

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

April 27, 2014

## STUMPED!



Above, this is not a garbage can. Why is it full of litter?

*When no can is in sight, when a bin's overflowing,  
is no time to litter, is time to keep going.  
Head held high and with item in hand,  
Go find a bona fide garbage can.*

The University of Otago in New Zealand has completed a first-ever mapping project to identify where the smokers are. Led by Dr. Amber Pearson and borrowing mapping methods used in archeology, the researchers observed 2600 people in downtown Wellington cafés and bars and found 16 per cent were smoking, a daytime figure that increased at night. From outdoor public areas such as a footpath, 116 smokers could be seen at any one time. Mapping where smokers congregate might spur policies to help reduce the normality of smoking and by extension combat litter, water pollution and cleaning costs.

### DID YOU KNOW?

On Friday, Florida unveiled a three-year, statewide anti-littering campaign for highways aimed at drivers 18-35. Billboards urge them to "DRIVE IT HOME . . . KEEP OUR PARADISE LITTER FREE". The scenic signs are backed up by a social marketing drive for Roadside Litter Prevention Education: [www.CleanFLroads.com](http://www.CleanFLroads.com) and @CleanFLroads

### REVENGE OF THE OVERFLOWING BIN

Camden Councillor Keith Moffitt (Lib Dem) takes issue with the constant problem of an overflowing waste bin outside West Hampstead library. He tweets images of his litter concerns @KeithMoffitt to spark awareness and action in his West Camden ward.



CAMDEN, UK  
Photo: Keith Moffitt

### HEADLINE LITTER GRABBERS (APR 20 - 27)

Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

#### Meeting with McDonald's on the menu (4/24)

The McDonald's In Barnstaple, Devon, UK has committed to join council and highway teams to clean a 34-mile stretch of freeway. An update from Canada, McDonald's has agreed to meet with us after all, in May. (See *Litterland, Issue 9, Vol 2*)

#### Western Canadian town isn't messing around (4/25)

They've passed a new litter law in Strathmore, Alberta.

#### Harare, Zimbabwe 'culture of dumping' under fire (4/25)

Harare has the laws, but needs the public's help to achieve zero litter status, Environmental Management Agency official Steady Kangatha said at Zimbabwe's International Trade Fair.

#### "Move Your Butts" at UCLA spawned by ban (4/24)

A UCLA on-campus smoking ban led students to focus on cigarette butt cleanup on public perimeters at the behest of joggers and pedestrians. An awareness event took place outside the aptly named, in this case, Arthur Ashe Building.

#### Let's Clean Europe Day is a Saturday in May (4/23)

Europe is opting for May 10 as the day its nations should dedicate to cleaning up. You can't trust April anymore.

#### Dedicated Dorset do-gooder our YouTube star (4/27)

A *Litterland* five-stars to Simon Owens, whose mega-efforts to rid roadsides of litter are captured in his current YouTube offering, "A35 Dorset, UK Lay-by Litter Pick". In a clever twist, his video is "brought to you by" the various litter types and brands he finds during his truly mammoth hauls. View at <https://www.youtube.com/watch?v=E3frMdxHrXY>