

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Photo: yourlocalguardian.co.uk

'BREAKING' BAD : (l-r) Helen Clark Bell, of Love Wimbledon biz group, Helen Bingham, of Keep Britain Tidy, and dancer kick off *Bin It Your Way* gum disposal campaign to change chewers' nasty littering habits.

BRITAIN WOULD STICK IT TO GUM TOSSERS

Gum is grabbing more than a few licks of attention in the UK. The Chewing Gum Action Group has just unwrapped its eighth annual campaign. Liverpool and Wimbledon are two of 16 cities and business districts to host "Bin It Your Way", proven to have reduced gum litter on average by 54 per cent in 2012. Cardiff, Nottingham and Coventry lessened it by 93, 88 and 85 per cent respectively. Keep Britain Tidy says gum litter takes a biting chunk of the nation's £1-billion yearly cleaning bill. In Northern Ireland, and with a £100,000 boost from Invest NI, Expelliere International in Lisburn is marketing a homegrown gum removal kit called Xpelgum, the result of Queen's University research that is now commercially owned. The chemical melts and dissolves polymers in gum and the residue can be whisked away with the brush provided. A kit sells for £300.

Waste Reduction Week in Ontario Oct. 21-27 turns an eye to recycling and creating less waste going to landfill. Now why not a Litter Reduction Week to spotlight littering head-on?

HEADLINE LITTER GRABBERS (OCT 6 - 13)

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

HAPPY 82 TO YOU, REVEREND TUTU

Archbishop Emeritus Desmond Tutu celebrated turning 82 on October 7 by leading children in an inspirational birthday litter-pick at Joe Slovo Park in Cape Town.



Research between the national university and environment agency in Singapore contains counter-intuitive conclusions. According to the two-year NSU/NEA November 2011 study, bins and friendly peer persuasion work best to deter littering. The presence of signs and enforcement officers was found to increase the rate of littering (101.3% and 104.5%).

DID YOU KNOW?

Canada's Next Green Journalist, a contest with prizes for youth and sponsored by Wrigley Canada and Sears, is now open for litter story, photo and video entries. The competition closes March 7, 2014. Find more details at www.youngreporters.ca

OPP in Sarnia arrest beer can hurler (10/7)

A rare occurrence in Ontario, provincial police in Sarnia charged a man with littering after seeing a motorist throw a beer can out the window of a moving car.

Littered landscape woes emerge in Grand Prairie (10/3)

In Grand Prairie, Alberta they worry littering has increased. City officials say they will concentrate on education and constant reinforcement. They believe the problem grows from lack of information, not lack of respect.

Embarrassed China's new guidebook lists no-nos (10/10)

The Chinese government has a new publication out. It's a 64-page guidebook telling China's citizens how to behave abroad. Among the tips: don't litter, don't steal lifejackets.

Dash-cams track litterers in Redlands, AU

City vehicles in Redlands, Australia are sporting in-car, dashboard cameras, installed to catch litterers and dumpers. Fixed cameras keep an eye on known dumping sites. The cameras collect evidence for prosecutions.

Brooklyn's new parks chief going after litter (10/10)

He's down 42 employees, but Brooklyn's first new parks boss in three decades won't let that deter him from gunning for litter in the New York 'burb. Kevin Jeffrey has his sights set on a new era of summonses, education, more bins and enforcement. He calls the mix of higher parks usage and staff cuts "the perfect storm" when it comes to litter. He hopes to launch a public campaign to set the new tone.