



People must be reminded to use their reusable bags, much like other successful PSA's, such as truth, anti-drug, and got milk? campaigns.

BAG

RECYCLE

REUSE

REPLACE

RETHINK

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GETTING RID OF ONE-TIME USE BAGS

In order to effectively eliminate the use of single-use shopping bags, the effort must begin at the social level. People must promote the use of reusable bags by choosing not to use the plastic or paper bags that the grocery stores offer. Only then will legislation gain strength enough to force companies to offer alternatives.



INCREMENTAL PHASE-OUT

Once the public begins to embrace reusable bags, policy must shift as well.

1. 10 cent tax on plastic and paper, displaying identifiable tax on the sales receipt
2. Eliminate plastic but paper tax remains.
3. Single use bag ban. If you forget your reusable bag then you have to purchase a new reusable bag.

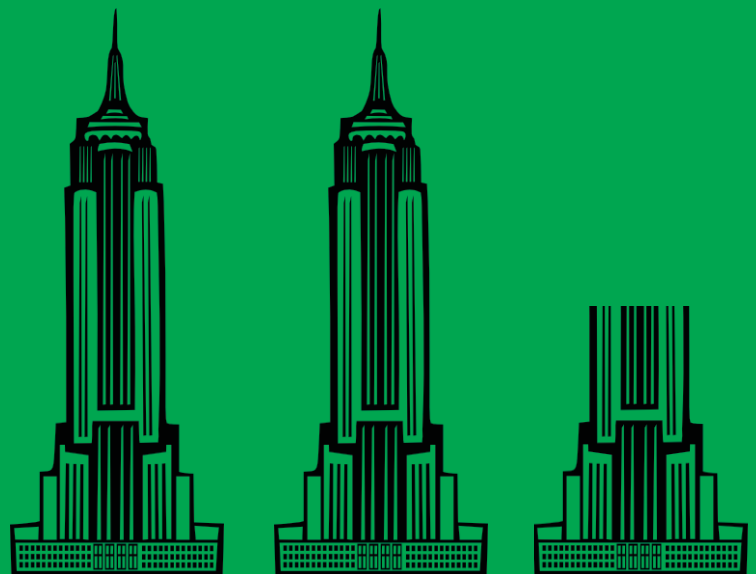
PLASTIC BAGS ARE EITHER RESTRICTED OR BANNED IN MORE THAN 25 PERCENT OF THE WORLD

Belgium
Italy
Ireland
Hong Kong
Australia,
Bangladesh
South Africa
Thailand
India
Mexico
UK



THE VISUAL EFFECTS OF PLASTIC BAGS

The production of plastic bags creates enough solid waste per year to fill the Empire State Building two and a half times



IN CALIFORNIA SPECIFICALLY

San Francisco was the first to ban plastic bags in 2007, followed by other jurisdictions including Los Angeles County in 2010 and Marin County in 2011.