

Persuasive Speech Outline

Title: "Hydrate without the Plastic"

Speaker: Carmen Lee

Specific Purpose: To persuade my audience to eliminate the use of bottled water

Thesis: Because bottled water is not necessarily safer to drink, extremely expensive compared to tap water, and creates an undesirable environment, we should stop buying and drinking bottled water.

I. Attention

- A. Let's be honest, every single one of us in this room have had one of these in our lives.
- B. Think these bottled water are convenient and safe thirst quenchers? Think again!
- C. Bottled water is not necessarily safer and purer to consume. Bottled water is hundreds or even thousands times more expensive than tap water. Bottled water pollutes our environment.

II. Need

A. Safety Hazard

1. Bottled water isn't as pure and clean as we think.
2. According to *Environmental Protection Agency*, more than 25% of bottled water comes from the same source tap water comes from. Why pay more for the same thing?
3. AND as reported in the *2009 NY Times article by Sara Goodman titled "Fewer Regulations for Bottled Water Than Tap, GAO Says"*, tap water is more strictly regulated by the EPA (Environmental Protection Agency) while bottled water is less regulated by the FDA (Food & Drug Administration).
 - a. EPA has the power to require water testing for tap water

B. Wasted money

1. We spend way more on bottled water than tap water.
 - a. As stated on the *Natural Resources Defense Council* site, tap water costs about one tenth of a cent for a gallon while bottled water costs 90 cents a gallon. Bottled water is then 560 times more expensive and could reach 10,000 times.
2. Bottled water is so expensive yet we increasing buy them. According to the *Natural Resources Defense Council*, bottled water sales have tripled in the past 10 years, reaching almost \$4 billion in America.
3. The outrageous part is that we aren't even paying for what we get. The *Clean Air Council* reports that at most only 10% of the price of bottled water is spent on the actual water. 90% of

the price is spent on something else...the packaging, advertising, transportation, etc.

C. Environmental risk factors

1. Not only is bottled water possibly bad for our health and definitely bad for our wallet, it is also extremely bad for the environment.
2. Using up our resources
 - a. It takes a great deal of water and oil to make the plastic bottles.
 - 1) On the *Business Insider* website, it is reported that 17 million barrels of oil is used yearly to make the plastic bottles
 - 2) *Business Insider* also states that it takes 3x the amount of water to make the plastic bottle than the actual water filled inside the bottle.
3. High but still low recycling rate
 - a. Of all the bottled water we buy, only a fraction of the plastic bottles are recycled. *The Association of Postconsumer Plastic Recyclers* reports that the plastic bottle recycling rate was only almost 29% back in 2010.
 - b. According to *Livestrong.com*, only 7% of the recycled plastic is reusable and harmful chemicals released during recycling process.
4. Polluting our planet
 - a. *Livestrong.com* states that when plastics are burnt, harmful toxic chemicals may be released into the air we breathe.
 - b. Bottled water in the ocean
 - c. Waste production
 - 1) Plastic bottles fill our landfill: According to *The Association of Postconsumer Plastic Recyclers*, billions of tons of waste are generated from plastic bottles
 - 2) *Clean Air Council* says that it takes thousands of years for plastic to degrade.

III. Satisfaction

- A. Drink tap or filtered tap water to ensure your safety.
- B. Stop buying bottled water and start filling reusable water bottles with tap water and save hundreds of dollars each year. Protect yourself from being ripped off. Don't pay for the 90% of extras.
- C. Stop buying bottled water so we can continue living in a beautiful environment.
 1. We can be breathing clean air, free of harmful chemicals from plastic burning and recycling.
 2. We don't have to live in a trash-filled environment
 3. We can conserve resources like oil and water because after all, they are limited.

IV. Visualization

- A. We can continue to buy cases of bottled water from the grocery stores, grab a bottled water for school and the gym, buy bottled water in the mall when we get thirsty, and continue spending our hard-earned money on bottled water.
- B. Or we can be smart and ditch the use of bottled water.
 - 1. Let's treat our bodies well and hydrate them with highly regulated water that cost only a fraction of the price of bottled water.
 - 2. Eliminating the use of bottled water will save us hundreds of dollars each year. We can spend that money on something that we really want like a new laptop, a new pair of shoes, new clothes, or even an awesome vacation.
 - 3. Don't be the one to drink bottled water and contribute to the landfill.

V. Action

- A. I want you to stop buying and drinking bottled water.
- B. I want you to go to Target, Safeway, or even the UCD bookstore to buy yourself a reusable water bottle.
- C. I want you to start drinking safe water, to save money, and be environmentally aware.
- D. Drink safe water, save money, and be environmentally aware by taking the easy step of eliminating the use of bottled water.
- E. Let's do it for the world, for the environment, but most importantly, for ourselves!

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