

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

February 7, 2016

Principal puts lid on wrapper controversy

Ivan Clark, President of the Association of Public Primary School Principals in Barbados sided with litter prevention as a controversy swirls over the suspension and possible transfer of a Springer Memorial Secondary School student, who ignored his teacher's order to pick up a candy wrapper on school property. Speaking at the annual National Primary School Awards at Queen College last weekend, Clark told students, "Your school must be treated like a second home. I see nothing wrong with students keeping their surroundings clean. You have got to learn from now that you keep your room at home clean; you keep your school tidy and you keep your streets clean." Then he went further. "And do you know who puts the garbage there? The adults. There is no way a child can deposit a refrigerator, a deep freeze and a twin mattress on Farm Road, St George," Clark said.



A SHOUT OUT to Let's Do It! World, a litter-ridding global power. In 2015 a total of 3.4-million people in 34 countries rid the natural environment of 45,000 tonnes of illegal waste.

PRIDE AND PARTNERSHIP - two cornerstones of Love Essex, a clean community campaign that's registering some success. In the UK the fast food empires and others contribute to efforts to change littering behaviours, but only because governments care.



HEAD-TURNING APPROACH APPEALS TO MEDIA

Sustainability Victoria encourages local councils to borrow a cigarette butt costume (shown above) and use it to stir up awareness about tobacco litter: the crime, the fines and proper means of disposal. Dandenong took up the offer and launched Campaign #MSNOBUTTS, trotting the giant cigarette end along Halpin Way, a street central to the railway station and the city's heart. Watch for a post-audit case study and evaluation later this year. (Source: VLAA, LitterALLY)

DID YOU KNOW?

Fiji is moving ahead with legislation to allow the government to reward citizens using fines collected from people who litter. Environment Minister Parveen Kumar said a law will be drafted so citizens whose photo or video evidence helps convict a litterbug can apply to receive a percentage of the fine.

HEADLINE LITTER GRABBERS (JAN 31 - FEB 7)

Some of what made our News Reel this week

Beach butts get a law all their own (2/4)

Key West has approved a second anti-litter law, this one specific to cigarette butts. Flicking a butt on a beach or sidewalk will cost \$100 if you're caught, with ten days to pay, or attend a court hearing.

County in Georgia puts it in writing (1/31)

Macon-Bibb copies Crime Stoppers with its new hotline where people can call in tips anonymously about any littering they witness. Details of the car, plate number, date and time are used by the Bibb County Sheriff's Office, which dispatches a letter to the owner of the car describing the reported crime.

Hotel-style door hanger ads get knocked (1/31)

NSW brass gave a meal delivery start-up company in Sydney something more to digest. Suppertime had to say 'sorry' for blitzing 1000 homes with door hanger ads, prohibited by AU state litter laws.

Coca-Cola's UK contest for Grades 9 & 10 (2/2)

The "Real Business Challenge" aims to find UK's top student-designed litter campaign. Finals are Mar. 16.

Airport employees held to account (2/3)

Mumbai airport employees may find their workplace will become a more expensive place to work. A new policy aims to fine workers if they are seen to be littering the airport or leaving litter unattended.

Keeping beautiful just grew by one (2/1)

Delaware plans on joining Keep America Beautiful hot on the heels of announcing it will form an Anti-Littering and Anti-Dumping task force.