

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 10, 2014

TAKING AIM AT URINE-FILLED BOTTLES

Roadside America sounded the horn this week on urine-filled bottles that are being chucked out of moving vehicles at an alarming rate. The 2004 Ohio Litter Study, which counted these unmistakable markers of human waste, found close to one million in that one state alone, *Litterland* reported in April 2013. Some states shy away from posting signs. Not Washington State. The poster below targets the problem, encourages reporting and warns of fines.



Okay, one last time:
This is not a urinal.



Get caught tossing a bottle of urine and you'll pay \$95.
Fines for littering range from \$95 to \$1,000. Remember, Washington State Patrol has eyes out for violators. (Not to mention their noses).

Litter and it will hurt. **REPORT VIOLATORS 866-LITTER-1**

DID YOU KNOW?

The animal icon of wildfire prevention, Smokey Bear, turned 70 on August 9, sparking birthday parties across America. This enduring U.S. Forestry conservation mascot, fashioned for an ad in 1944, earns a place in *Litterland* for reminding people that careless smoking (littering) is among the human errors that cause forest fires.



Old Way . . . Overflowing bin, seen at left, is a litter source near Scarborough Bridge in York, UK.

. . . New Way

World cities have adopted efficient solar-powered compacting bins. Below is a Big Belly unit in Orlando, FL.



HEADLINE LITTER GRABBERS (AUG 3- 10)

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

Eyes on dumpers in outer Memphis, TN (8/8)

Shelby County in Tennessee is cracking down on dumping using rugged, solar-powered, high-resolution, Q-Star Technology cameras that provide clear images of faces and licence plates. The idea came out of a 2012 public meeting.

They rank highly on the campaign scoreboard (7/8)

Add two more jurisdictions to the 'Clever Campaign' column of the litter ledger. Scotland launched its latest push, "Dirty Little Secret", on YouTube last week and online at www.adirtysecret.com. And in Bankstown, AU, life-sized cardboard cutouts of people set to place disposables in the bin accompany newly purchased bins. New South Wales announced \$2.3 million in total for projects like this.

Littering outstrips crime as town's top beef (3/8)
Scarborough town council in England received an earful in its Local Area Survey of residents. Littering ranked as the biggest issue facing communities, topping other anti-social crimes like drunkenness, vandalism and illicit drugs. Survey results help set the town's priorities for the year.

Bulawayo wants to be Zimbabwe's jewel again (3/8)

Bulawayo Council, once Zimbabwe's cleanest city, has revived its anti-litter committee to tackle a noted rise in littering since 2000. Promised is a robust solid waste education and enforcement program – radio, billboards, multimedia lessons and an early education thrust.