Choose to Reuse Talking Points

Follow the Tabling 101 guidelines. If you’re doing this in a common area rather than a structured setting, think about what makes passersby want to engage in a tabling activity. Combine these strategies with one of the following prompts (or a variation) to draw people to your table. The prompt should be attention-grabbing, but should also relate specifically to the outreach.

Possible Prompts:
- Do you want to win a reusable water bottle? All you have to do is take this short quiz!
- Do you use a reusable water bottle?
  - If “Yes”
    - Great! Thanks for choosing to reuse! Would you like to test your knowledge by taking our quiz?
  - If “No”
    - Take our Chose to Reuse Quiz to earn a free reusable bottle *(if available)* or sticker!

Quiz Answers & Talking Points:
1. How many times more expensive is bottled water than tap water?
   - **d. 2,000 times**
   - Tap water in Winston-Salem costs about a quarter of a penny per gallon.
   - Is there anything else that you’d pay 2,000 times more for? For example, would you pay $2,000 for a candy bar?

2. What percentage of bottled water is actually municipal tap water?
   - **b. 40 percent**
   - Roughly 40% of bottled water is actually just filtered municipal tap water, including some of the biggest brand names in the industry.
   - The “secret recipe” for their taste is simply a filtering process, just like the one used on campus in our water bottle refilling stations.
   - This means that, nearly half the time you buy bottled water, you’re paying a premium cost for the same product you could get for free.

3. True or false. Bottled water is held to higher standards of quality than tap water.
   - **b. False**
   - Tap water is held to standards that are at least as high (and oftentimes higher) than bottled water.
   - Tap water is tested multiple times per day, whereas bottled water isn’t even subject to federal regulations if it doesn’t cross state lines.

4. The oil used to produce and transport bottled water sold annually in the US is enough to fuel ___ cars for a year.
   - **c. 1 million**
   - Let’s think about that; the oil used to produce and transport bottled water could fuel a million cars for an entire year.
5. How many water bottle refill stations are located on the WFU campus?
   d. 151-200
   • Right now, we have about 160-170 refill stations across campus, including in all the residence halls and nearly every other building. More stations are constantly being added and we expect this number to continue to grow due to their popularity.

6. How many plastic bottles have been “saved” by WFU water refill stations (according to the counters on the machines)?
   c. 3 million
   • This goes to show you just how popular these stations have become and how impactful our actions are.
   • Good job! You’ve earned a reusable water bottle (if available). If you already have a bottle, feel free to take a sticker.

Outcomes:
• We will eliminate the barrier of students, faculty, and staff not owning a reusable bottle.
• Participants will understand why the use of disposable bottles is harmful to the environment.
• By using their reusable bottles around campus, participants will help strengthen a social norm.

Follow-up Questions:
If someone asks you a sustainability-related question that you can’t answer, ask one of the interns or Ambassadors. If they can’t help, ask for the person’s email and let them know you’ll get back to them with an answer. You can also point them to the Office of Sustainability website and email address:
   Sustainability.wfu.edu / sustainability@wfu.edu
1. How many times more expensive is bottled water than tap water?
   a. 50 times  b. 100 times  c. 1,000 times  d. 2,000 times

2. What percentage of bottled water is actually municipal tap water?
   a. 30 percent  b. 40 percent  c. 50 percent  d. 60 percent

3. True or false. Bottled water is held to higher standards of quality than tap water.
   a. True  b. False

4. The oil used to produce and transport bottled water sold annually in the US is enough to fuel ___ cars per year.
   a. 100,000  b. 500,000  c. 1 million  d. 3 million

5. How many water bottle refill stations are located on the WFU campus?
   a. 25–50  b. 51–100  c. 101–150  d. 151–200

6. How many plastic bottles have been saved by WFU water refill stations?
   a. 1 million  b. 2 million  c. 3 million  d. 4 million
Tabling 101

“Tabling,” or staffing an interactive event with the purpose of educating and engaging the university community, is an important part of our outreach and behavior change efforts. Your enthusiastic participation in these outreach events is essential to the success of any behavior change campaign. It is important to have fun at these events, but also to take this job seriously. Below are some basic tips for effective tabling.

**Do:**
- Stand behind the table or slightly in front of the table.
- Invite passers-by to join you at the table. Greet them and ask if they are interested in participating.
- Use clear and concise communication. Take a few minutes to practice your pitch so that you are prepared to deliver a short, accurate summary to every person who comes to the table. It’s often best to begin with a question as your prompt.
- Smile and exhibit a positive attitude. Sustainability is fun, tabling is fun, and people want to join other people who are having fun.
- Thank participants for their time and suggest at least one more way they can get involved with campus sustainability (e.g. mention that they can find more info on the office’s website, invite them to sign up to get more information delivered to their inbox, or mention an upcoming lecture or event).

**Don’t:**
- Be late for your shift. Your colleagues are counting on you.
- Sit behind the table. We usually don’t even have chairs, so this shouldn’t be a temptation.
- Read, play on your phone, or dig through your bag. This makes it look like you are disinterested, bored, or unapproachable, which prevents people from wanting to talk to you. You will also miss out on opportunities to invite people to join you at the table.
- Mumble or insult participants. This is not the place for inside jokes, sarcasm, or vagueness.
- Give inaccurate information. If you don’t know the answer to a question, take the person’s email address and let them know that you or someone from the office will get back to them.