

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

October 19, 2014



HOW A LITTERING SMOKERS CAN EARN A REPRIEVE

In Calderdale, UK, a smoker can avoid a monetary penalty for littering a cigarette butt by enrolling in a quit-smoking program. Council approved the scheme Monday, hoping a public smoking cessation course is more appealing to smokers than paying the £80 set fine for smoking-related littering. Smokers will have four weeks from the date of their offence to either sign up or pay up.

← Bad spelling, or marketing genius?

THIS LITTER SIGN HAS THEM TALKING IN ILLINOIS

Either someone in the Illinois state sign shop can't spell or someone had a streak of marketing brilliance. This week Conservative blogger marathonpundit fired off a missive decrying the money wasted on the misspelled DON,T LITER signs. *Litterland* applauds correct spelling, but also recognizes that a sign like that makes people look twice. We are in favour of any sign that gets people talking about not littering.

HEADLINE LITTER GRABBERS (OCT. 12-19)

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

THE COFFEE CUP - PRIME REAL ESTATE

The beverage cup could be a vessel for public service messages about not littering, says the nonprofit ZILCH UK. The group has a push on to stir some action among purveyors of take-away beverages to get space devoted on each container for a litter prevention message. In the opinion of ZILCH founder, Quentin Brodie-Cooper, the cup surface is prime real estate that should be dedicated to trying to reduce coffee cup and food waste litter. www.zilch.org.uk

Canada's broadcaster puts eye to the ground (10/13)

A doc on dumping, "Trashing Canada", by reporter Havard Gould, aired on CBC's *The National* Monday. (www.cbc.ca)

Fines for environmental crimes register here (10/16)

Carmarthenshire collected £29,240 in fines for littering and dog fouling for the year ending March 31, 2014. A new report from Keep Wales Tidy says charges are up.

Cape Breton youth learn from example (10/16)

Eddie Orrell is a Maritime politician trying to spearhead a litter change. The MLA for Northside-Westmount enlisted Northside students into his cleanup efforts. Memorial High School principal Brendan Dugas pegged adults as the worst offenders "sometimes", saying: "When kids see other people throwing things out the window of a vehicle or dropping chip wrappers or pop cans on the ground then they think they can do it as well, and that is a problem."

Arabian nation decides enough is enough (10/13)

Kuwait is preparing to kick some serious butt. Fines for littering, indoor smoking, noise, even picking flowers, came into effect Sunday. Littering alone carries a cost of KD500, about \$1720 US. A powerful new police division will monitor enforcement and can prod local authorities that don't give these new rules adequate attention.

DID YOU KNOW?

Scotland found 'resounding success' in its team effort to clamp down on "anti-social camping". Police and the forestry commission, working jointly, reduced unwanted activity in regulated areas by 81 per cent in East Loch Lomond, the National Parks Authority board heard this week. A 12-week public consultation process was launched this week, the next step to achieving an envisioned National Parks Partnership Plan.