

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

January 24, 2021



Stay hopeful!

With all that is going on and the total unpredictability of circumstances, let's keep our eyes on the ground and in our hearts remember that our treasuring of the earth is why we care about litter. Know that your good deeds and what you say concerning litter do influence others, may even cause them to think deeply, come to a revelation and turn into allies in the world's collective fight against litter. ~ SW

[How to break the littering habit](#)

A reader sent us a science article on building hope. In it was a gem of insight on behavior design and habit formation from Stanford researcher BJ Fogg. Habits aren't formed through repetition, he says, but through deep emotion. We can then conclude that people might change their littering habits if rewards, incentives and/or an emotional connection to nature and community exist or are fostered.

['Shake and Bake meth' warning](#)

A Twitter post from a Litterati volunteer warns fellow litter pickers to avoid suspicious-looking plastic bottles. They could be 'shake and bake' bottles used to make methamphetamine. "Chrissy" became ill after emptying the contents of one. If you see a discarded plastic bottle and think it may have been used to produce meth, do not touch it barehanded or open it. Report it to police, health or municipal authorities.

[Industry's flagship is failing](#)

The Alliance to End Plastic Waste, a Singapore-based non-profit funded by oil and petrochemical companies, quietly closed down the industry's touted flagship program for removing marine-damaging, waste plastics from the seas, Reuters news agency is reporting. Renew Oceans, founded two years ago amid rosy projections, failed to meet its target, removing just one tonne of plastic from the ocean, a far cry from the 45 tonnes the Alliance had predicted. Dow, Exxon Mobil, Royal Dutch Shell, Chevron Phillips and 50 other powerhouses pledged to pour \$1.5 billion into the Alliance over five years to address marine plastic pollution. Reuters was unable to obtain a financial accounting from the Alliance, but found only small projects have been undertaken.

[Poland taking a look at its policies](#)

Poland is moving to toughen fines for littering in public places, especially in forests. Maximum fines could increase tenfold and penalties could include court-ordered cleanups in addition to payment.

DID YOU KNOW?

Volunteers in downtown Portland [claimed a haul](#) of 4,300 pounds of litter on the US day earmarked to exemplify community service, Martin Luther King Day. And in Pismo Beach, CA an internal [report](#) looked at littering and made some suggestions.

HEADLINE LITTER GRABBERS (JAN 17 - 24)

Some of what made our News Reel this week

Litter posters send all the right signals [\(1/18\)](#)

Kids 'get it'. That's the message taken from posters by fifth graders in the 4-H environmental education class in Stephens County, Georgia. Teaching at a young age is found to instill good lifetime behaviours early.

A dinnertime reminder for the family? [\(1/18\)](#)

'Every litter bit hurts.' That's Ocean City's anti-litter campaign slogan, one legislators hope will register.

Belgian town pledging action on 'incivility' [\(1/18\)](#)

The new town council in Wavre, Belgium has declared a firm stand against littering and other acts of incivility, promising tough policy measures as the term starts.

Marine litter grim through science's lens [\(1/19\)](#)

A [review](#) led by University of Barcelona catalogues the depths of underwater trash damage to Italy's Messina Strait. And in a [report](#) in the [Science Journal](#), reckless PPE disposal's devastation is examined.

Trash bag market predicted to grow [\(1/20\)](#)

Industry indicators predict a 9 per cent growth in garbage bag sales from 2021-25.

Self-guided clean up program for students [\(1/21\)](#)

Timucuan Parks Foundation in Jacksonville, FL has a way for students to help clean up the nature preserve safely, as it's so needed, and earn service credits.