

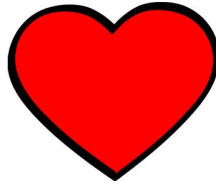
THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

February 14, 2021

Israeli littering is high

In a new university study published Monday says 45% of Israelis admit to having littered while in nature at least once during the past year. Responses came from every sector of the national demographic. Common excuses for their indiscretions: "not seeing a trash can nearby," or "not noticing". According to the self-reports gathered, littering was highest among youth, ultra-Orthodox people and residents of Jerusalem.



Issue 400!

Happy Valentine's Day! And Happy Anniversary to *Litterland*, this being my 400th weekly dish of litter news since 2013. I had hoped people would have quit littering by now to give this editor a break.

Plastic in fish is growing

A team of ecologists at Stanford U's Hopkins Marine Station has flagged for concern the widespread and increasing level of plastic ingestion found in and harming more than 200 species of fish.

For the love of the planet, outfox litter



Love your toilet and pipes month

February is Love Your Toilet and Plumbing Month when the Toho Water Authority flushes out the rules for avoiding clogged pipes and the costly repairs they require. The toilet is not a garbage can. Wipes, grease and oil are a big no-no along with hygiene or feminine products, kitchen towels, tissues or cloths, diapers,



dental floss or whitening strips, Kitty Litter, condoms, medicines or vitamins, hair, bandages or cotton swabs and cigarette butts. Think of it as these Ps only belong in your porcelain pot: Pee, Pooh, Paper (toilet paper) and, forgive us, Puke.

Tobacco company report a first

An inaugural Sustainability Report from Canadian tobacco company Rothmans, Benson & Hedges mentions a responsibility for litter, a word rarely found in its reports. RBH lists tackling cigarette butt litter and recycling as a "top priority" and says a 3-year butt recycling program began in January.

Elementary students in Elmore County, AL named [Foxy Loxy](#) and other county-designed "anti-litter critters" for promotional signs.

HEADLINE LITTER GRABBERS (FEB 7 - 14)

Some of what made our News Reel this week

Tourists blamed for Mediterranean mess (2/8)

University of Barcelona blames tourist activity for 80 percent of the litter winding up in the Mediterranean, a region that draws one-third of the world's tourism. Time to rethink the new tourism strategy, scientists advise.

Keep It Clean, Georgia, is the campaign theme (2/8)

Georgia's anti-litter campaign zeroes in on America's 200,000 yearly road collisions caused by flying litter and the state's \$10-million annual cleanup expenditure and what people can do to shave down those costs.

Cleaning jobs for homeless people in 2021 (2/8)

Vancouver, BC has committed \$2.1 million to a work program for homeless people to keep streets clean.

A 'neat' idea for the businesses who care (2/9)

The Penn Hills Anti-Litter Group awards an attractive certificate to businesses who keep their storefronts tidy and free of litter. It's called the Clean Sweep Initiative.

Devon's strategy approved Feb. 1 in works (2/10)

To tackle littering, Devon, UK hopes to drum the mantra 'challenge it, report it, change it' into the public's head. The council strategy is to understand and influence people's littering behaviour, make it easy to dispose of litter responsibly in the right places and deter people who deliberately drop litter by imposing fines.

DID YOU KNOW?

Two items: the idea of putting government CCTV cameras on private land with consent to catch litterers was [discussed on Radio Kerry, Ireland](#). The [flooded wetlands](#) in Baton Rouge are in incredibly sad shape. See [video](#).