

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 28, 2013

'Litter-Free Lahore' the call in Pakistan

In Lahore the government has embarked full out on a campaign to sensitize the masses about littering and their role in stopping it. In the mix are 2,500 bins plus a campus clean up at FC College, a seminar, art and photography competitions in educational institutions, signing of Litter-Free Lahore Resolution by 500,000 Lahorites, Litter Warden Day, talk shows, awareness activities in commercial markets and text messages for public guidance. The blitz began April 22 and runs until May 3.

Litter causes harm!

Below, this young male spur-winged goose died at the Centre for the Rehabilitation Of Wildlife (Crow). A beer can became lodged around his lower beak in Amanzimtoti, South Africa. For those who believe littering doesn't hurt, here we see, tragically, it does.



DID YOU KNOW?

The New York Times ran a blog on April 20, "An Earth day thought: Litter Matters" by Andrew C. Revkin, signaling the issue of littering is a matter of some importance to this iconic newspaper. A photo of a sea turtle injured and trapped by plastic rings from six-pack cans accompanied the blog.



FROM DOMINICA: WAYS TO AVOID LITTERING

Little Caribbean island has some advice for us

- Set an example by not littering.
- Walk as many steps as it takes to place your item in a bin.
- Every week (or day), pick up all the litter in front of your house, including the street.
- Ask your neighbors to properly dispose of their trash. Show them the difference between a clean area and an area spoiled by litter, and stress why it's important to put trash in proper containers.
- Make sure that your bins have lids that can be securely attached. Don't put out unopened containers or boxes filled with trash.
- Carry a litterbag in your car. Tell local businesses that litter prevention is important to you.
- If you or a member of your family is involved in a civic group, scouting, or recreational sports program, encourage the group to become involved in cleaning up one public area where litter has accumulated, and always after your events.

HEADLINE LITTER GRABBERS (APR. 21-28)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

Governor General litter picks in Pembroke (24/2)

It's heartening to see Canada's leading figurehead giving prominence to litter by pitching in to pick up debris during his official visit to Pembroke, Ontario.

Rwanda rewards in Hygiene Competition (22/4)

After a 3-month contest Kanombe, in Kicuciro District of Kigali City, Rwanda took first place and the top prize, a motorcycle and trophy for being the cleanest of 35 zones.

Jamaican youth get benefit of star power (21/4)

Helping litter awareness in Jamaica, the band Rootz Underground shows passion for the environment. The island celebs started a youth eco-program 10 years ago.

Kilkenny cameras working overtime (24/4)

You'll have more than a bad hair day to worry about in Kilkenny where 70 people have been ticketed for littering since cameras were installed to operate in "Litter Hot Spots" all day and all night. The county is Ireland's cleanest and intends to vigorously defend its crown in 2013.

Climate change may change Earth Day date (23/4)

Snow in April is becoming routine. In Niagara Falls, NY, Beautify Niagara says its Earth Day clean up events may move to May instead of April in 2014 due to the cold.