

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

November 5, 2017

Is this poster racist?

[Brent defends Keep Britain Tidy materials](#)

A well-meaning campaign in Kilburn, north London, took on a different complexion under a critical councillor's lens. Local councillor John Duffy has slammed as racist a litter awareness poster that has a black model posing as the "criminal" under the slogan, 'Your rubbish, your responsibility'. The Keep Britain Tidy ad is one of the Love Where You Live series in use by 30 local councils. Duffy called on Brent Council to remove the poster in Kilburn after receiving a complaint about it from a resident, who alleged that the ad's mug shot theme and its use of a black person feeds a long held, negative stereotype. A Brent spokesperson defended using the poster, saying the [city takes a stand](#) against littering and dumping. The image shows a man standing next to a pile of bags full of garbage in front of a height chart, holding a chalkboard that says, #CrimeNotToCare.



Above, this Keep Britain Tidy image prompted a complaint in Brent.

[Surfing on cigarette butts](#)

California surfer Taylor Lane, of Santa Cruz, built a surfboard and incorporated 10,000 littered cigarette butts into his design. He won the "Creators & Innovators Upcycle Contest", the Vissla and Surfrider Foundation's recycled [surfboard contest](#) at the Ecology Center in San Juan Capistrano on October 20.



DID YOU KNOW?

"Bittersweet Symphony" and "Time Matters", new Public Service Announcements in the [Trash Free Hawaii campaign](#), were funded by Hawaii Department of Transportation (Highways) and Oahu District's Storm Water Management Program. View at www.trashfreehawaii.com.

[County finds butt hurlers slow to improve](#)

In Maricopa County, AZ a WestGroup Research [survey](#) for Don't Trash Arizona found 13% fewer motorists said they had littered this year compared to 2016. Yet those who did litter, largely males 18-34, increased their cigarette butt littering by 88%. DontTrashAZ.com.

HEADLINE LITTER GRABBERS (OCT 29 - NOV 5)

Some of what made our News Reel this week

Push is on for Philadelphia fine hike [\(10/30\)](#)

Hang on to your wallets, careless Philadelphians. If you get caught letting litter slip through your fingers, it could cost you more if House Bill 1813 passes successfully.

The joint, bipartisan bill calls for fines to increase to \$100-\$500 from the current \$50-\$300 for a first offense.

Rainy season's onset brings EPA warning [\(11/1\)](#)

Zimbabwe's coming rainy season prompted public EPA reminders to put litter in bins and keep a lid on garbage or risk flooding from blocked drains, water pollution and diseases such as cholera, typhoid and dysentery.

Cemetery litter and cemetery ban [\(11/2\)](#)

EcoWaste Coalition blasted Filipinos for massively littering Manila's cemeteries again this year during All Saints and Souls Day rituals and parties, calling their behavior "very disrespectful to the dead." Argao municipality in south Cebu banned smoking, littering and burning of garbage in cemeteries from Oct. 31 to Nov. 2 to ward off environmental degradation.

Greater Toronto town asks right questions [\(11/2\)](#)

Members of Ajax, Ontario's environmental committee have asked town staff to answer a bundle of questions about litter in an upcoming presentation, including whether an appetite for a litter conference exists.