

# THIS WEEK IN "LITTERLAND"

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

February 2, 2014

Canada

## **BUTT LITTERING IN PFIZER TV AD UNDER ATTACK**

Advertising giant Young & Rubicam is under fire for portraying cigarette butt littering in Pfizer Canada's national television advertising campaign for quit-smoking products. In the ad's final frame a woman is smoking outside a high school, vowing to quit as she stubs out the plastic filter on the school step. The character is not seen using a pocket ashtray or receptacle. As a result viewers, including children, are left with the idea that cigarette littering is acceptable, says Litter Prevention Program CEO Sheila White. Neither Pfizer nor its ad agency considered the negative portrayal of littering, but will in future, a company official told *Litterland*. However, the company has no plans to change or withdraw the ad. The cross-Canada campaign in English and French is due to wrap up in March, the official said. White has raised a complaint publicly. She suggests advertising guidelines could be adjusted to include portrayals of littering as offensive. This would prevent such mistakes from being repeated. Hear the radio interview at: [www.litterpreventionprogram.com/media.html](http://www.litterpreventionprogram.com/media.html)



### ***Toronto getting a bag for its buck***

The City of Toronto kicks off a month of radio ads Monday promoting using reusable bags over plastic grocery bags.

Pictured right, carelessly strewn cigarette butts in Worcester, UK. The problem has officials vowing to crackdown. Cigarette filters are a form of plastic filled with toxins. They remain in the environment and pollute habitats and landscapes, as one can see.



Happy Year of the Horse, everyone! Unfortunately, and unacceptably, from Shenzhen to Zhengzhou, this pile in the aisle, above, is the commuter dumpsite greeting cleaners in China on trains during peak holiday travel times such as the Chinese Lunar New Year celebrations.

## **HEADLINE LITTER GRABBERS (JAN 26 - FEB 2)**

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

### **New York bin there, done that, doing more [1/28]**

NY Transit authorities are discovering having no bins equals 66% less litter. They have begun removing litterbins from 29 stations along the J and M lines of the subway system. They experimented first at ten stations on ten other lines.

### **House of Lords gets in on the litter act [1/29]**

The British House of Lords gave third reading to Lord Marlesford's bill enabling municipalities to hold an owner responsible for litter emanating from vehicles. This roadside litter bill now goes to MPs for consideration.

### **Holroyd takes to the pool for litter ideas [1/29]**

New South Wales, AU has a \$4.657-million Waste Less Recycle More fund for litter reduction projects. Holroyd Council will survey residents at two town swim centres as to why people litter and what could or should be done about it.

### **Eyes are on Pagoda Perfume Festival in Vietnam [1/27]**

A special task force and live-eye cameras will be working to curtail littering during the Hong Pagoda Festival in Hanoi.

### **Gum litter initiative takes hold of sticky situation [1/29]**

Swansea, Wales has signed onto the Gumdrops program, a chewed gum collection and recycling innovation. Plastic bins made from recycled gum are used to collect more wads. The bins are conveniently located in high traffic locations.

## **DID YOU KNOW?**

The late, great Pete Seeger was the first to introduce the concept of recycling at music festivals. Add this to his legendary volume of musical accomplishments, civic and environmental actions. The world will miss this treasured songster and activist.