

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com

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2021 chewing gum litter campaign

Galway is sticking to its strategy for reducing gum litter. This year marks Number 15 for the Gum Litter Task Force. Ireland stands out as a leader in attacking the problem. Business, community and government work on it together. Now 88 percent of people dispose of gum correctly compared to 54 percent 13 years ago. “Bin your gum when you’re done, avoid a £150 gum litter fine.”



Above, North Devon put stickers of this cute guy on their garbage bins to attract attention.

Dorset debuts its positive mural

The inventive folks at Litter Free Dorset have an unmistakable message on a new mural wall at Sandsfoot Castle beach, Weymouth: ‘Leave Only Footprints’ created by a local design firm.



Reducing gum litter doesn’t happen overnight. The IBAL business group and Ireland’s environmental agency work hand-in-hand.

Lights, camera, action!

Good Pitch Local Philadelphia was a virtual event held Tuesday to match media creators with help to produce their socially aware content. One of the ten projects, which range from art installations and documentaries to podcasts, is [Untitled Illegal Dumping Project](#), a feature film and video installation project four years in the making. PhillyCAM and Doc Society are behind the matchmaking event.

Litter lessons to be mandatory here

Rhode Island has just passed a bill into law that will ensure every elementary and middle school in the state teaches litter prevention and recycling awareness every year.

Taking a litter breather - be back soon

It’s time for our annual break. *Litterland* will return.

DID YOU KNOW?

Toronto no longer require volunteers to don face masks to work outdoors in city-run, sustainability programs such as litter picking and tree planting. Last week the pandemic mask rule was cancelled except for when physical distancing can’t be maintained.

HEADLINE LITTER GRABBERS (JUL 25 - AUG 1)

Some of what made our News Reel this week

Let them pick trash, lawmaker suggests (7/29)

Tough talk from Sheriff Heath Jackson, of Escambia County, Alabama. He wants anyone found littering sentenced to pick up trash for 40 hours.

One in three of Ireland’s beaches is littered (7/29)

A national study by Irish Business Against Litter (IBAL) measured the litter status of Ireland’s 32 beaches recently. One in three of them was spanked with an unacceptable ranking of littered or heavily littered, largely with plastic items. Forty percent of the beaches were deemed to be “clean to European standards.”

Putting litter into a municipal budget (7/26)

Orillia, Ontario may dump \$40,000 into more work crews to keep the city clean if council approves a pilot program proposed in the 2022 budget.

Study looks at impact of virus on wildlife (7/24)

An in-depth analysis out of the Netherlands and funded in part by Leiden University looks at COVID-19’s impact on wildlife. “We signal COVID-19 litter as a new threat to animal life. The PPE products that are designed to keep us safe are actually harming animals around us,” says the paper, which claims to be the first to document COVID litter’s footprint. The authors urge “citizen scientists” to report it at www.covidlitter.com.