

WaterSource

Toronto Water information update for Councillors

Toronto Water launches “Not Down the Drain” public education campaign

Issue date: October 5, 2017

Every day many items are flushed down toilets or poured down drains that should not be. These items, such as fat, oil, grease, wipes and dental floss, can cause:

- Damage or blockages to home plumbing, which could lead to basement flooding
- Damage or blockages to the City's sewer pipes located under the streets, which could lead to basement flooding
- Damage to pumping stations and wastewater treatment plants
- Harm to the environment and aquatic habitat in the Lake, local streams and rivers

For some, putting these items down the drain is simply a habit that is done only because they are not aware of the consequences. To help combat this Toronto Water has launched a new public awareness campaign that will run throughout the month of October. The goal of the campaign is to raise awareness and change behaviour.

Advertising overview:

- Print: Metro Toronto commuter paper (October 6, 13 & 20), multi-lingual print publications.
- Digital: Ads will be placed on popular, local websites.
- TTC: Ads will appear on bus shelters and in the subway.
- Social media: Engagement will be conducted on Facebook and Instagram.

Draft tweets and Newsletter copy:

Should you wish to help share the Not Down the Drain message, following is some copy and attached to the email are images you may wish to share via your social media feeds or newsletters.

Tweets:

- Pouring grease down the drain can clog your pipes. Find out more at toronto.ca/notdownthedrain #CityofTO.
- Grease goes in the green bin, not down the drain. Find out more at toronto.ca/notdownthedrain #CityofTO.
- Greasy breakfast: Good. Washing that grease down your drain: Bad. Find out more at toronto.ca/notdownthedrain #CityofTO.
- Flushing any kind of wipes can clog your pipes. Find out more at toronto.ca/notdownthedrain #CityofTO.
- Wipes go in the garbage – not the toilet. Find out more at toronto.ca/notdownthedrain #CityofTO.
- Flushing dental floss can clog your pipes. Find out more at toronto.ca/notdownthedrain #CityofTO.
- Flossing is good. Flushing floss is bad. Find out more at toronto.ca/notdownthedrain #CityofTO.

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Facebook/Newsletter copy:

Not Down the Drain: Do you know what can and can't go down your drain? Putting the wrong things in your pipes can have some pretty nasty consequences, including basement flooding; polluting our streams, rivers and the Lake; as well as clogging City pipes – something that ends up costing us all.

Items like grease, wipes and dental floss should not go down the drain. Find out more at toronto.ca/notdownthedrain.

