

# THIS WEEK IN "LITTERLAND"

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

March 22, 2020

## Wet Wipes Crazy!

They're everywhere. And now in the frenzy of panic buying, triggered by fears about COVID-19, wet wipes are very much in vogue. Wipes, the widely used delivery mechanism for chemical cleaners and disinfectants, dominate store shelves (inset). Despite the label from manufacturers, wipes are never flushable. The City of Madison, Wisconsin has just declared war on them. Too many wipes wind up as street litter or [drain blockers](#).



## EU pressed to do better tracking

The [Clean Europe Network](#) has developed a common tool for measuring and monitoring litter and is calling on the EU to build on the idea and adopt it. The coalition of litter prevention NGOs, charities and non-profits used its uniform methodology during a one-day survey of seven European cities: Brussels, Helsinki, Copenhagen, Edinburgh, Oslo, Stockholm and Zurich. The findings confirmed that litter in every locale is being dropped in "significant quantities" and some categories of litter were found in similar amounts across the board: cigarettes, confectionery/snack bags and wrappers; other plastic items 2.5cm-5 cm; and paper cups. The survey took place at similar locations like monuments, city centre shopping zones, parks, social housing areas and a main railway or bus station. Common data collection and classifications would improve international information sharing and the cost effectiveness of strategies, the group points out.

## Don't Be a 'Litterburg' takes off

Hat's off to Hattiesburg, MS and to its "Don't Be a Litterburg" four-pronged campaign of special events, educational initiatives, reaching out to business and producing social responsibility reminders, part of the Great American Cleanup.

## Schools team up to make videos

Leicester's "Love Where You Live" campaign put students in the director's chair to produce anti-littering PSAs for a six-week online campaign that launched this week. A grant of \$10,000 from the British government's Litter Innovation Fund enabled student teams from four primary schools and two secondary schools to make 30- to 45-second short films, all of which can be viewed [here](#).



## **HEADLINE LITTER GRABBERS (MAR 15-22)**

Some of what made our News Reel this week

### **Face mask littering highlights virus crisis**

Used face masks littering either streets or beaches have been sighted in [Japan](#), [Manila](#), [Hong Kong](#), and even in Toronto by this writer firsthand. Ugh!

### **MP wants get-tough action on spitting now (3/16)**

Anyone who spits or litters now that the new, deadly strain of coronavirus threatens Malaysia should face bylaw charges, said Vivian Wong, MP for Sandakan.

### **Clean Up-Give Back not cowed by pandemic (3/20)**

Clean Up-Give Back, a litter picking group in Des Plaines, IL says it will continue to lead small groups in spite of COVID-19. The organization plugs litter picking as a good outdoor activity since it is done alone, at a safe social distance and is good exercise with benefits.

### **Law enforcement ordered to clear beaches (3/20)**

South Carolina Gov. Henry McMaster has authorized state law enforcers to clear beaches to guard against the spread of COVID-19 if social distancing is breached.

### **UK cancels its annual event for now (3/20)**

The Great British Spring Clean has been put over until Sep 11 - 27 due to COVID-19. #gbspringclean

### **Virus prompts postponement of bag ban (3/20)**

Another casualty of the novel coronavirus is Brooklyn's implementation of a ban on plastic bags. That's now on hold until May 15. A court case challenging the ban has been delayed by virus-sparked scheduling turmoil.

## **DID YOU KNOW?**

University of Plymouth completed [a study](#) on the survival rate in the ocean of the iconic plastic Lego brick, the ubiquitous children's toy building blocks. By measuring the mass of Lego bricks found on beaches and comparing them to new bricks researchers estimate a life span of 1300 years in the sea.