

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Designed so as not to be missed by the smokers, this Butts Only Box is stationed at California's iconic Golden Gate Bridge.

[Bin removal at park: Will it work?](#)

To combat littering, custodians at Lews Castle in Stornoway, UK hope that by removing litter bins from the grounds visitors will "carry in and carry out" their waste products. The idea has met with skepticism, particularly from dog walkers, who contend there should be receptacles for dog waste at the very least.

[UK Roadshow taken to students](#)

'Keep It, Bin It', an eight-month-old, national, multi-level partnership in the UK received a high-profile boost Friday from Environment Minister Thérèse Coffey. She was on hand at a Suffolk school to bolster the Bin It! Roadshow, whose goal is to make littering culturally unacceptable to students by showing them the environmental impact. It was developed by Mars Wrigley Confectionery in conjunction with Keep Britain Tidy and Defra, the government ministry, and it uses actors to educate and inspire youth.

DID YOU KNOW?

It's common sense that one would pick up litter on a grassy area before running a lawn mower over it. A complaint from *Litterland* is trying to stop City of Toronto crews from mowing over litter instead of picking it up first.

[Cigarette butts make up half of Ireland's litter](#)

A report just out implies that Ireland could cut litter in half if all the smokers discarded their cigarette butts correctly. According to the 2018 National Litter Pollution Monitoring System Report, cigarette items make up 54.4% of all litter. The findings again confirm that smoking is the leading cause of littering. Smokers' litter trounces by three times that of its next nearest rival, packaging, at 18.2%, for the unenviable title of most-littered product. The next three highest categories are sweet related (9.2), food related (8.9) and paper items (5.8). Chewing gum accounted for 7.8% of all litter in the food category. However, gum littering has seen a sharp decline since 2004 from a high of 31.6% in 2005. That drop can be traced to government and industry investments in gum litter prevention. "Littering could be halved if cigarette butts were properly disposed of," Environment Minister Richard Bruton was quoted as saying in response to the report.

HEADLINE LITTER GRABBERS (JUL 7 - 14)

Some of what made our News Reel this week

US women's soccer hurrah gets a few boos [\(7/10\)](#)

New York City's parade for the homecoming American Women World Cup of Soccer champions drew criticism for the tickertape torrent that poured down on the crowd, which included Governor Andrew Cuomo, typically a tough, anti-litter talker who has vowed to reduce waste in that town and has taken aim at littering in subways.

Open water stunt draws fire to supermodel [\(7/10\)](#)

Twitter users piled on supermodel Kendall Jenner after she posted a video of herself kicking a cap off a plastic water bottle while on a jet ski in the ocean as part of the viral Bottlecap Challenge. "Congrats Kendall you just put more plastic in the ocean," read one of the tamer, irate tweets. She later posted, "Cap recovered" on Instagram.

Glut of dead deer prompts distress call [\(7/10\)](#)

Visitors to Nara Park in Japan have been asked to stop littering the preserve following the tragic discovery of nine dead deer since March. They died as a result of swallowing plastic bags, which animals mistake for food.

Litterers being pinched in Bath [\(7/10\)](#)

Bath, UK has turned in some impressive first-quarter numbers for 2019. Its private enforcement arm handed out £100,000 in fines for littering during that period.

Eateries join in campaign to stop food litter [\(7/11\)](#)

Along with their takeaway orders, restaurants that offer food-to-go in Carmarthenshire, Wales are serving up reminders not to litter to their customers. Signs and posters promote the catchy theme of council's new campaign: "Give your litter a lift home".