

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

June 27, 2021

Brantford's leading

Brantford, Ontario, Canada has recently introduced an anti-littering campaign complete with a new logo and a call to action to residents to "Love where you live". The campaign will be featured on waste bins throughout the community. As part of the campaign, the City reached out to students by promoting an online contest seeking to develop 'Clean Brantford' themed artwork for featuring on the City's new downtown waste bins, which are solar powered compacting receptacles that hold more trash between pick-ups. Contest entries promote picking up litter, reducing litter and taking care of the planet. Winning depictions will be posted on the City's website and various social media platforms to extend the reach of these important messages. *Litterland* applauds Brantford for its thoughtful and educational approach and considers it a benchmark.



"Public Enemy Number One"

Forest Preserve District in Will County, Illinois has pulled back the curtain on its new, digital campaign, "[Litter: Public Enemy No. 1](#)," on the heels of its award-winning 2019 effort, "[Don't Be a Jerk](#)". This year the pot is sweetened with the offer of free litter-picking wands for the first hundred volunteers. Website [here](#).

Dirtiest beach day of the year

Surfrider in San Diego is trying to get in front of a wave they know is coming -- a wave of litter on what the group terms "the dirtiest beach day of the year" - America's national Fourth of July holiday. For 2021 the environmental group suggests not bringing single use plastic items to the beach in the first place. Even the most responsible beachgoer can inadvertently litter an item like a bottle cap, says the group, whose key goal is to clean the seas of plastics. The group advances it with education before the holiday and cleanups the following day.

Tobacco cash funds butt pickups

Unsmoke Canada (Rothmans, Benson & Hedges) announced \$75,000 in its second annual round of cash grants to litter-focused groups willing to pick up cigarette butts: In Ontario, A Greener Future and Central Lake Ontario Conservation, both of Oshawa; Central Ontario ATV Club, Stayner; Help Aid Canada, Brampton; Johnstown ATV Club in Spencerville and Verona's District ATV Club. In Quebec: Club Quad Les Deux Phares in Mont St-Pierre and Fédération Québécoise des Clubs Quads in Bois-des-Filion. In eastern Canada, Avalon Trailway Corp, Conception Bay South, NL; Rusagonis ATV Club in Lincoln, PEI's ATV Federation in Summerside. In Alberta, Calgary ATV Riders Association and Crownest Pass Quad Squad Association in Blairmore. In Winnipeg, Manitoba: Siloam Mission and Eastman ATV Association Inc. In BC: Friends of Kootenay Lake Stewardship Society in Nelson, Logan Lake ATV Club in Logan Lake; Pitch In Canada in Campbell River, and Sooke ATV Club. [Details](#).

DID YOU KNOW?

The Government of Canada announced a new \$200 million [Natural Infrastructure Fund](#) on Friday. An open, merit-based process will be created for funding smaller projects, no details yet. Toronto will receive \$20-million to clear litter and invasive species from areas targeted in its Ravine Strategy.

HEADLINE LITTER GRABBERS (JUN 20 - 27)

Some of what made our News Reel this week

Nature trail in Ontario hires ambassadors [\(6/21\)](#)

Ontario's beautiful Bruce Trail will be traversed by six newly hired ambassadors whose job is to patrol, tidy and talk. They're telling visitors to take garbage home.

Flyer company to be given one last chance [\(6/21\)](#)

Nova Scotia flyer delivery company SaltWire could face charges under the litter bylaw for the deluge of its flyers on roads and in ditches in Guysborough County, a company rep was told at council's most recent meeting.

Balloon bill rises as a legislative priority [\(6/22\)](#)

Maine's bill against deliberately releasing any balloons, which assigns fines of \$100 to \$500, has passed and awaits the governor's signature. Accidental release by a child or for scientific experiments is exempt.

On-the-spot fines debuted on public demand [\(6/23\)](#)

Adur and Worthing, UK have trotted out patrols and a fining regimen -- £75 for littering, £100 for dog messes. Residents said they'd had enough of blighters.

Japan awash in face mask ocean pollution [\(6/25\)](#)

Aimed at face mask contamination, Shizuoka, Japan started a subsidy program. It grants up to 100,000 yen (\$912) to groups for cleanup work in the sea and rivers.

Pennsylvania says litter problem is growing [\(6/23\)](#)

Here's Pennsylvania's [new video](#) posted on YouTube.