

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

September 20, 2015



**Doggedly determined**

## Are spot fines the ticket?

North Lincolnshire Council is doing the equivalent of a collective head scratch trying to figure out why its new, beefy, highly visible nine-person squad of outfitted, camera-wearing enforcers hasn't issued a single £50 on-the-spot littering fine in Scunthorpe since forming August 1. A report says the roving officers have yet to receive any intelligence to support a charge. Six weeks into the program, the town will continue encouraging people to report. Parking tickets are a different story, 4,406 people fined from April to August.



*EVIE the Litter Dog, pictured above, is the Canadian-born inspiration behind environmental EVIE books and Keep Evansville Beautiful. The seven-year-old Yellow Labrador Retriever "EVIE SUE" visits classrooms and has fronted an award-winning, anti-littering program presented to 50,000 children and adults in Tennessee, Florida, Indiana and Washington, D.C. EVIE stands for Every Volunteer Is Essential.*

**Jordanian princess gives litter royal treatment**  
Jordan's Princess Basma gave her royal push to a new campaign, launching "Throw It Right" Tuesday at Haya Cultural Centre. With only 20 per cent of Jordan's three million plastic bags ever reaching a landfill site and 200,000 sheep dying annually after swallowing plastic bags the Ministry of Environment, with major backing from the German Development Cooperation (GIZ), is now involved in massive outreach on litter to 500 schools, hotels, hospitals and government buildings.

### DID YOU KNOW?

Passed at the National Hobo Convention of 1889 in St. Louis: a strict, 15-point ethical code for transients of the day. Don't Litter is Rule #8. "Always respect nature, do not leave garbage where you are jungling." Also on the list, 'Be Mindful Of Others', 'Lend A Hand' and 'Get A Job'. Number One? 'You Do You.' "Decide your own life, don't let another person run or rule you."

### HEADLINE LITTER GRABBERS (SEP 13 - 20)

Some of what made our News Reel this week

#### America moves to cut food waste (9/16)

Declaring the US needs a shame campaign similar to ones against littering to get Americans to stop wasting food, Agriculture Secretary Tom Vilsack announced a national goal Wednesday to reduce food waste in America by 50 per cent by 2030.

#### One government's call to hikers (9/16)

Hong Kong has unveiled a one-year trial of the idea of litter-free hiking at four of its most popular trails.

#### S. African city trumpets its litter free day (9/18)

At 9 a.m. on Monday an educational motorcade will be winding its way through the Central Business District of eThekweni Municipality to trumpet the city's No Litter Day on September 21. Clean ups are planned and a litter-free city is the stated goal.

#### Shame letters a new tactic in NY (9/17)

Starting in October, Staten Island's Department of Sanitation will send letters to owners of vehicles from which officials have observed litter being tossed. A formal missive loaded with shame-evoking messages goes to the owner of the vehicle.

#### High River to restrict "election litter" (9/18)

To quell sign litter and blight, High River Council has voted to designate just ten public areas for election signs and ban them on all other public properties in town. Private lawns will still be okay.