

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 30, 2015



Are these ads 'sexist'?

A change in caption from "smart" for the man to "pretty" for the woman has not everyone loving the new poster campaign from Love Essex, Hate Litter. Braintree Council is fending off barbs from feminists and a change.org petition wanting the ads scrapped.

Unhappy Anniversary

One year ago we ran the heartbreaking story about the collapse of the City of Toronto's anti-littering campaign. "Littering says a lot about you" was yanked before it really got going due to litigious rumblings from unnamed brand-makers whose products appeared in advertising images without permission. At the time city staff promised new anti-littering initiatives. Still waiting on that one, and on details on how much money was wasted in the shelving.

Plastic recycling in Toronto comes to your door
Recently Toronto did a brilliant job on ads promoting June's introduction of plastics to its Blue Box curbside recycling program. Clever "We Want In" radio spots and the city's move to capture more plastic should result in less flyaway plastic litter if people pack their bins properly and participate avidly. The jury's still out.

SPLAT!

GUM SPLATTER BOARDS
Manly, AU unveiled a blue board designed to receive chewed gum. It has rapidly become the back-drop of choice for selfies.



Designed in house to modify gum-littering behaviours with the tagline, "Hey Tossler. Don't throw your gum on the ground. Stick it here instead." Stationed daily (not overnight) at a high traffic location, the board amasses 300-400 blobs a week and gets replaced when fully covered. Council also has a gum removal machine working full steam.

DID YOU KNOW?

Out to shame litter louts, Balmoral Castle staff posted an image on social media Aug. 24 of one day's litter strewn at the summit of Lochnagar, a beloved beauty spot of Prince Charles, a keen, anti-litter campaigner.

HEADLINE LITTER GRABBERS (AUG 23—30)

Some of what made our News Reel this week

A dedicated court for litter proposed (8/23)
Bedico, LA constable Don Marshall has called on his parish council to create a litter court for handling waste mismanagement and dumping offences.

Aussie's out front on research (8/24)
Just in time for Keep Australia Beautiful Week, a McKrindle Research survey helps to explain why littering is such a pesky bugaboo. While 99% say litter bothers them, 30% still do it. And 83% define littering as a community problem, but only seven per cent of people take part in organized cleanups.

Manitoba container scheme pays off (8/24)
The Canadian beverage industry-funded *Recycle Everywhere* program for containers in Manitoba hit its highest-ever diversion rate: 64 per cent in 2014.

Litter chill in Delhi gets in the way (8/23)
New Delhi Council blames its sanitation woes on littering and lack of citizen cooperation. Both are thwarting the Prime Minister's *Clean India* plan.

Leith's campaign on a roll (8/24)
Gerry Farrell's call for people in Leith, Scotland to clean up elicited 400 fans and pledges on Facebook in six days.

LEITHERS DON'T LITTER.