

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 22, 2015

Our Spring Double Header Edition!

Toronto mayor's after-melt shock

John Tory, Toronto's new mayor, expressed understandable dismay over the sight of city streets as snow melted away. The city's spring cleanup will take place April 18 & 19. "Garbage" on the streets became the story du jour for mainstream dailies and TV newscasts, as the extent of the litter blight could not escape notice. *Litterland* publisher Sheila White was a guest on CFRB and CBC radio talks shows where she defended the mayor's comments and identified him as a valuable ally in the fight against litter. In our survey of mayoral candidates, Mr. Tory said he would support a review of littering enforcement in Toronto. He agreed the Province of Ontario should do more to help. He also gave a thumbs-up to more education and awareness programs. And he said he has never littered, and has told a stranger not to litter. The last politician in Ontario to review litter was in 1977 - Bill Davis, the premier for whom Mr. Tory worked in his early career days.

Revenge of the wet wipes

The same day as Prince Charles was in D.C. sounding royal alarm over plastics in the oceans, the UK was reporting a tide of wet wipes washing up on beaches, especially in Wales, where the increase was 46 per cent. This is happening because people are flushing the plastic-based cleansing wipes instead of discarding them in the trash. As the BBC headline put it: "Only flush poo, pee and paper". As reported here last week, 80 per cent of garbage in the ocean has land as its origin and 83 per cent of the garbage consists of plastics. That comes from Marina Markovic, United Nations Environment Programme/Mediterranean Action Plan specialist on viability. She spoke at a mid-March conference about the recent Life Ammos joint study with Athens-based NGO Mediterranean SOS Network (MedSOS), which examined tobacco litter in the Greek isles.

DID YOU KNOW?

Sunday Assembly Toronto inaugurated their Facebook blog with an essay by Sheila White about her visit to the fledgling TO offshoot of the global movement to "live better, help often and wonder more" on March 8 .

Bag on fence = litter



Photo: Wendy Smith

Here is a great example of what not to do to a nice park.

HEADLINE LITTER GRABBERS (MAR 15 - 22)

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

Ha-ha, Hanoi! May 7 call for cartoons no joke (3/14)

A "No Littering" cartoon-drawing contest in Vietnam by www.tinmoitruong.vn will put winning entries in a book.

Suffolk's success is still a heavy load (3/19)

Beachwatch reported less beach litter in Suffolk County (18%) against a national average increase of 6.4%. During a Marine Conservation Society event, some 350 volunteers combed 23 beaches, picking up 15897 items of rubbish compared with 19518 the previous year.

Georgetown's business district gets once-over (3/17)

Georgetown, Guyana is again attempting to bring litterers to heel in the city's commercial core. Hired litter wardens are enforcing in central hot spots. The EPA is monitoring.

Dedicated clean up funding? Not so fast! (3/17)

It's not just Toronto wringing hands over unsightliness. In Newfoundland, Corner Brook Council is arguing over the adequacy of its litter-ridding funding. It debated the matter Monday when lead proponent Cllr Tony Buckle was away.

DeSoto hits this one out of the park (3/21)

The Texas county of DeSoto unveiled its spirited spring campaign with visible and vocal backing from all five mayors in the region. "If you Litter, Shame on Y'all" is the gently scolding theme on 100 signs (\$5,000 cost) and 14 well-placed dumpsters for citizens to fill with the bags of litter they will collect for eight days beginning on March 28.

MUTT MITTS OR POO-POOED ADS? The dirt on two different approaches to dog fouling



Howls of protest and Irish tongues wagging this week had Newry and Mourne District Council digging in to defend its amusingly edgy "shock advert" on dog fouling posted on its Facebook page. 'Human defecation

On the other hand, (paw?) Galway prefers the helpful toolkit of a mutt mitt (shown left), a plastic bag and an educational booklet on responsible pet ownership. With the mayor behind it the "Take The Lead" program started last year distributes these kits to dog walkers for one month. Dog messes are noticeably fewer.

simulation' best describes this video. A well-dressed man drops his drawers to do his business on the sidewalk in front of a town landmark while his pooch looks on. Music asks, "Who let the dogs crap?" (Photo, below)



News bin overflow (Dumping our stored news on you)

PLASTIC LITTER

Prince Charles sounds royal alarm

England's future king has given his personal commitment to ridding the oceans of plastic trash, National Geographic reports. As noted on Page 1, Prince Charles was in Washington to drum up international support for this, the latest goal of his Prince's Charities' International Sustainability Unit, which he leads to attack significant environmental problems. HRH spoke Wednesday at the Global Ocean Commission conference as part of his three-day visit. The assembled think-tank of 125 scientists, economists, plastics manufacturers and environmentalists is challenged with a massive task - finding a way to reduce the eight million tonnes of plastic dumped in the oceans each year. Delegates heard a warning too from Commission co-chair, former Costa Rica President José María Figueres who said "at the current rate by 2025 we will have one ton of plastics for every three tons of fish in the ocean." A *Litterland* salute to Charles for creating this week's wave of media interest in marine litter.

Hidden cameras doing the job in Magic City

New, hidden cameras to nab litterers in Birmingham, Alabama are getting thumbs-up reviews from residents. The fine for littering there is \$250 to \$500.

Singapore's environment agency has new head

Singapore NEA has chosen a vocal critic of littering as its new chairman. Mr. Liak Teng Lit takes over the helm next month. Among the most litter-attentive places in the world - 19000 charges last year, 90000 cleaners working there - Singapore is maintaining its laser focus on clean in this jubilee year. Officials want to build on the positive peer involvement that past campaigns have instilled.

New replacement terminology for litterbug

We are not insensitive to the indelicacy of certain topics in *Litterland*, but still feel obliged to report certain items, like spokesman.com seeking a new name for "litterbug" and publishing its picks: "trash-hole" and "trash barber".

Barnsley, UK crackdown making them guilty

The litterbugs are biting in Barnsley. Magistrates there last week dealt with 61 people charged with littering. All were fined after pleading guilty in advance or being so deemed in court, more evidence of the town's crackdown.