

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

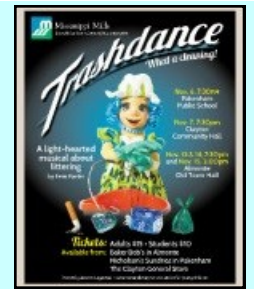
December 20, 2015



Top prize: A t-shirt, \$100 for classroom supplies and a pizza party for the class with the Mayor of Rochester.

## Rochester's winning ways

Rochester built a poster contest for fourth graders around its "A Litter Bit Better" theme. Fifteen schools and 220 entries later, we have a winner (left). First prize went to Natalie Kottom of Schaeffer Academy. Her design and slogan, "When you clean you feel like a king or queen!" will adorn a no-litter pledge that students will be asked to sign. This is the city's ninth year of running the competition.



Musical a local hit in the Ottawa area!

"Trashdance", a litter-themed musical written by Mississippi Mills activist Fern Martin, raised \$9000 for local litter-fighting programs and is already booked for encore performances April 20-22, 2016 at Almonte Town Hall near Ottawa, Canada. "It went really, really well," Martin said of the eight shows in public school and community settings this fall. The musical features well-known songs with doctored lyrics spun around a fun plot that sees various littering characters facing a judge and jury in court.

## HEADLINE LITTER GRABBERS (DEC 13 - 20)

Some of what made our News Reel this week

### Clean Europe nails date for litter summit (12/14)

Clean Europe Network has slated next year's Stop Litter Now! Summit for April 19-20. Programme details TBA.

### Naked Binmen trade prizes for litter (12/19)

Two men wearing pink body suits and oversized underwear called "The Naked Binmen" strut their stuff in the late night crowd on Villiers Street. In a most entertaining fashion they offered gifts like sticks of gum to people who followed proper non-littering procedures on Dec. 18, "Mad Friday", one of the worst days for littering, says Hubbub Inc., the UK enviro-charity behind Westminster's Neat Streets campaign stunts.

### All eyes on Hubbub experiments (12/19)

Re above, Hubbub will make its how-to guide of ideas and analysis publicly available in January, [www.hubbub.org.uk](http://www.hubbub.org.uk).

### Scotland's Generation Change ready to report (12/18)

The Scottish youth group, Generation Change, meeting for the past year to draw up a litter prevention plan for the nation's young people, will present the government a final report in early 2016. On Thursday the group released results of its survey of 263 students indicating that 45 per cent of them had never littered and 40 per cent would pick up someone else's litter. Sixty per cent support fines.

### Leader of blitz builds on community's caring (11/27)

Councillor Gerry O'Donnell, leading Litter Free Evesham, tried tapping into hometown pride at the end-November launch by saying the Vale is "simply too lovely to litter."

## SQUAD TAKES ON COMPLAINTS

From spilled refuse to pesky seagulls, teams in Barnstaple and Bideford handle complaints of all kinds. Several councils teamed up to get behind the Safer North Devon street marshal plan. They fund it equally with premises owners in targeted locations. Early dawn patrols are a mainstay of the scheme. Thursday through Saturday a quartet of trained door staff make themselves highly visible on the street in the wee hours. This Community Safety Partnership has tackled 1000 incidents since 2013 when Barnstaple first tried the concept. Bideford joined the fold in 2014. Team members can issue Criminal Behaviour Orders, but tend to reserve the tactic for use when all else fails.

## DID YOU KNOW?

Upon their arrival to Canada, Syrian refugees are told to recycle and keep the environment clean, confirms Humanity First, the charity doing the indoctrinating.

Seasons Greetings