

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 13, 2014

UK plan puts it in the bag

April is Britain's month to zero in on curbing roadside littering. Electronic message boards will blitz drivers with ongoing reminders, such as, 'help stop litter, bin it', 'bin your litter, other people do' and 'don't drop litter, bin it'. It costs as much to collect one bag of rubbish from a motorway as it does to fill one pothole - around £40.



In litter history 315 years ago, Russian Tsar Peter the Great issued an anti-littering ordinance on April 9, 1699, by formalizing "maintenance of cleanliness in Moscow and punishment for littering" as an executive order. That was a year hallmarked by his efforts to improve living conditions. Today, litter and waste are the top



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concerns among Russians, according to a 2013 survey.



NEWS FLASH!
McDonald's
Canada is not
able to talk to
us about litter.

With all due respect to The Royals



The Duke and Duchess of Cambridge had their collective honour defended by a local man who went to a public meeting decrying those who had littered Cambridge's regally named King's Hedges. The meeting is one of three a year arranged by council's anti-social behaviour officers for police and council to hear residents' complaints about petty crimes.

HEADLINE LITTER GRABBERS (APR 6 - 13)

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

Evidence-gathering spy cams talk back to rowdies (4/8)

Cambridge is contemplating playing I Spy with litter louts. Talking CCTV cameras that spot culprits in the act and tell them to clean up may wind up in the city's arsenal as they have in Peterborough and Middlesbrough, UK.

Toronto, Ottawa want funding for butt cleanup (4/10)

Grumblings about the high expense of cleaning up littered cigarette butts from city property have morphed into political calls in Toronto and Ottawa for the power to require tobacco companies to pay the cost of butt litter control.

The Crap Fairy wishes it would all go away (4/6)

A UK blogger calling herself The Crap Fairy writes a weekly column for Kirkbymoorside Town Blog about trials on the trail to keeping beautiful moor areas clean. Twitter @thecrapfairy

City invites signatories to its litter charter (4/9)

Birmingham has unrolled the city's voluntary litter charter, hoping to spur citizen involvement in solutions.

Exeter does double take on butts and gum (3/19)

Exeter, UK has started giving away pocket pouches in a dual-pronged litter attack on the two most common and vexing items of small litter: cigarette butts and chewed gum.

DID YOU KNOW?

Massive cleanup of litter and garbage in Fiji are being credited for quelling the troubling spread of dengue fever. Health Minister Dr. Neil Sharma announced on World Health Day, April 8, that new cases of the disease and mortality rates are finally dropping. Twelve have died since mid-March and 20 remain ill in hospital.