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For Immediate Release:

NEW CAMPAIGN RAISES EYEBROWS – AND AWARENESS FOR SAFE SHARPS DISPOSAL.

A new campaign titled "Don't Be A Prick," cheekily reminds people not to improperly dispose of needles and medical waste.

The campaign features real front-line waste workers speaking directly to the camera with messages like "Don't be the prick that costs me my health, my safety and my livelihood."

"We wanted to show Nova Scotians the real faces of the workers," says Kirk Symonds, of Waste Resource Association of Nova Scotia (WRANS,) which created the campaign.

"Some people think their waste disappears once they put it to the curb. We wanted to demystify the process and show that these are real people, and that their safety is in your hands."

There are no statistics for needlestick injuries in Nova Scotia. In the USA there are up to 1481 such injuries annually - 2.7 per 100 workers. Blood-borne illnesses that could be transmitted by a needlestick injury include human immunodeficiency virus (HIV,) hepatitis B (HBV) and hepatitis C(HCV.)

Symonds says WRANS wanted to create a memorable campaign that would stick in people's minds the next time they bag up their waste.

"Waste workers work incredibly hard in a fast-paced environment. They only have a split second to spot a risk on the sorting line or the curbside," says Symonds. "We need the public to dispose of every sharp properly, every single time."

The Waste Resource Association of Nova Scotia is a non-profit association made up of professionals in the solid waste industry in Nova Scotia.

You can see the videos online at www.dontbeaprnick.org
Or on social media at www.facebook.com/dontbeaprnickcampaign

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