

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 3, 2016



City's fire crew attacks Number One fire killer

Portland Fire & Rescue has launched an all-out assault on cigarette butt littering. Careless smoking is the leading cause of fires and fire deaths in Portland. Alarm over 2015 statistics, the city's worst in 18 years for fire fatalities, led to the creation of www.watchyourbutt.com and a hard-hitting poster and message for billboards and advertisements. Of 3117 fires in the city, 1400 were smoking-related. Five of 11 deaths were directly attributed to a fire started by a lit cigarette.

ALL FIRED UP: Above, the Fire & Rescue Bureau of Portland is pumping out its life-and-death message about butt litter on coasters for bars, downloadable posters for residents and businesses and ads on bus tails and billboards beginning on May 2.

Colchester tackles young litter louts

Here's one town council that takes the bull by the horns. Colchester, England will send a note home to the parents of under 18-year-olds who are known for littering. Seven letters have been dispatched since the unique program started in 2015. It is administered by Community Zone teams comprised of people accredited by police with the power to request a person's name and address. They cannot issue tickets, but can refer matters to police any time youths who litter withhold their names. The letter to parents describes the incident, emphasizes that littering is illegal and reminds them of the £75 fine for over-18s who get caught. What a great idea!

DID YOU KNOW?

Two locales in Utah have determined that putting trash cans in their parks increases their litter woes. Both Layton and Farmington swear by the [no-trash-can rule](#) laid down by their respective councils. Bins invite overflow, which breeds litter, parks supervisors say. Layton has gone 13 years without regular bins in its parks, although dumpsters are set out for special events. It seems the absence of bins reinforces a "Pack It In, Pack It Out" mindset and most people oblige.

HEADLINE LITTER GRABBERS (MAR 27 - APR 3)

Some of what made our News Reel this week

French trains cheeky spy cams on tourists (3/31)

Planning a trip to Mandelieu-la-Napoule on the Riviera? The coastal vacation spot has added a new feature to its landscape to deter littering: talking CCTV cameras. They will scold people who litter and will then urge corrective action. For the incorrigible cases the photo evidence gathered can be used in court. Two other French towns plan to introduce the system.

County pays by the bag as a sweetener (4/1)

The Henry County Litter Round-up next month in Georgia will draw an estimated 700 participants. Here they pay youth groups and service clubs \$4 for each bag of litter collected up to a maximum of \$100.

Writing about marine litter would be a help (3/30)

Ten African journalists attending a three-day marine litter workshop in Abidjan were asked to relay the seriousness of the situation brewing in the nation's trashy seas. Abidjan is where 16 parties in west, central and southern Africa signed a 1981 convention on cleaning marine environments from Mauritania to South Africa. Spokesperson Abou Bamba, said media are expected to play a special role as educators.

Private firm going to town on crackdown (4/1)

It has been quite a fortnight in Brighton and Hove. In the first two weeks since bringing environmental firm 3GS onboard, 42 fines were handed out for littering.