

Detox your Home checklist

Detox your Home is a safe, free and easy-to-use service to dispose of common household chemicals without harming your health or the environment.

This checklist will help you prepare for upcoming Detox your Home mobile collections to make sure your residents are aware of the service and have the opportunity to safely dispose of unwanted – and potentially dangerous – household chemicals.

Use this checklist every time icon.pr contacts you about promoting a Detox your Home mobile collection.

10 weeks before the collection

- Have you confirmed with icon.pr what communications resources you need?

9 weeks before the collection

- Have you booked space on your website home page and on your intranet to feature Detox your Home?
- Have you booked space on your on-hold message to feature Detox your Home?
- Have you booked space in your council newsletters to feature an article on Detox your Home?

8 weeks before the collection

Have you received the following materials from icon.pr?

If you did not request any of the following items, mark as N/A.

- A3 posters
- A5 flyers
- Banner
- Website content
- Web banner
- Social media content
- Media release template
- Post-event media release template
- Article for council newsletter
- Content for mayor column
- Article for internal newsletter
- Article for intranet
- Script for on-hold message
- Articles for other organisations' newsletters (maternal health, schools, fire authorities)
- Customer relations scripts

- Program fact sheets
- Safe storage guides
- Images
- Have you provided the customer relations script to your customer service team?
- Have you organised for your Detox your Home webpage to be updated?
- Have you distributed the flyers and displayed the posters?
- Have you displayed the program fact sheets and safe storage guides?
- Have you provided the newsletter articles to the relevant newsletter owners?
- Have you spoken to your communications department about including Detox your Home in the mayor column?

2 weeks before the collection

- Have you spoken to your communications department about distributing the Detox your Home media release?
- Does Detox your Home feature on the home page of your website?
- Have you started promoting the collection through social media?
- Have the relevant newsletter articles been published?

1 week before the collection

- Has your communications department issued a media release about the collection?
- Have you displayed the banner at the agreed location? Please note the banner can be displayed at an earlier date to help raise awareness of the collection.
- Are you promoting the collection through social media?

Is there anything else you can do to promote the collection?

After the collection

- Have you issued a post-event media release (check with icon.pr first)?

For more information visit:

sustainability.vic.gov.au/detoxyourhome