

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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*Litterland Exclusive!*

## Canadian drugstore chain nixes its line of wet wipes

Shoppers Drug Mart is completely wiping out its Life Brand line of wet wipes, *Litterland* has learned. The Canadian company confirmed the news in a letter last week to publisher, Sheila White, who last April had complained to CEO Galen Weston about the inaptly named "Flushable Wipes".

"We can confirm since the draft of your letter the Life Brand Flushable wipes have since been a product we have been active in discontinuing," a company spokesperson wrote on November 20. Wipes and other products like it are not to be flushed down a toilet. Most wipes contain micro plastic, explains Barry Orr, head of Municipal Enforcement Sewer Use Group (MESUG), a group at the fore of advocating policies and broader awareness on the dangers of flushing inappropriate items. Orr, who recently won an award for his work from Water Canada Magazine, predicts that within a year any product labelled 'flushable' will be required to meet the ISO quality standard MESUG wants.

KEEP OUR ENVIRONMENT CLEAN!



**Bill 151, Waste-Free Ontario Act**, received its first reading in the Ontario Legislature on Thursday. In part, the bill is a stage setter for a major overhaul of the agency, Waste Diversion Ontario. The bill remains silent on the key issues of litter and littering.

## Tesco store welcomes litter educators

A supermarket in Carmarthenshire, Wales is opening its doors to litter fighters. Tesco has invited Council's environmental enforcement officers into a store Dec. 1 to talk to customers about littering in an educational drive to reduce litter levels and untended dog messes.

## DID YOU KNOW?

**Perry County in Eastern Kentucky is turning its eyes to people who litter. Using three cameras donated by Waste Management Company the county will train the lenses on secret locations at litter hot spots to find motorists who throw stuff out of their vehicles. Cameras are a tool of last resort. Officials would rather educate to prevent than ticket to punish, one of them told WYMT Mountain News in a story Friday.**

## KICKSTART THIS TURTLE'S TALE

Eleven days left in its Kickstarter fund raising appeal and non-profit, A Greener Future, is racing to hit its \$15,000 target by Dec.10. The Ontario-based group has a charming, message-laden children's book ready to publish about Nurdle the Turtle (pictured above). Based on a true story, the book tells the tale of Nurdle, who lost a back limb as a result of an encounter with angler's litter.



The illustrated storybook imparts valuable "Lessons In Litter" to impressionable, ready-to-learn children. As well as copies of the book, investors will have substantial amounts of litter picked up and recorded in their name, said executive director Rochelle Archibald.

## HEADLINE LITTER GRABBERS (NOV 22 - 29)

Some of what made our News Reel this week

### Talking lamp posts for dog dirty Dublin (11/26)

Dublin is poised to invest in talking lampposts to impart anti-mess messages to non-scooping dog walkers at the city centre's dog-dirtiest places. Costing €320 monthly at each of 12 locations the hope is that these talking poles will gain compliance where dog wardens have failed owing to people giving false names when being issued citations.

### Merton wants us to Love Clean Streets (11/26)

Officers in Merton put substantial effort into telling residents about the Council's "Love Clean Streets" campaign. After the preferred deterrent of education the town follows a strict enforcement protocol.

### Wisconsin state troopers have the power (11/26)

Justices of Wisconsin Supreme Court in a 6-0 ruling upheld the right of state troopers to enforce the littering law. Daniel Iverson, of Amery, had contested a drunk driving charge by arguing that a trooper had no right to pull him over for littering a cigarette butt.

### Busted for a bookmark, man turns page (11/25)

A case of overzealous enforcement in Wirral, a man who inadvertently dropped a bookmark and was fined £60 for it had his penalty reversed in court.

### Wellington litter ban may help clear air (11/25)

In New Zealand, Wellington Council figures a crackdown on cigarette butt littering will help the success of planned designated smoke-free zones.