

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

March 8, 2020

"Nah-nah-nah-nah-nah Our bins are waiting"

'It's better in bins,' says a shocking pink sign in Queenstown Lakes District, NZ. Council's arresting, cheeky tone underscores its serious message to people that littering charges could ensue if they litter. Our headline reprises the words under the bin graphic.

Australian Awesomeness

Clean Up Australia Day on the first of March exemplified a country not shying away from litter action. At 30 years old the event is still going strong. Australians can take heart that litter prevention is on their government's national radar. Although it's always true that more can be done, AU tries hard.



Brantford delivers its best

A new anti-litter program in Brantford, Ontario aims to hit all the right notes, starting with the Community Clean-Up Bin, shown below. It is freely available for picker groups to use. The wheeled bin holds all the essential tools from gloves and grabbers to bags and hand sanitizer. Every city should have one of these to facilitate litter enthusiasts in the enjoyment and efficiency of their work. Brantford's \$45,000 plan includes a citywide Earth Day cleanup, ads, education, advocacy and engaging students in a contest.



Ten counties and cities including Richmond have united under a new logo to launch "Don't Trash Central Virginia". They have [big plans](#) to get the entire community spectrum involved in #DontTrashCentralVA. See donttrashcentralva.org for more.



HEADLINE LITTER GRABBERS (MAR 1 - 8)

Some of what made our News Reel this week

Dagenham children's community garden (3/3)

Grade school students at Thomas Arnold Primary in Dagenham, UK adopted a forlorn and littered piece of green near the school grounds and transformed it into a tended garden that is now beautifully litter-free.

Group makes demand for eco-friendly carnival (3/3)

Friends of the Earth in Cyprus leveled a complaint over the extent of unbridled littering by crowds at the Limassol Carnival, an event that began with the release of hundreds of balloons which "will soon return back to nature as waste," the group said on its Facebook page.

Beach bucket challenge (3/1)

Go green, keep the beach clean, is the slogan behind the Beach Bucket Challenge along Scotland's North coast. Causeway Coast and Glens Council donated some repurposed buckets donated by a deli, a supply of gloves and litter wands to get the program started. Coastal businesses invite visitors to use the tools to pick up some litter while enjoying the beach.

Microplastic pollution detection is "scary" (3/1)

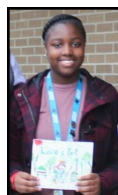
"A scary wake-up call" is how scientist Dr. Christian Dunn has described the discovery of microplastics in a remote lake near the top of Mount Snowdon in Wales, Llyn Glaslyn: 3 pieces per litre, 2000 ft above sea level.

Chains suspend reusable fill-ups

Amid fears about the spread of COVID-19 (novel coronavirus), Starbucks and other big coffee chains have terminated the bring-your-own mug option for the time being. The move means more non-recyclable, wax-lined cups will be headed for the waste stream. It could pose a setback for litter reduction efforts overall.

She wrote and illustrated book on litter

Cherish Taylor, an Irmo Middle School student is the pride of South Carolina as winner of the 3rd annual statewide children's book contest sponsored by Palmetto Pride. Cherish is the first entrant to illustrate a story as well as write it. Her book will be published and sent to every elementary school library.



CHERISH TAYLOR

DID YOU KNOW?

Towns in Albania, Bosnia and Herzegovina and Montenegro have [formed a partnership](#) to take concerted aim at combating marine litter.