

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 24, 2016



Photo: Wayne Dixon

Litterland told you about Wayne Dixon and dog, Koda, on [Jan. 31](#), the day before the pair began a yearlong litter-picking voyage across the British Isles. "Friend" him on [Facebook](#) to keep tabs on their trip. They arrived in Scotland in early April to a warm welcome from the Zero Waste types. Orkney Zerowaste want to show him some of their famed Orcadian island hospitality when he makes his way north in a few months time.

"Chick-bait" guy handed £80 fine

A photo of a KFC takeout meal on a Cheltenham sidewalk [went viral](#) and did not escape the notice of Gloucestershire Echo newspaper. It ran a story calling on the person responsible for the spilled mess to own up. Student Callum Meek, 21, came forward to claim the food refuse as his and to explain the bag had fallen apart as he walked away from the shop. His chicken and chips fell to the ground. His honesty will have to be its own reward. Following the confession, he was handed a fixed penalty notice for £80. The incident was then dubbed "chick-bait".

LITTERING SMOKES BAD FOR HEALTH OF PLANET: AGENCY

The Florida State Health Department used Earth Day to tell the 76.6 per cent of smokers who flout the law and litter their butts to quit it. Tobacco Free Florida says every year the world's smokers add 1.69 million pounds of toxic litter to the planet.

HEADLINE LITTER GRABBERS (APR 17 - 24)

Some of what made our News Reel this week

Canada picking butts up off the ground (4/22)

Canadians are being summoned to pick up and hand over littered cigarette butts for recycling during the second annual, national Butt Blitz on Saturday, May 7. See the [Facebook page](#) and [website](#) for details.

These Louisiana cops are on the case (4/18)

Police were out to arrest litter in Shreveport, LA by staging a one-week blitz dispensing education and penalties. Here, litter is a law enforcement issue.

Europe's most littered coast is in Sweden (4/18)

Troubling data emerged Monday over increasing litter on Sweden's southwest shore in the Bohuslan region. Research from Gothenburg University reports 20,000 pieces of litter per 100 meters over the past two years. The norm for the past decade? 1000 pieces per 100m.

First week rings with the sound of money (4/20)

One week into private enforcement in Northampton, UK saw 70 people receive £5,600 in littering penalties.

75,000 tourists a day to be sold jute bags (4/20)

Tourists in Shimla, India will be expected to purchase city-supplied, reusable jute bags and use them for litter while visiting the popular travel destination. Bags are being distributed at city entrance points and cost Rs 40 (US 60¢). A national "Clean India" drive added impetus, but this city has long been progressive on the litter front. In 2012 it hired wardens to blow whistles at tourists they witnessed to be littering to embarrass them into picking up or, otherwise, receive a ticket.

Plastic bag grab: who knew?

Canada's plastic industry body, CPIA, sent out word April 19 of a national contest, #PlasticBagGrab. It challenged elementary schools to collect the most plastic bags for handsome cash prizes of up to \$3,000 for the top three collecting schools in each of the country's 13 provinces and territories. Bags will be recycled and made into new products. Litterland wonders, how many schools were aware of the contest? Ideas like this deserve some 'buzz'. None to be found here, even with Walmart involved. The media announcement came out after the contest was well underway. (In Toronto plastic bags are recycled through the Blue Box curbside collection program.)

Malaysian city steps ahead with this race

Kota Kinabalu City held a Litter Free City Run on April 17 as a 16th anniversary event. A clean run in every respect – well maintained and educational – it touted three tenets: don't throw garbage, chide anyone you see littering and, if you see trash, pick it up. Mayor-backed, City Hall driven: a winner!

DID YOU KNOW?

Littering by villagers is clogging the Beijiang River in Guangdong Province and is polluting important reservoirs across China. A cleanup of one area the size of 28 football fields and one meter thick with litter took workers 20 days. Officials warn of flooding and unsafe drinking water, hoping to abate the direct dumping of trash into waterways.