

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

March 28, 2021



← Artists Beth Huttley and Alex Welch created a six-foot sculpture of a seal using plastic litter found on the coast such as masks, bags, bottles, cartons and straws. North Tyneside Council, hoping to cut single use plastic use, commissioned the piece for displaying at six beachside locations for two weeks at a time, starting in front of the Spanish City Dome at Whitley Bay.

[Ohio, Halifax PSAs a good view](#)

Halifax, Nova Scotia and Ohio have something in common: great public service ads on littering. [Ohio's PSA](#), "No More Litter, Ohio", features state transportation department workers. DOT Officials deem the litter problem "100% preventable". The [Halifax ad](#) highlights the lame excuses people will give for their littering and then debunks each one by cleverly contrasting images of sites that were littered with pictures of the same scene without the litter because people were responsible and didn't drop it.

[Littering is up, way up: Ireland](#)

According to a litter warden in Ireland's rural County Meath, north of Dublin, workload there went up by 40 percent in the first three months of 2020, beginning five weeks into the pandemic and steadily increasing ever since. Investigators comb dumped bags for evidence that will identify the owner and enable enforcement to follow. The county has instituted the Green Kilometer program, offering gloves, pickers, bags and high visibility jackets to cleanup volunteers.

[McDonald's pays for drones and AI](#)

Drones using artificial intelligence will fly over beaches in Bournemouth, Christchurch and Poole, mapping litter and hot spots in a pilot program being bankrolled by McDonald's UK and aided enviro-charity [Hubbub](#). The technology, using mobile and fixed cameras, will identify what type of litter is dropped, where and when, will map hot spots and help chart litter's travel patterns. Tried in Sorrento, the hybrid of drone and vehicle technology plus messaging and new receptacles reduced cigarette butt litter by 45% and general litter by 69%.

[A banner year for parks in Leeds](#)

Leeds, England will be adorning its parks with banners as pandemic restrictions start to ease telling visitors, "Don't litter our parks."

[Anti-litter app hits North Carolina](#)

North Carolina introduced an app for its Swat-A-Litterbug program to keep tabs on and educate people who litter the roads. Using the new app, users can report trash being thrown from a vehicle. Once reported the vehicle's owner will receive a notice from the State Highway Patrol. It will inform them that littering was witnessed, that littering is an offense and what the penalties are. The notification will urge them to keep NC clean.

[World Water Day photo shocker](#)

In 'water-stressed regions' is where more than half of the world's population will be living by 2050, says the United Nations. Reuters ran photos of waters devastatingly polluted by waste and human activity for UN World Water Day March 22.

This week the European Parliament urged the EU to take urgent action on marine litter.

DID YOU KNOW?

The first known victim of COVID-19 litter was an American robin which became entangled in a face mask at Chilliwack, Canada on April 10, 2020.

HEADLINE LITTER GRABBERS (MAR 21 -28)

Some of what made our News Reel this week

Get ready for Pitch-In Canada Week in April [\(3/22\)](#)

Cancelled in 2020, Pitch-In Week is back this year offering free bags from sponsor Tim Hortons. [Register.](#)

Harm done by gloves and masks studied [\(3/27\)](#)

A pair of researchers from Naturalis Biodiversity Center and University in Holland will be studying the impact of PPE on wildlife and is asking for public reports of such harm witnessed. Visit covidlitter.com for details.

Clean up committee - every city needs one [\(3/24\)](#)

Moosejaw, Saskatchewan just voted to set up a Community Clean-up Committee, one every city should emulate. It is a funded committee involving community associations, business groups, unions and citizens-at-large struck with the task of raising litter awareness and orchestrating two cleanup events a year.

Special fine created for littering PPE [\(3/25\)](#)

A new \$250 fine for littering masks and gloves has been passed into law by the city council in Boca Raton, FL.

The cost of littering in Illinois last year [\(3/25\)](#)

Illinois spent \$6.1 million removing litter in 2020.

Country star helping to get the message out [\(3/27\)](#)

Country music star Luke Combs, multi-platinum album seller, volunteered to serve as the pitchman for a new don't litter PSA in his home state of North Carolina leading up to the NCDOT Litter Sweep, April 10 to 24.