2005

# An Expanded Regional Burn Barrel Campaign 2002-2005

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## 1. Expand Outreach Campaign

- Materials Revised for 2005
- Local and Regional Media
- TV, Newspapers, Newsletters

**Bernie's Back!**

Available for other areas-  
Interest so far in WI, MN, NY



# Newspaper Ads

- Duluth News Tribune
- Cloquet Pine Journal
- Hermantown Star
- Proctor Journal
- Arrowhead Leader



Your burn barrel affects the environment more than you know.



Burn barrels release hazardous pollutants into our air, water and soil. Up to 80 times more pollution and up to 11 times more dioxin than a full-scale municipal incinerator. For more information about the dangers of burning garbage, call the WLSSD hotline at 722-0761.



Clear Answers for Clean Water™

Western Lake Superior Sanitary District  
2426 Courland Street • Duluth, MN 55806-1894  
218/722-3336 • [www.wlssd.duluth.mn.us](http://www.wlssd.duluth.mn.us)

# Township Newsletters

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## In Progress:

- Normanna
- Rice Lake
- Grand Island

**\*\*Text and Ads\*\***

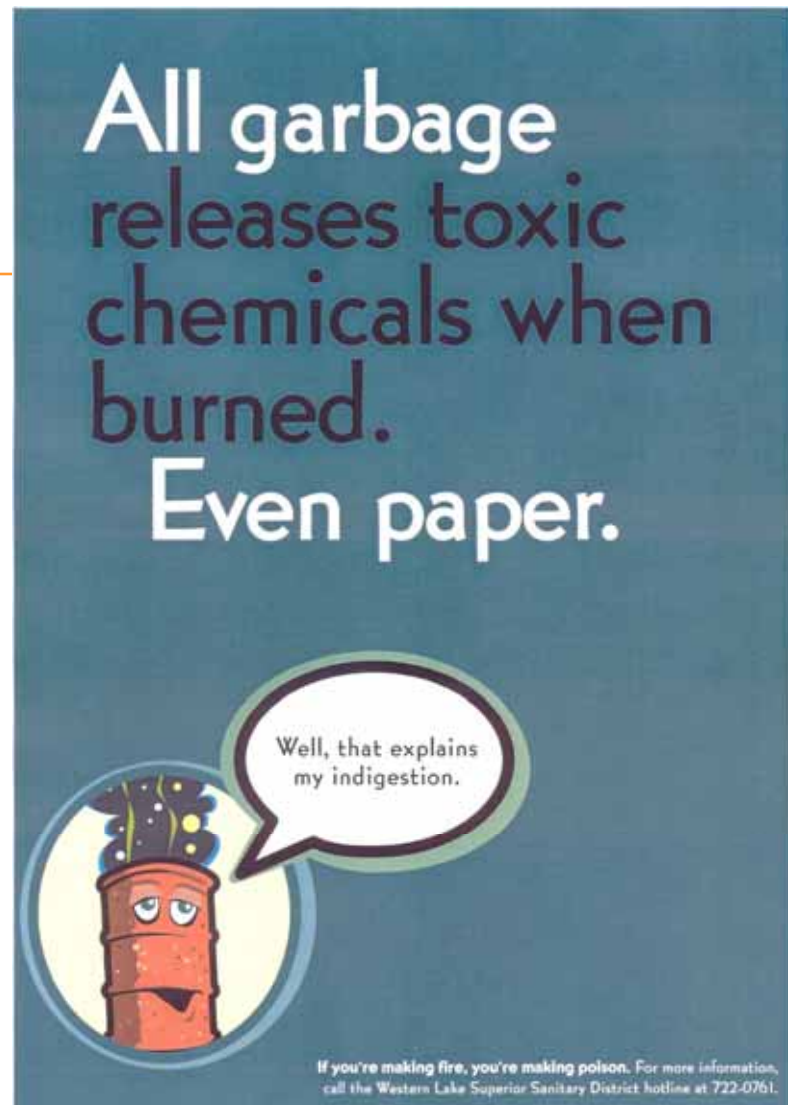


**Bernie the Burn Barrel Says:  
It's Better Not to Burn!**

# Billboards

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- Based Upon Posters
- Smaller, rural venues



# An Expanded Regional Burn Barrel Campaign 2002-2005

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## 2. Produce “General Guide”

- Relevant for many jurisdictions
- Outreach materials and strategies to target state and local officials
- Update MOEA 1996 Guide

**\*\* DVD and Website Format\*\***



# Western Lake Superior Sanitary District Burn Barrel Campaign

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