

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 4, 2014

He kissed a pig

A Vice-Principal in Hubei, China told his students he would kiss a pig if they remedied their littering ways inside and outside their school. This week, mouth to snout at a surprise assembly, Yao Ming Hong made good on his promise and planted his porcine peck for all to see after noting the litter problem had been solved. Evidently this educator found the right incentive and the student community rose to the occasion, as did the pig! Weibo was aglow with positive comments for "the perfect vice-principal." (Photo, right)



(Above photo: Berlin)

DNA pooh testing in Naples, Italy

A crackdown on pooping pooches has taken a CSI-like turn in Naples. Part of dog licensing there involves a saliva swabbing to determine Doggy's DNA. When enforcement officers find unsightly piles, sample material is tested and matched to the offending canine. A \$695 fine is dumped back on the owner.

DID YOU KNOW?

Since Thrifty Foods in British Columbia stopped providing plastic grocery bags to their customers in 2009, the action has stopped 27 million bags a year from being littered or buried as landfill. In-store collections since 2006 have snagged 300-million used bags for recycling.

HEADLINE LITTER GRABBERS (APR 27 - MAY 4)

Some of what made our News Reel this week
litterpreventionprogram.com/news-reel.html

Water village on stilts, Kampung Sim Sim litter-free (4/27)

Here's validation for the idea that littering can be stopped. Tiny Kampung Sim Sim in Malaysian Borneo declared itself litter-free this week, the first jurisdiction to do so in our memory.

Florida athletes sign on to roadside litter action (4/28)

Stars from Florida's revered athletic world will be faces for the newly launched statewide campaign for roadside litter reduction. Johnathan Cyprien (Jaguars), Brian Hartline (Dolphins), Mike James, (Buccaneers), golfer Kenny Knox and NASCAR driver Scott Lagasse, Jr. have all signed on.

Helicopters swoop down on littered remote areas (4/30)

A \$450,000 program in Australia sends helicopters to survey the ACT/NWT border for out-of-the-way, illegal dumping sites.

Poverty, crime, litter: Northampton takes a good look (4/28)

This UK Council has the power to investigate any issue identified by the community. Northampton has initiated a 12-month investigation into litter, violence and poverty.

Southampton nightclub tax consultation begins (4/28)

Hearings on levying the thorny 'litter tax' on bars and eateries in downtown Southampton, UK were set in motion this week.

California mayor makes litter a main message (4/28)

Watsonville Mayor Karina Cervantes doesn't shy away from trash talk. She highlights litter in her messages to the public.