

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 23, 2017

Thurrock shocker: Litter boss binned

Days after crowing about its recent round of successful littering convictions, a shake-up occurred in Thurrock, UK. Homestead Councillor Pauline Tolson suddenly quit as the Tory council's environment lead after just over one year into the job. Criticism of her high-priced *Clean It, Cut It, Fill It* litter control program, which failed to meet its promises and missed key targets such as bin collection and emptying schedules, equipment reliability, recycling goals and street cleanliness standards, may explain her tight-lipped, rapid retreat. A blitz that ticketed residents falsely for fly-tipping in their laneways, a mistake for which council had to apologize, added to speculation that Tolson was asked to go. Cllr Aaron Watkins has replaced her. Opposition Labour party council member Cathy Kent slammed the government's incompetence. "Everyone wants cleaner streets – but at the moment it looks like they are incapable of delivering this," [she told the local paper](#).



Oswego, NY wanted to help people see the extent of the city's cigarette butt littering problem. Each one of the green flags in the small area, at left, marked the site of an illicitly dropped, polluting, poison, plastic filter.

Harlem subway track fires put food and drink ban on the menu

The day after a track fire erupted near 145th St. Station in Harlem causing commuter chaos, New York transit boss Joe Lhota announced a 30-day look into controlling litter on rail transit lines. Suggestions ranging from friendly public service announcements to an outright food ban on subways will all be on the table, he said. Litter has caused 698 track fires on the system since July 2016.

Survey supports pocket ashtray law

Last month we asked whether a law should require a smoker to carry a personal ashtray. A tiny sample size, but overwhelmingly you thought it was a good idea. 82% said yes.



The feeling of being watched deters anti-social acts. That's why a sign like this one is a good idea for curbing littering.

Kazzie winners to be revealed soon

Results of the first-ever Kazzie Award to women working in the environment and litter prevention will soon be known. The global [scholarship fund](#), a legacy tribute to the late Aussie litter psychology pioneer, Karen Curnow, will announce its inaugural recipients at the NSW Litter Congress, July 25 - 27.

DID YOU KNOW?

The [Hey Tosser! campaign](#) in western Sydney, AU drove a 36% reduction in roadside litter at ten key sites and a 58% increase in citizen reports of littering to the EPA from March to June.

HEADLINE LITTER GRABBERS (JUL 16 - 23)

Some of what made our News Reel this week

Town's run held in the name of litter (7/21)

Beitbridge, Zimbabwe held a race on Saturday to draw attention to the litter issue. The Beitbridge Mayor's Anti-Litter Half Marathon attracted hundreds of runners with its theme "Beitbridge Against Litter." Every step helps.

'Quirky' works as video makes the rounds (7/20)

An amusing [video](#) produced in Louisville, Kentucky by a theme park intern whose employer asked for an anti-litter PSA generated 80,000 views in its first few days.

Community service favoured over fines (7/22)

Ipoh, Malaysia is questioning the effectiveness of fines for curing littering people of their unsavoury habit. A poll indicates that residents see community service hours picking up trash and peer shaming as the best cures.

Rules change with new officers aboard (7/17)

Bradford, UK will hike penalties to £80 from £75 and will scrap early fine payment discounts as its team of eight new, private "zero tolerance" enforcers hits the streets.

Article says Japanese do a better job (7/19)

A World Economic Forum article has cited reasons why the Japanese don't litter. Among them, they don't walk and eat at the same time and they are excellent recyclers. They take their rubbish home. Kamikatsu, pop. 1700, aims to be zero waste by 2020.