Key messages and sample content

This document outlines key messages and some sample content to promote Sustainability Victoria’s Detox your Home service.

To view and download related posters, flyers, banners and other artwork – see the Sustainability Victoria [Detox your Home online campaign asset library](https://campaigns.sustainability.vic.gov.au/asset-library/detox-your-home).

Please note that if events need to be rescheduled or cancelled, Sustainability Victoria (SV) will provide tailored messaging that is event and time specific.

**We have provided the following communications for you to use at different stages of the program:**

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1. Promoting and running your event

*Use the below when**you want to drive registrations to your local event or a neighbouring council event – while encouraging householders in your area to dispose of their household chemicals safely.*

1. Key messages

If you prefer to draft your own content rather than use the templates provided, please consider the following key messages:

* Detox your Home is a free and convenient service for householders to safely dispose of unwanted and toxic chemicals.
* Pouring household chemicals down the drain (or placing them in the bin) pollutes our waterways, harms animals and vegetation, contaminates our water supply and makes rivers and beaches unsafe for swimming.
* The next event in [location] is coming up on [date and time].
* Registration is essential for Detox your Home events. Registrations for the Detox your Home event at [location] close on [date and time].
* Detox your Home events are delivered by Sustainability Victoria and councils.
* Detox your Home events are now drive-through (we cannot accept walk-ins) and contactless.
* For safety reasons we cannot accept containers of more than 20 litres or 20 kilograms at Detox your Home events.
* Chemicals can’t be decanted, so bring them in their original packaging or inside a disposable container, ensuring they are clearly labelled.
* Detox your Home events are staffed by expert chemists who understand how to safely manage toxic household chemicals. Chemicals are safely stored during the event and transported to a licensed processing facility.
* Events are held across Victoria to provide a local and accessible option to dispose of your household chemicals.
* Stay up to date with the latest Detox your Home news, by [subscribing](https://vic.us20.list-manage.com/subscribe?u=7d931793dd6e7eb107265dc3d&id=382c0eba20) to our e-newsletter.
1. Sample newsletter article – long

It’s time to clean those unwanted household chemicals out of your shed, cupboard and from under your sink to dispose of them safely at Sustainability Victoria’s Detox your Home event on [date/time] at [location].

Co-hosted with [council], Detox your Home is a free and convenient service for householders to safely dispose of everyday household chemicals such as weedkiller, cleaning chemicals, old cooking oil and cosmetics.

With community safety in mind, Detox your Home events are now drive-through (we cannot accept walk-ins) and contactless, supported by a COVIDSafe plan.

**Registration to the event is essential and can be done via Eventbrite.** [Eventbrite link OR type URL out if printed news.]

Detox your Home events are staffed by expert chemists who understand how to safely manage household chemicals. Chemicals are safely stored during the event, then transported to a licensed processing facility at the end of the day.

**Chemicals accepted**

We accept an extensive number of items.Visit [www.sustainability.vic.gov.au/accepteditems](http://www.sustainability.vic.gov.au/accepteditems) for a full list. These are some of the most common chemicals we collect:

* **Fuels and flammable liquids** – turpentine, methylated spirits, petrol, kerosene, diesel, paint thinners
* **Garden** – herbicides, pesticides and fertilizers, pool chemicals, poisons
* **Household** – cleaners, bleach, ammonia, oven cleaner, solvents, cooking oil, cosmetics, fire extinguishers
* **Car** – wax, transmission fluid, body filler, brake fluid
* **Aerosol cans** (including those containing paint but not **cans** of paint)
* **Gas cylinders,** for example, acetylene (helium for party balloons) and more.

**Chemicals that CANNOT be accepted include:**

* Paint (this can be dropped at a [Paint Back site](https://www.paintback.com.au/find-location))
* Thermometers/thermostats containing mercury (note we **can** accept mercury in a container)
* Motor oil (this can be dropped at council waste sites).

Stay up to date with the latest Detox your Home news, including upcoming events, by [subscribing here](https://vic.us20.list-manage.com/subscribe?u=7d931793dd6e7eb107265dc3d&id=382c0eba20).

1. Sample newsletter article – short

It’s time to clean those unwanted household chemicals out of your shed, cupboard and from under your sink and dispose of them safely at Sustainability Victoria’s Detox your Home event on [date/time] at [location].

Co-hosted with [council], Detox your Home is a free and convenient service for householders to safely dispose of unwanted household chemicals such as weedkiller, cleaning chemicals, old cooking oil and cosmetics.

With community safety in mind, Detox your Home events are now drive-through (we cannot accept walk-ins) and contactless, supported by a COVIDSafe plan.

Registration to the event is essential and can be done at Sustainability Victoria’s website: <https://www.sustainability.vic.gov.au/DetoxYourHome/> or via Eventbrite [Eventbrite link OR type URL out if printed news].

1. Sample newsletter article – schools

The [school name] community is invited to clean those unwanted household chemicals out of home sheds, cupboards and from under your sinks and dispose of them safely at Sustainability Victoria’s Detox your Home event on [date/time] at [location].

Co-hosted with [council], Detox your Home is a free and convenient service for families to safely dispose of unwanted household chemicals such as weedkiller, cleaning chemicals, old cooking oil and cosmetics.

With community safety in mind, Detox your Home events are now drive-through (we cannot accept walk-ins) and contactless, supported by a COVIDSafe plan.

Registration to the event is essential and can be done at Sustainability Victoria’s website: <https://www.sustainability.vic.gov.au/DetoxYourHome/> or via Eventbrite [Eventbrite link OR type URL out if printed news].

1. Sample media release

Cleaning out unwanted household chemicals from local sheds, cupboards and kitchen sinks is helping [municipality] residents safely dispose of everyday household chemicals, making homes safer and protecting our environment.

Running for more than 27 years, Sustainability Victoria’s Detox your Home events are a free and convenient service for [municipality] residents to safely dispose of unwanted household chemicals. Common products such as weedkiller, pesticides, cleaning chemicals, cosmetics, and cooking oil are all materials harmful to the environment and should not be placed in kerbside bins or poured down sinks.

Each Detox your Home event collects around 4 tonnes of hazardous chemicals, keeping them out of landfill and waterways and making homes safer.

Common chemicals collected at Detox your Home events include:

* **Fuels and flammable liquids** – turpentine, methylated spirits, petrol, kerosene, diesel, paint thinners
* **Garden** – herbicides, pesticides, fertilizers, pool chemicals, poisons
* **Household** – cleaners, bleach, ammonia, oven cleaner, solvents, cooking oil, cosmetics, fire extinguishers
* **Car** – wax, transmission fluid, body filler, brake fluid.

Detox your Home events are staffed by expert chemists who identify and sort the chemicals for safe transport back to a licenced facility in Melbourne where they are processed for reuse or safe disposal. Chemicals collected are processed and recovered or recycled wherever possible. If they cannot be reused in any way, they are safely disposed of.

With community safety in mind, Detox your Home events are now drive-through and contactless, supported by a COVIDSafe plan. Registrations are essential.

Register for the upcoming Detox your Home municipality event at Sustainability Victoria’s website: [www.sustainability.vic.gov.au/detoxyourhome](http://www.sustainability.vic.gov.au/detoxyourhome)

Event details

[date]

[time]

1. Sample social media posts

**4 to 6 weeks before event**

Did you know that everyday household chemicals must not be poured down the drain or put into kerbside bins? So how can you get rid of them safely and easily?

Sustainability Victoria’s Detox your Home events are your answer, and one is coming to <area> next month!

Registrations are now open: [Eventbrite link]

This is a COVIDSafe, contactless, drive-through event.

+ [Social media tile]

**2 to 3 weeks before event**

Do you have everyday household chemicals like weed killer, cleaning products, old cooking oil and cosmetics that you no longer use, but you don’t know how to get rid of them safely?

Dispose of them for free at Sustainability Victoria’s Detox your Home event on [date/time] at [location], co-hosted by [council]

Registrations are now open: [Eventbrite link]

This is a COVIDSafe, contactless, drive-through event.

+ [Social media tile]

**1 week before event**

The [area] Detox your Home event is on this [day] at [location].

This is your chance to safely get rid of everyday household chemicals like weed killer, cleaning products, old cooking oil and cosmetics. Simply register, then load your car boot or ute tray with your chemicals and drive through for contactless collection.

Places are limited so don’t miss out – register today at [Eventbrite link]

This is a COVIDSafe, contactless, drive-through event

+ [Social media tile]

**Day before (if not booked out)**

Community reminder – the <area> Detox your Home event is on tomorrow and there is still time to register. This is your chance to safely dispose of everyday household chemicals like weed killer, cleaning products, old cooking oil and cosmetics.

Registrations are now open: [Eventbrite link]

This is a COVIDSafe, contactless, drive-through event.

+ [Social media tile]

1. After your event

*Use the below when you want householders in your area to understand the positive impact they’ve made by attending an event, acknowledge their positive waste disposal behaviours and support them to continue to dispose of all waste appropriately.*

Note: Sustainability Victoria will provide you with information about your event to support you to tailor these messages, including:

* the number of people who attended in total and a breakdown of where they came from (compared with the previous year, if relevant)
* volumes and types of chemicals received.

Use the general key messages about the service and content outlined above to flesh out your story, or stick to simple statistics for shorter communications, such as social media posts.

**For example:**

* [Insert municipality name] residents have demonstrated their commitment to keeping families, pets and the environment safe by disposing of [insert volume] of toxic household chemicals at a recent Detox your Home event.
* More than [insert number] of people attended the event at [insert location] on [date]. A range of chemicals were disposed of, including [insert examples such as, flammables]. If you missed out on the [insert location] event, check the schedule for upcoming events at [www.sustainability.vic.gov.au/detoxyourhome](http://www.sustainability.vic.gov.au/detoxyourhome) across Victoria and register online.
* Follow our guidelines on how to safely store your old or unwanted household chemicals at home until you can dispose of them correctly at a Detox your Home event. Our guide on handling and storing chemicals at home at [www.sustainability.vic.gov.au/safe-handling-of-toxic-chemicals](https://www.sustainability.vic.gov.au/safe-handling-of-toxic-chemicals) will help keep your family, pets and the environment safe. You can also [subscribe](https://vic.us20.list-manage.com/subscribe?u=7d931793dd6e7eb107265dc3d&id=382c0eba20) to receive Detox your Home updates, including upcoming events.
1. All year round – storing and disposing of household chemicals safely

*Use the below if there are no scheduled events in your area, if you must postpone or cancel an event due to restrictions, or if you want to provide guidance to householders on storing chemicals safely.*

* Safe storage and disposal of household chemicals is essential to avoid harm to you, your family, pets and the environment.
* It’s dangerous to throw chemical products out with your regular rubbish collection as they could explode, ignite, leak or mix with other chemicals and possibly leak into the environment.
* Pouring household chemicals down the drain will pollute our waterways, harm animals and vegetation, contaminate our water supply and make rivers and beaches unsafe for swimming.
* Check [our guide](https://sustainability.vic.gov.au/safe-handling-of-toxic-chemicals)on handling and storing chemicals at home to help keep your family, pets and the environment safe.
* Stay up to date with the latest Detox your Home news, including upcoming events, by [subscribing here.](https://vic.us20.list-manage.com/subscribe?u=7d931793dd6e7eb107265dc3d&id=382c0eba20)
* Detox your home events are designed to accept a [specific range of highly toxic household chemicals](https://www.sustainability.vic.gov.au/recycling-and-reducing-waste/at-home/dispose-of-household-chemicals-detox-your-home/safe-handling-of-toxic-chemicals) that can’t be accepted at most transfer stations because they pose a high risk when combined or stored in large volumes. You can read about which [items are accepted](https://www.sustainability.vic.gov.au/recycling-and-reducing-waste/at-home/dispose-of-household-chemicals-detox-your-home/items-accepted-at-detox-your-home-events) at our website.
* If you’re moving or don’t have room to safely store these chemicals at home until the Detox your Home service is available, some commercial service providers may accept your items. Contact Sustainability Victoria customer service on 1300 363 744 for more information.