

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

July 18, 2021

Northampton launches Litter Charter

County council in West Northamptonshire on Friday unveiled its Litter Charter, a commitment to work with the community and pledging enforcement, education programmes and standards of cleanliness. Among the promised measures: working with fast food restaurants to reduce the littering of their takeaway packaging, reviewing bin placement and cleanup frequency schedules at litter hot spots, fining offenders heavily and using CCTV camera footage to identify them. A [Litter Picking Toolkit](#) was created too. "It is not enough for us just to clear it up - we need education in schools and communities, a robust enforcement policy, and strategic plans to ensure we have enough bins, in the right places, with the correct emptying and maintenance schedules," said Councillor Phil Larratt, the chair of council's Cabinet Member for Climate and Waste Services.



Beaches without Butts

Mielno, Poland is trumpeting 'Plaza Bez Peta', "Beach without a Butt", for a second year running. Part of the pitch is the giveaway of fold-out cardboard ashtrays, shown right, that nestle in the sand and are taken and emptied properly by the user when the beach trip is done. Above, a poster for the campaign.



Letter argues that images matter

in a [published letter to the editor](#) of the Chinook News of Long Beach, Washington a beach-cleaning litter picker scolded the paper for "sending a poor message" by running a cartoon depicting July 4th spectators walking toward a fireworks display "while their removed masks floated from their hands and dropped toward the ground," Dianne Fuller wrote. "Please don't encourage littering. Images matter," she added.

Toronto delivers message

Perhaps due to a nudge from *Litterland*, the July edition of Toronto's online environmental Live Green Newsletter contains an anti-litter 'keep the city beautiful' message. June's newsletter was devoid of a litter prevention reminder. We think one should be repeated in every issue. We're told that will only happen if the city's solid waste division provides one, and no promises. Obviously environmentalists receiving the city's publication know never to litter, but the city's mention of the subject shows it not only matters but gives people who care something to point to when raising the topic with people they know who do litter.

DID YOU KNOW?

According to zoo.org.au, balloons are the #1 deadliest form of litter when ingested by seabirds.

HEADLINE LITTER GRABBERS (JUL 11 - 18)

Some of what made our News Reel this week

Foam bodyboard and cooler ban coming (7/11)

Those polystyrene foam drink coolers, ice chests and any new recreational bodyboards won't be sold in Maui anymore if county council has its way. Recently its environment committee voted to add these items to its list of already banned items like foam food containers.

Dog's mess could cost you a thousand Euros (7/12)

Oo-la-la. There's an haute price to pay for leaving your dog's poop or litter in public places in Obernai, France. €1,000 is the new council-approved minimum penalty.

Not blown away by RI's new balloon law (11/12)

Rhode Island's \$100 fine for releasing more than ten balloons doesn't go far enough, say critics at [Balloons Blow](#). They want a global ban and no permissible limit.

Balloon releases banned in Victoria, AU (7/16)

They don't want up, up and away Down Under. Victoria, at least, banned balloon releases starting July 1 and will impose fines of \$991 to \$82,610 based on the quantity of balloons and whether the case lands in court. [More.](#)

Madison man specializes in creating beauty (7/14)

Curtis "CreekRunner" Eades of Madison County cleans up local Kentucky creeks. He turns some of what he finds into art and wound up on TV. He wants to start the Trashy Olympics to get more people picking up litter.