

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

Feb. 24, 2013

## ONTARIO'S DOPEY ROAD SIGN

The 2009 U.S. National Report on Roadside Littering singled out the Province of Ontario's symbol (at right) for 'No Littering' as being out of step with the universal design standard. Looking at Ontario's icon, one could be forgiven for thinking it means 'No Open Cans' or 'No Campfire Beans Without A Spoon.' Ontario does not have a targeted prevention strategy for litter and shows little interest in developing a modern, effective program.



Ontario Ministry of Transportation, 2000



### BRIGHT IDEAS

Discarded candy bar wrappers can be recycled and re-used. Turn that trash into treasure and help your favourite charity too.

[www.terracycle.ca](http://www.terracycle.ca)

*Environmental Education (EE) not only works on children, it changes their parents' behaviours as well, says a new study from Imperial College London. Read our blog:*

[litterpreventionprogram.com/sheilas-shlog.html](http://litterpreventionprogram.com/sheilas-shlog.html)

## HEADLINE LITTER GRABBERS (FEB. 17 - 24)

Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### Monkey see, monkey do: parents blamed (18/2)

Landmark finding in new British research: When it comes to littering, parents take the 'do as I say, not as I do' approach. While 90% of parents tell their kids not to litter, almost half of them have been observed littering by their children.

### Emily Smith gives up plastic for Lent. (17/2)

Forty days and forty nights without plastic? Into Week Two, can this Bristol woman succeed? Follow and support Emily at

<http://plasticbeaches.blogspot.co.uk>

### Australia's national branded litter audit tells tales (20/2)

Keep Australia Beautiful released its national litter audit this week. Trending now: littered flavoured milk and energy drink containers and young men who litter. McDonald's and Coca-Cola were the most littered brands. Australia's been keeping track since 1983. Overall littering has decreased, KAB says.

### Cleaning up Athens listed as priority (21/2)

The call has come for restaurants and bars to clean up their act ... and their sidewalk cafés. An audit says keep clean laws should be enforced for the first time.

### New York heavyweight fights lightweight plastic foam (22/2)

Mayor Michael Bloomberg proposed a citywide ban on polystyrene in Thursday's State of the City address. NYC would join bans already in place in LA, Portland, Seattle and San Francisco. In Markham, Ontario downtown businesses voluntarily stopped using polystyrene packaging.

## DID YOU KNOW?

Below are universally accepted symbols for the message, "put waste in its place." Sign design is a science these days.

Source: National Report on Roadside Litter, 2009 (US)

