SSAFE CASE STUDY REPORT

RoseVilla Plastic Free July Case Study

Chapter: RoseVilla
Location: Portland, OR
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Keywords: Reducing, plastics

Summary:
Plastic Free July™ (https://www.plasticfreejuly.org/) is a shared global movement that helps millions of people reduce plastic waste through simple, everyday choices and be part of the solution to plastic pollution. Across the globe, more than 100+ million people are taking the Plastic Free July Challenge to create a world without plastic waste.

Objective: Cut down on plastic use in our everyday lives and, in turn, keep it out of the environment. RoseVilla chose to participate in this movement because plastic:

- Does not biodegrade but breaks into smaller and smaller pieces, creating enormous patches of floating debris in the ocean that kill turtles, whales, and birds.
- Relies on fossil fuels, which should stay in the ground to prevent global warming.
- Leaches chemicals from packaging into our food, affecting human health.
- Results in the dispersion of microplastics that have been found everywhere on Earth, including food we eat, water we drink, and even in human blood and tissues.

Project Description:
The RoseVilla community and campus
Brief description/characterization of community/campus

- 22 acres, suburb of Portland, OR
- number of residents: Independent living: 350, assisted living & nursing: 32
- types of residences: (cottages, apartments, etc)
- non-profit or for profit?: non-profit
- ‘Resident driven’ community? : Yes

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Any campus can do this activity. Plastic, especially single-use plastic, is ubiquitous! In fact, it is nearly impossible to completely avoid.

Methodology (Activities, Steps):

The Green Team led this project with the blessing of the CEO and COO. It was mainly run through a resident-run website, RVillagers. Announcements were made, pledges collected, and videos displayed; all were completed through the website. **However,** all of this could have been done through paper flyers, paper pledge cards, announcements, and real bulletin boards.

Each week of July highlighted a certain aspect of plastics and included a challenge.
- Week 1:Shopping,
- Week 2: Dining
- Week 3: Bathroom
- Week 4: Other Tips.

Each week, we presented information on RVillagers and provided a pledge form for residents to complete. We set a goal of collecting 100 resident pledges. See below for screenshots.

In addition, residents hosted several activities, including:
- Viewing the movie *The Plastic Detox* on Netflix.
- Viewing a previous SSAFE presentation that features Suzette Munley from Beyond Plastics.
- Taking a field trip to a local refillery called Mama and Hapas.
- Sharing photos showing their ways of avoiding plastics.

The COO suggested to the Director of Food and Beverages that plastic forks for team members' takeout food be replaced by washable, metal forks. That was done and continues.

Funding Needed (Amount, Sources):
RoseVilla provided free bus transportation to the refillery for Mama and Hapas.

Involvement or Support of Community Administration:
RoseVilla Inc. hopes to be more active and supportive in the future.

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Key Challenges:
Residents hoped more non-plastic glasses would be used at catering-style events. This would be a big change in terms of staffing and procedure, but is doable.
Outcome (Results):
We exceeded the goal of 100 pledges, getting over 120. Residents who don't often participate in Green Team events participated, especially in submitting photos of how they avoid plastics.

Lessons Learned: Try to involve as many different residents in as many ways as possible. Two residents shot a video about making tea without tea bags in their apartments. Other residents shot a video in the bulk section of a grocery store. None of these residents had shot many videos before, but they worked out great.

Next Steps or Follow Up: We hope to do this again next year.

Resources: https://www.plasticfreejuly.org/ has many resources, including graphics to use on a website or print on a poster. One just needs to email them for permission.

Photos: See the next page for screenshots from RVillagers.

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PLASTIC FREE JULY

Plastic Free July – RECAP



Plastic Free July is a global movement that helps millions of people reduce plastic waste. **RoseVilla joined the effort in 2026** because plastic pollutes our oceans, relies on fossil fuels, leaches harmful chemicals into food, and breaks apart into microplastics now found throughout the environment, our food and water, and even the human body.



View the Weekly Challenges

Weekly Challenges

We Made Our Goal!

We set a goal of collecting 100 resident pledges to reduce single-use plastics during Plastic Free July. Together, we exceeded that goal with **more than 120 pledges**. Thank you, RoseVilla, for making a difference!

RVillagers.org

Throughout July, **RVillagers.org** helped promote the campaign with 14 posts that received **more than 1,400 views**.

Resident videos were especially popular, including:

- Paula on brewing plastic-free tea
- Jeanne on plastic-free grocery shopping
- Linda on reducing plastic waste with laundry and dishwasher detergents
- Ann and Marianne on reducing and reusing plastics



View the Plastic Free Posts

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Mama & Hapa's

Seven of us made a field trip to **Mama & Hapa's Zero Waste Shop** on Friday, July 31. Afterward, we enjoyed a BYO container lunch at the Milwaukie Food Court. Thanks, RoseVilla, for the free van trip.

Mama & Hapa's

Movies

We showed two movies on the dangers of plastics.

- **The Plastic Detox:** A Netflix documentary on the research of Dr. Swan and other experts in the field, covering the impact of microplastics on human development and showing how we can take matters into our own hands.
- **Let's Go Beyond Plastics**: Suzette Munley from **Beyond Plastics** presents on the plastics problem, from production to human health and environmental costs.



The Plastic Detox



Let's Go Beyond Plastics

Photo Gallery



RVillagers Photo Gallery – View the Snapshots

Residents celebrated Plastic Free July by sharing photos of their favorite reusable alternatives to single-use plastics in the **RVillagers daily photo gallery**. Their ideas inspired others with simple, practical ways to reduce plastic waste.

Class Opportunity

Want to learn more? Consider auditing this college-level course taught by Judith Enck for Bennington College students and adult learners across the country. Jean and Ed took the course last Spring and found it informative, practical, and well worth the time. They highly recommend it to anyone who wants to understand better the impacts of plastics and ho[illegible]ir exposure.

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Shopping

- [ ] Produce. Choose the unwrapped lettuce or potatoes. Shop at the farmer's market and produce stands where you can take your own bags and where small fruits are in molded paper boxes.
- [ ] Produce. Put produce in your cart without a bag or bring your own washable produce bags.
- [ ] Dry foods: rice, oats, pasta, legumes, and spices. Patronize stores like New Seasons and WinCo where you can bring your own bags.
- [ ] Cups. Carry a reusable stainless steel water bottle and coffee mug. Paper coffee cups are lined with plastic.
- [ ] Cold drinks: For take-out, use your own travel mug. Buy juice concentrate, or for seltzers, consider buying a home seltzer maker.
- [ ] Baked goods. Make your own cookies, muffins, cakes, and pies.
- [ ] Oil, dressing, mayonnaise, vinegar, and mustard. Purchase in glass bottles rather than plastic.
- [ ] Tea: Purchase loose tea, using a tea ball or a brand like Celestial Seasons that uses only paper packaging.

Name (Optional)

Neighborhood (Optional)

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Take the Challenge ✔



Plastic Free July

Week 3 Challenge



Bathroom

Join RoseVilla's **Plastic Free July Challenge Week 3**. Click on one or more actions from the list below to try during the **third week of July** and submit your pledge. Then share your favorite tips and discoveries with your neighbors on RVCHAT or the RVillagers Photo Gallery.

Bathroom

- [ ] Shampoo: Purchase bar shampoo from Mamas and Hapa.
- [ ] Toothpaste: Purchase tablets at Mamas and Hapa or make your own using soda.
- [ ] Laundry detergent: Buy powder in bulk at Mamas and Hapa, purchase laundry sheets, or make your own.
- [ ] Toilet paper: Buy single rolls wrapped in paper in stores like New Seasons or buy a case through Natural Value or Who Gives a Crap.

Name (Optional)

Neighborhood (Optional)

Take the Challenge ✔

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RVillagers.org

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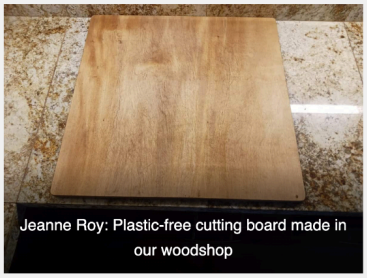
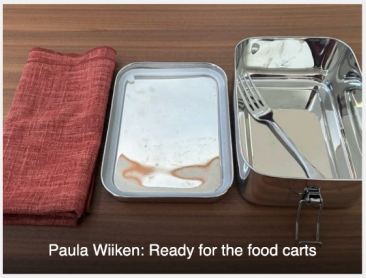
Plastic Free July Photos

Click on a photo thumbnail to view the full-sized image.


Jeanne Roy: Plastic-free cutting board made in our woodshop


Jeanne Roy: Plastic-free garbage bag


Jean Lofy: Plastic-free produce


Paula Wiiken: Ready for the food carts


Eric Shawn: In use since 1980 (no plastic)


Jo Noble: Bidet requires no toilet paper wrapped in plastic


Lana Bryan: Metal straws



Lana Bryan: Beeswax covering instead of plastic


Lana Bryan: Use your hands' warmth to cover a dish


Janyce Bender: Water bottle with straw


Paula Wiiken: For restaurant leftovers (from Mama & Happ's)



Eric Shawn: Plastic-free meal kit

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