

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Half of us lie about shoddy waste disposal habits: new book

More than half the time what people say after littering does not match what they do, according to decades of research spun into a delightful new book by Melbourne behavioural psychologists Karen Spehr and Rob Curnow. In *Litter-ology: Understanding Littering and the Secrets to Clean Public Places* the authors rely on data borne from independent observations of individual disposal habits by one trained team member followed by impartial, 'blind' interviews by a second. "We found that of those people who'd just littered, 60% did not admit to littering that day," they write. "One of our most robust findings has been that what people tell you about their disposal behaviour is not a very reliable indicator of their observable actions." *Litter-ology* is an invaluable litter prevention guide shaped by the pair's 20 years of scientific studying littering behaviours in Australia. www.amazon.com

Royal Visit buoys litter experts

Surfers Against Sewage and its partners greeted Ocean Plastics Awareness Day on Wednesday with a visit from Prince Charles, whose interest in stemming marine litter has elevated the cause on the global stage. HRH and his wife met with academic experts at Plymouth University like Professor Richard Thompson, microplastics specialist, and Dr Gregory Borne, research director. The Royal Couple spent part of their day witnessing volunteer cleanup efforts.

University of Strathclyde won a Scottish government research contract to develop CCTV camera software that can detect what and where litter is thrown. It signals Scotland's desire to move to next generation analysis tools and measures that can assess litter as it is being thrown. Current audits and static litter counts don't tell the whole story, proponents say.



HEADLINE LITTER GRABBERS (JUL 19 - 26)

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

Online dating site marries meet-up and pick-up (7/20)

Beach Buddies, a dating site in Isle of Man, matches singles 35+ who want to meet while cleaning up beaches.

Torbay, UK invests in "dog-poo police" (7/25)

Torbay Council has voted to launch a 12-month trial of environmental crime enforcement in September. A private company will educate and ticket if necessary for littering and dog fouling in a plan billed as cost neutral. Under-18s will not be ticketed, but authorities will seek to identify the youths' parents to involve them in educational efforts.

Plastic bag use way down as Scots add fee (7/25)

Plastic carrier bag use in Scotland has fallen by just shy of 130 million with October's introduction of a 5p bag fee.

Ticket-book touting litter wardens about to patrol (7/25)

North Lincolnshire will go the way of £50 on-the-spot fines as of August 1, the start date for new style community litter wardens being hired. A new drive will seek to fine people who drop leaflets or flyers they have been handed.

Festival introduces 'litter bond' ticket surcharge (7/23)

At the sold-out Secret Garden Party, a 4-day, open-air event in Huntingdon, UK: they've begun adding a £10 litter bond to the ticket price, returnable when patrons fill two provided bags with litter and return them to the exit gate.



DID YOU KNOW?

Ireland's Gum Litter Taskforce is sticking around. Twenty-four local authorities are on board the renewed government and gum industry funded program for 2015 - 2017. A flurry of campaigns will be launched over the next several weeks.