

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Be #1 at Picking up #2



They give a poop here!

A digital billboard on Interstate 80 in South Lake Tahoe delivers advice with humor to visitors of the popular vacation spot. "Take Care Tahoe", a broad civic partnership, broadcasts rotating messages about responsible recreation and the habits that go with it. Topics range from stoooping and scooping to litter and trash management and safe drinking water. [Website.](#)

O Canada! You've got a problem

Findings in an Environment Canada scientific review add rationale to the government's move to ban certain single-use plastic items in 2021. A draft of the review document released Thursday says 29,000 tonnes of plastic garbage ended up as litter in Canada in 2016. The review chronicles and confirms the harm caused by plastic pollution, including wildlife deaths. The public has until April 1 to comment leading up to the Canada's national ban on items such as bags, stirrers and straws. A detailed list has yet to be announced. Meanwhile, national grocer Sobeys proved it wants to be first and ahead of the game by marking the end of its use of plastic bags across Canada on Friday. In terms of bag avoidance, this move will save 200 million plastic bags a year.

But in the central Canadian province of Ontario environmental experts are voicing concern over [changes](#) that the Conservative government is making to recycling oversight, starting with stripping the independent Resource Productivity and Recycling Authority of its investigative powers and letting the private sector producers do the job instead. In this [audio](#) clip a spokesperson for the Recycling Council of Ontario explains why the changes are worrisome and may be a bad idea.



Free beach baskets available for use

These clean up baskets had their debut on Monday at the Ocean Bay beach access in Kill Devil Hills, North Carolina. The town is experimenting with the idea that people will clean up the beach and keep it clean when it is made easy, engaging and fun for them.

HEADLINE LITTER GRABBERS (JAN 26 - FEB 2)

Some of what made our News Reel this week

Toronto ravines destined for a spruce-up [\(1/23\)](#)

Toronto Council approved a multi-year, \$2.7 million dollar plan to clean litter and kill off invasive species of plants that have deluged the city's ravines. Funds have yet to be approved. The city hopes to get some help to pay for the implementation from senior governments.

New campaign gets off the ground [\(1/25\)](#)

Silver City, New Mexico selected a catchy theme for its anti-litter salvo: "Pick it Up and Toss No Mas". The town's effort revolved around producing signage, a website and educational pamphlets on key messages like covering vehicle loads, creating personal cleanup projects, not tossing and pledging tidy frontages. Volunteers receive free bags, vests and refuse pickup. "We get just one chance to make a first impression," said the mayor.

A new tool for anglers fighting litter at sea [\(1/25\)](#)

Commercial anglers, a first wave of marine litter fighters on the high seas, will be bringing along huge, reusable sacks to help them fish for litter. Supermarket chain Asda will provide the sacks to 500 UK fishing vessels to start. A future goal is to take the program worldwide.

Even a little litter group can do a whole lot [\(1/28\)](#)

Winnersh, a community in Wokingham, UK, formed a small litter-picking group, which has grown by 24% in the past year. The borough council provides bags, high visibility vests and litter grabbing utensils to volunteers.

DID YOU KNOW?

India's largest petrochemical company, [Reliance](#), wants plastic bags treated like a reusable resource rather than banned in 2022. The company is making a cheap, durable road surfacing material by shredding plastic bags, snack wrappers and other littered plastics and adding bitumen. In what it calls a philanthropic endeavour, the company wants to provide the government with the infused plastic for the prime minister's trumpeted highway infrastructure construction program.