

# THIS WEEK IN "LITTERLAND"

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

April 25, 2021



## [Ohio launches its campaign](#)

Just in time for Earth Day, Ohio has unwrapped a campaign as a wake-up call telling citizens they need to clean up. Shown above, the slogan and logo for A Little Litter is a Big Problem is backed jointly by three state super agencies. A litter summit is planned for later this spring.

## [Ingenious Pennsylvania strategy nabs litterers](#)

Drivers in Pennsylvania must obtain and sign a registration card. In small print the card details the state's litter law. The driver's signature is akin to a legal promise not to litter. In two years troopers gave 2,200 citations and 900 warnings for littering.

## [Litter an issue on local election trail in UK](#)

In the midst of local elections in Cambridgeshire and Peterborough the BBC asked mayoral candidates for their solutions to the village's "litter pandemic" and published their answers.

## [Israeli beach guy on a mission with smokers](#)

Julian Melcer, of Tel Aviv, has lingered for the past three years on Israel's beaches picking up cigarette butts, talking to smokers and selling them portable ashtrays for \$6 apiece. An artist, the butts became a medium for his creations. He then found the NoButts organization in Ireland to recycle what he couldn't use. He calculates he and his volunteers have removed one million butts since he began his enterprise, which earns him between \$3,000 and \$4,000 in summer months.

## DID YOU KNOW?

High school student videographers in Trussville, AL await online voting results to determine who will walk away with cash for their school and a PSA spot in the Jefferson County Conservation Area [Litter Quitters video contest](#). See their entries [here](#).

## [Butt Blitz amasses tobacco litter tally](#)

A Greener Future is on track to collect one million butts in Ontario in April despite the pandemic. Executive director Rochelle Byrne says each of her teams is working hard to gather 50,000 cigarette butts each. With ten days to go 400,000-plus had been submitted by 150 volunteers. The butts will be recycled into industrial plastic by TerraCycle and, based on total weights, they will raise dollars for the non-profit as well. Track progress on its [dashboard](#).

## [America's latest litter study out now](#)

Litter is down a bit on land, up in waterways. Behavioral change is the lasting answer. These points emerge from the biggest [litter study](#) ever undertaken in the USA. Keep America Beautiful's latest offering hits on four key points. 90% of residents agree litter is a problem, of 50 billion pieces of litter, the split is 24b on roadside, 26b in water, 207 million PPE littered in the first three quarters of 2020 and more than 2,000 pieces of litter per mile. The authors say if every American picked up 152 pieces of litter in one day, and then stopped throwing down, the problem would disappear.

## HEADLINE LITTER GRABBERS (APR 18 - 25)

Some of what made our News Reel this week

### **New York politician introduces "Own the 18" [\(4/18\)](#)**

Staten Island borough president James Oddo asks citizens to "Own the 18" and use that day of the month from April to September to litter-proof their front yards and 18 inches into the street as the bylaw so deems.

### **Group tosses out challenges for Earth Week [\(4/18\)](#)**

#7 of seven tips from [Lives with Less Plastic](#): "Go outside and pick up at least 20 different items of litter."

### **Litter completely blocks storm sewer [\(4/18\)](#)**

Indianola, Iowa appealed to its residents to rid street drains of litter after 40 hours and 7,500 gallons of water went to clearing a trash-blocked stormwater sewer.

### **Picking used as a fundraising tool for friend [\(4/18\)](#)**

A group in Tamworth is running a series of litter-picks to [raise funds](#) for revered resident Sonya Britton after learning of her Huntington's Disease diagnosis.

### **Massive haul registered in NC already [\(4/19\)](#)**

So far since January North Carolina has lifted four million pounds of litter from its roadways, one million since April 1. Officials recommend securing loads, holding onto trash and recycling. [See PSA](#).

### **New Philly task force to advise on program [\(4/23\)](#)**

A newly formed litter task force in Philadelphia will guide the city's \$62 million foray into street sweeping.