

# Do Your Part and Pitch-In!

This year Pitch-In Week will take place from May 7th to 13th. Pitch-In Week is a one week national program which takes place the beginning of May each year.

The aim of this program is to involve individual Canadians, schools, community groups and local governments to help improve their environment, with a focus on litter prevention, recycling and beautification.

This year, the Women's Institutes have been asked to promote and participate in supporting a Pitch-In Ontario project. The project upholds the WI belief that if you contribute to the problem, you

should be part of the solution. As well, it adheres to the WI's theme for 1990-91 — "Women and the Environment — Family and Community."

A Pitch-In Information Kit — including posters, ideas for projects, a newsletter, an application for free garbage bags, and other items — will be sent to your Area Program Co-ordinator. The kits will be copied and sent to District Co-ordinators, and then on to Branch Co-ordinators.

The campaign is sponsored by the Ontario Federation of Anglers and Hunters, NOVA and Polysar Ltd., and is endorsed by the Ontario Ministry of



the Environment. For more information contact Pitch-In Ontario, 6 Adelaide St. East, Toronto, M5C 1H6.

## And Let Your Children "Pitch-In" Too

A recent article in *For Canada's Children* stated: "Environmental issues are children's issues." That the present and future health of our planet impacts on the present and future well-being of our children is undeniable.

Women's Institutes are among the leading advocates committed to environmental awareness; and have already done a great deal to promote waste management and recycling in their communities.

But, how can an organization or community increase the environmental awareness of children and actively involve them in recycling and beautification projects? The Pitch-In Canada Campaign and the *For Canada's Children* publication outlined the following suggestions:

- liaise and co-operate with an interested teacher or youth group leader in

the dissemination of information or the development of a suitable project

- give a slide show to schools and children's organizations on the work of your environmental group
- give a talk on the community Blue Box or other recycling programs, explaining how it works and the importance of conserving non-renewable resources
- explain to school and youth groups the importance of using lunch boxes or recyclable bags to carry their lunches
- arrange and sponsor annual competitions — display, photo, poster, or essay — for different age groups
- sponsor a cleanest school competition
- seek prizes from local businesses for competitions and publicize the results in your local media

- ask young people to identify local eye sores and give suggestions on how they would improve them; then present the idea to your local Council for consideration

- assist a group of students or a youth club in the preparation of a questionnaire on littering or recycling, and compile a report on their findings

- involve children in a garage sale of their outgrown clothes and toys; let them find out that what's old is not useless

- organize children to "recycle for art's sake" — whether it be for their own or other arts programs in schools, youth clubs, or day cares

The following publications discuss involving children in recycling and increasing their environmental awareness: *Treasures in Your Garbage: A Book About Recycling* (Price — \$2.95, plus \$2.50 postage and handling charge on minimum order of 5 books, or \$5.00 for an order of 6 to 24 books); and, *Make a Difference: Student Activities for a Better Environment* (Price — \$9.50, plus \$2.50 per book for postage and handling).

Both can be obtained by sending a cheque or money order payable to:

Marvin Melnyk Associates Ltd.,  
P.O. Box 220,  
Queenston, Ontario,  
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