

WIPES TOOLKIT



DefendYourDrainsNorthTexas.com

WIPES BLOCK EVERYTHING



April 2020

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GET IN TOUCH WITH YOUR COMMUNITY



The improper disposal of wipes is a year-round problem and a threat to wastewater infrastructure. Target your messages to the whole community. Households, businesses, schools, and all the other places that benefit from the wastewater treatment process have a role to play in keeping wipes out of the sewer system.

There is strength in numbers; the more people you touch with NO WIPES IN THE PIPES messages, the broader the return on that investment.

GENERAL INFORMATION

We need the community's help to protect our wastewater infrastructure.



- With the current shortage of toilet paper caused by the COVID-19 pandemic, many people are reaching for an alternative such as disposable wipes, paper towels or towelettes. Help us remind everyone not to flush them. Toilet paper is the only paper product to flush down the toilet.
- Although there are uncertainties for many of us in these challenging times, one thing remains certain, disposable wipes will clog pipes. Wipes are not designed to break down, even those labeled flushable. With so many people currently at home and potentially using more wipes than usual, the system could become overwhelmed causing sewer clogs and potential sanitary sewer overflows if wipes are not disposed of properly.
- Disposing of wipes in the trash protects your pipes at home and in turn protects the pipes at wastewater treatment facilities.

suggested use: website/newsletter article/blog/social media



KEY MESSAGES



KEY MESSAGES

DEFEND YOUR DRAINS, AND OURS

Our community scores points in the winners' column every time you make sure that nothing goes into the toilet except, pee, poo and toilet paper.

YOU CAN PREVENT CLOGGED PIPES

Put wipes in the trash where they belong. With your help, we can avoid nasty clogs and costly repairs. Thanks for helping our community!

ALL WIPES CLOG PIPES

Don't you dare flush anything but toilet paper down the toilet. Don't believe the labels. Wipes never break down, they just cause clogs that can overwhelm the sewer system.

USING THE KEY MESSAGES

- Bill messages
- Social media posts
- Talking points
 - Website
 - Blogs



FACT SHEET

WIPES BLOCK EVERYTHING

DefendYourDrainsNorthTexas.com



FACT SHEET

DON'T FLUSH WIPES

- Wipes should not be flushed down the toilet, even those labeled flushable
- Only toilet paper is designed for the sewer system
- Only flush the three P's, pee, poo and toilet paper
- Wipes should be disposed of in the trash

WIPES DON'T BREAK DOWN

- Wipes are created using polyester, rayon, cotton or polypropylene
- Wipes are created to be strong and not break down when wet

WIPES CAUSE CLOGS

- Wipes can overwhelm sewer systems, causing blockages and clogs
- Clogs cause sewer backups, costly repairs and can contribute to sanitary sewer overflows (SSOs)

PROTECT OUR ENVIRONMENT

- SSOs release raw sewage into the environment
- SSOs can lead to pollution of our waterways and water quality issues



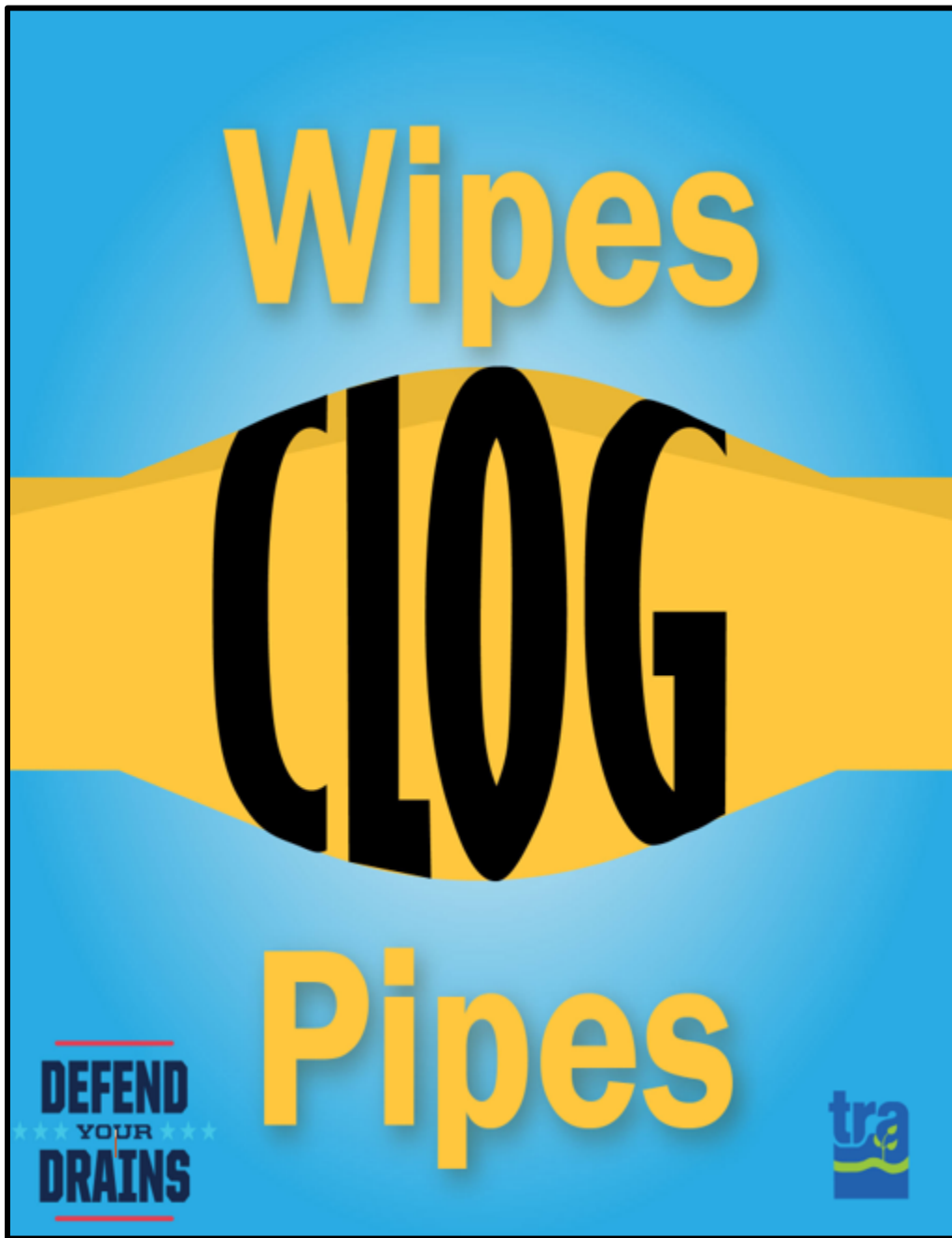
FLYERS/POSTERS





11x17 vertical – poster 1

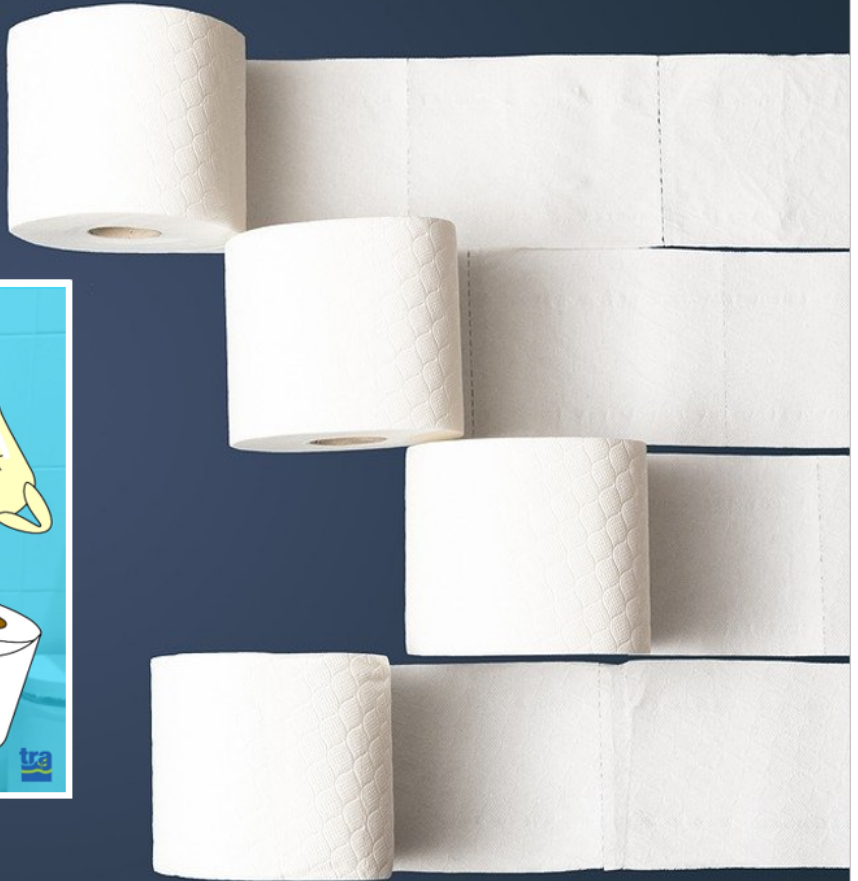
NOTE: For best results, use 28# (or higher) matte or glossy paper



8 ½ x 11 vertical – poster 2

NOTE: For best results, use 28# (or higher) matte or glossy paper

DEFEND YOUR DRAINS

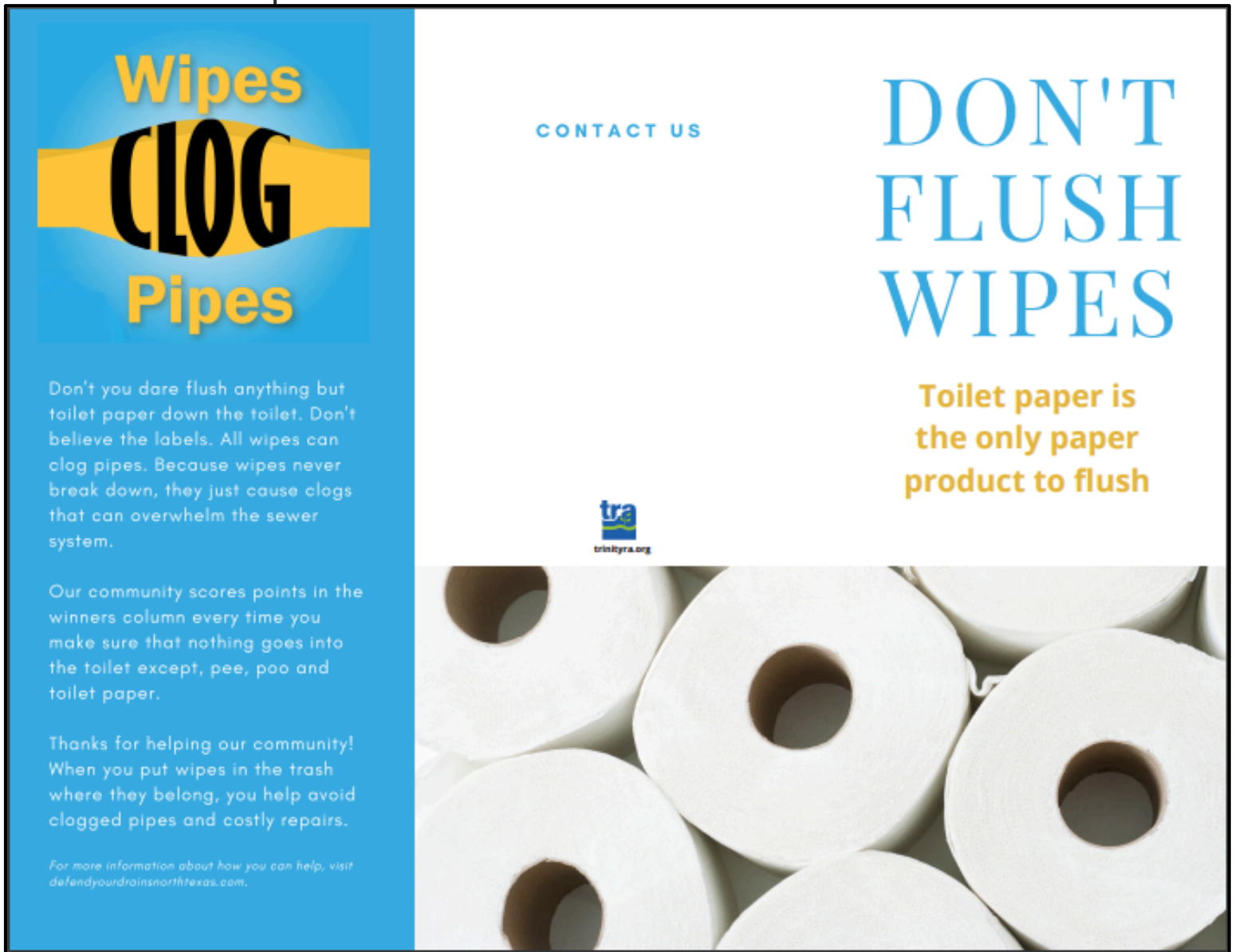


8 1/2 x 11 horizontal – poster 3

NOTE: For best results, use 28# (or higher) matte or glossy paper



BROCHURE



inside flap

back

front

NOTE: Print 2-sided. For best results, use at least 20# matte or glossy paper



No Wipes in the Pipes

Don't flush wipes

Wipes should never be flushed down the toilet. Toilet paper is the only paper product designed to break down in the sewer system. Only flush the 3 P's, pee, poo and toilet paper. Dispose of wipes in the trash.

Wipes cause clogs

When flushed, wipes can overwhelm sewer systems, causing blockages and clogs which can lead to sewer backups, costly repairs and they can contribute to sanitary sewer overflows.

Wipes don't break down

Wipes are created using materials such as polyester, rayon, cotton or polypropylene and are intended to be strong so they do not break down when wet. If they don't break down when wet in your hand while in use, they won't break down in the sewer system.

Protect our environment

SSOs occur when a sewer line is blocked and untreated sewage is released into the environment. This can lead to pollution entering our waterways and creating water-quality issues.

We need your help to protect our pipes

If toilet paper isn't handy or is in short supply, you may think of substituting disposable wipes, paper towels or facial tissue. If you use these products, do not flush them down the toilet. Put them in the trash. Toilet paper is the only paper product that should be flushed down the toilet.

Disposable wipes are not designed to break down, even those labeled flushable. Wipes and other materials will clog pipes. Flushing anything other than toilet paper can cause sewer problems at your home, at wastewater treatment facilities, and it may contribute to sanitary sewer overflows.

Properly disposing of wipes protects your pipes at home and the pipes at the wastewater treatment facility.



inside left

inside center

inside right



VIDEOS

VIDEOS FOR WEBSITE/SOCIAL MEDIA



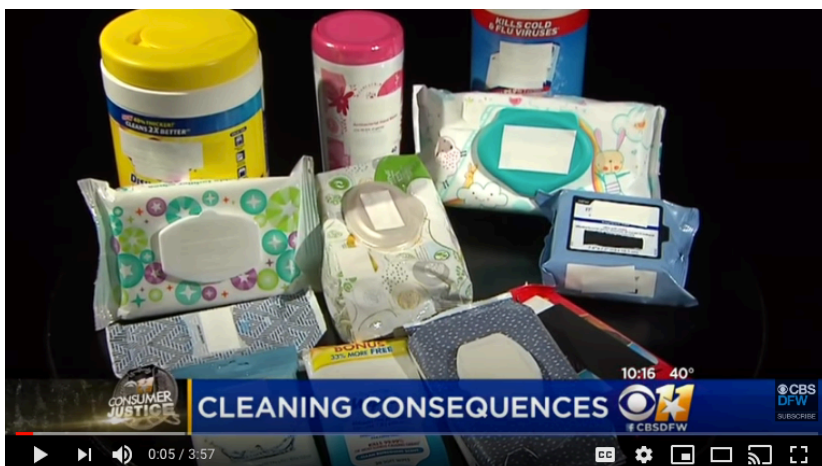
<https://youtu.be/eGTLQ84g78>

Defend Your Drains illustrates the potential consequences of flushing wipes including sewer blockages and back-ups, costly repairs and water quality problems.



<https://youtu.be/RSNVuZbTsE0>

Although wipes provide a convenience for consumers, they wreak havoc on our wastewater systems. Follow TRA staff as they show how many wipes are collected on a typical day.



<https://youtu.be/7VX7bY5sw7w>

Take an up-close look at the process of removing wipes from the system at the wastewater plant to prevent damage to the equipment. TRA staff explains the real cost of flushing wipes.

CONTACT US



Email

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Facebook

[@officialtra](https://www.facebook.com/officialtra)

MORE RESOURCES

Join the North Central Texas Council of Government's Wastewater And Treatment Education Roundtable.

<https://www.nctcog.org/envir/public-works/wastewater-and-treatment-education-roundtable>

Defendyourdrainsnorthtexas.com

If you need a TRA speaker, contact
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