

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 1, 2018

West Australian Premier Mark McGowan is seen here with his reusable coffee cup. He had caused a flap for using a non-recyclable cup when WA is trying to persuade people to stop using single use containers.



State of Swiss beaches revealed

Switzerland has the latest dirt on the state of its beaches thanks to a study released Thursday. Led by environmental group, STOPP, and using "citizen science" for the first time, 150 trained volunteers analyzed 95,971 pieces of litter gathered from 112 shoreline locations between April 2017 and March 2018. Plastic accounted for 65.4% of the waste and cigarettes for 34.1%. The information is embodied in part one of the group's [Swiss Litter Report](#).

Littering is wrong in any language

At right, a duo-language billboard in Mesaieed, Qatar reminds users of this tourists' paradise to "please keep the beaches clean by dropping litter in the containers provided."



Premier switches to reusable coffee cup

The Premier of West Australia stirred up more than coffee when he was seen drinking from a takeaway coffee cup after promoting an end to single-use plastics on a radio show that was streamed to Facebook. Now Mark McGowan will be using the non-controversial Keepcup, courtesy of .Keep Australia Beautiful Council WA.

Fire captain's warning

With the advent of brush and grass fire season in western Canada, a Vancouver fire captain is sounding a cautionary alarm to smokers. Careless cigarette disposal is the cause of virtually all such fires, says Capt. Jonathon Gormick. He appealed to smokers to refrain from throwing lit cigarette butts out the window. 'It's not ordinary littering', he said in a News 1130 radio interview. He hopes that by stressing the dangers and risk of causing fires, smokers will change their behaviour for the better and will use a city receptacle or their own personal one. Vancouver Council updated the city's fire bylaw last year and ushered in a new \$500 fine for improper disposal of smoking materials that can lead to a hazardous situation.

HEADLINE LITTER GRABBERS (JUN 24 - JUL 1)

Some of what made our News Reel this week

Registered keeper law attractive to Angus (6/25)

Angus, Scotland is liking the idea of holding drivers responsible for litter that emanates from their vehicles. Council is seeking national registered keeper legislation so that any ticket goes to the vehicle licence holder.

Alabama ad stresses that trash costs cash (6/28)

A new Alabama ad, "Trash Costs Cash", debuted on TV, radio and social media this week. Watch it [here](#). It's a roadside litter reduction project of state law enforcement and transportation departments.

Sibu campaign sidelined by educators (6/28)

It seems Sibu's municipal leaders failed to do their homework before announcing a program of litter education in the schools. School officials have refused to offer the course, saying their students need to concentrate on academics and achieving good grades.

Abandoning boat nets a littering conviction (6/28)

A man who abandoned his boat after running it aground pleaded guilty to littering in a Michigan court and was ordered to pay \$130,000 to clean up the wreck onshore.

Cambridge continues cracking down (6/29)

Cambridge, UK is doubling down on its attack on litter. The maximum fine will be £150, up from £80, Council decided on Thursday.

DID YOU KNOW?

Two branches of Toronto Public Health - Tobacco Cessation and Chronic Disease & Injury Prevention - will be developing a new smoking cessation program training guide for staff that will include a piece on cigarette butt litter for the first time. This has come about thanks to the Litter Prevention Program's direct advocacy.