

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 16, 2014



Dorset students from Prince of Wales School in the UK fashioned litter monsters from some of the stuff they picked up. Teaching children young is a sound strategy.

Eleven-year litter-picking veteran still has hope

Jeff Yates, legendary litter picker from Leeds, UK, offers his insights in a Yorkshire Evening Post story, observations from his 11 years in the trenches investing his free time in tidying his neighbourhood. He surmises: "If there is a solution, I think it comes from a change in culture and that has to be led by our elected councillors and government. It's not going to change overnight, but if we can repeat the message again and again that dropping litter is socially unacceptable, we may make a difference eventually." Wise words well said.

Storm litter on beach includes carcasses

Storm-bruised coastal areas in England, France and Spain faced an unwelcome side effect this week. Dead and dying seabirds by the hundreds of thousands peppered the scene along favourite shores such as Cornwall's Tregantle Beach. Cause of death – entanglement in marine litter, including plastic and cigarette butts, the Marine Conservation Authority reported on March 10.



Above, a game of what's wrong with this picture? Left, toxic butts in snow await spring's runoff. Right, picnic packaging and food litter spoil any scene. "No picnic."

DID YOU KNOW?

Biloxi, MS officials report far less litter after Mardi Gras' Fat Tuesday party, about half the amount of last year's. Cold weather lowered the turnout by about, well, half.

EU HOPES LITTER SOLUTION IS IN THE BAG

The EU Environment Committee has voted 44-10 for massive reductions in plastic carrier bag use among member states. Proposed targets and methods for cutting plastic bag use in half by 2017 and by 80% in 2019 are to be debated at a plenary session April 14 to 17 in Strasbourg. On average, each European used 198 grocery bags per year in 2010.

Dubai beach butt count sky high Holy Smokes! In one hour, an army of 350 volunteers cleared away 48,000 cigarette ends from Dubai's Umm Sugeim Beach, an average of 137 butts collected per volunteer at the third annual Easa Saleh Al Gurg Group Beach Clean-Up. And that's just the tip of the filter, if not the iceberg.



Police warned people not to touch the deluge of cigarette butts that landed on a Dorset beach after a storm sunk a cargo ship.

HEADLINE LITTER GRABBERS (MAR 9 - 16)

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

Stars aligned behind Texas 'Don't mess' campaign (3/11) Accordion-playing Grammy winner Sunny Saucedo and country singer Kevin Fowler are the latest to sign on to the delightfully clever, star-powered *Don't mess with Texas* public service announcements. Fowler's PSA debuted Monday. He strums his guitar beside a can with a sign saying, "Will sing for trash." Saucedo's Spanish/English spots show people dancing toward a bin and putting litter in.

Gambia's governor issues a call to action (3/12) Governor Alhaji Lamin Sanneh says he underestimated the challenge of putting a stop to littering. He appealed to students in his western region. "Use your peer pressure on your colleagues to change their attitudes towards their own environment and relay the same message to your parents, as well in order to protect their environment," he told them.

Jazzy new signs in downtown New Orleans (3/12) The signs in the downtown trumpet a message to smokers: "Get your butt to the can." This as Louisiana gets set to consider a bill for a statewide ban on cigarette littering.

Zimbabwe's capital contemplates public shaming (3/11) In Harare's anti-littering patrols last month 40 residents were arrested and fined \$20 each for littering. A councillor is suggesting they now be paraded in the streets and shamed.