Inside the National Battery Safety Campaign

National Waste & Recycling Association/ Foundation




HAPPY
BIRTHDAY

Battery Disposal — Awareness Gaps

- Most participants unaware of the serious fire risk posed by lithium-ion batteries.
- Many do not know about local drop-off programs (e.g., Home Depot, Best Buy).
- Sentences and phrasing that emphasize the danger of improper battery disposal coupled with positive ways that danger can be avoided resonate with participants.
- Avoid the word “recycle” when talking about battery recovery and correct disposal, as it leads people to their curbside bin.

NATIONAL PSA CAMPAIGN METRICS

Jan 2026 – Sept 30, 2026



30,000+

Pounds of Batteries Collected

45+

Events Supported



10

Conferences Supported

35+

Partners Engaged

$80K

Paid Media Spend

78,000+

Estimated Attendees

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7.4M+ Total Impressions
across all social posts

20.8K+ Total Engagements
across all social posts

2.78% Avg. Engagement
Rate on NWRA/Woodsy Organic Posts



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PARTNERSHIP EVENTS

NATIONAL WASTE & RECYCLING FOUNDATION

FOREST SERVICE U S DEPARTMENT OF AGRICULTURE



EVENT TYPES

- **WOODSY-ONLY EDUCATIONAL OUTREACH (2-4 hours):** Perfect for short events, indoor or outdoor with limited space.

- **EDUCATIONAL POP-UP (3-5 hours):** Perfect for events that scheduled with short turnaround, indoor or outdoor with limited space.



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EVENT TYPES

- **FULL POP-UP TAKE-BACK (3-5 hours):** Perfect for organized events with a month of lead time for promotion. Outdoor/delivery accessible space.

- **WOODSY'S AIRSTREAM/FULL POP-UP TAKE-BACK (3-5 hours):** Perfect for organized events with a month of lead time for promotion. Outdoor/delivery accessible space.



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Thank You

Learn more about the campaign at BatterySafetyNow.org



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