

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 8, 2018



Above is a visual reminder from environmental group Dunna Chuck Bruck, for 30 years the voice of anti-littering in Shetland, Scotland. There's a [Facebook page](#) to educate and encourage tidy habits and an entertaining [YouTube video](#), "Curse of the Bruck Monster" to get the point across. Earlier this year a [high school debated](#) whether the group had succeeded or failed.

[Irish business expands its reach](#)

To reflect the seriousness of marine litter, the Irish Business Against Litter (IBAL) group will add 60 beaches, ports and rivers to its annual ranking system of cities and towns. The anti-litter league scores are widely anticipated each year as jurisdictions vie to be the tidiest. This is the sixteenth year for the audits, which Minister of State Damien English described as "a powerful instrument". Seventy per cent of towns achieved clean status in 2017 and "litter blackspots" were brought down to zero. Meanwhile, Ireland's Gum Litter Task Force is savouring success, [reporting](#) that chewing gum as a proportion of litter dropped to 8% in 2017 from 15% in 2016.

DID YOU KNOW?

After leading a cleanup at a government-sponsored Family Fun Day, Zimbabwe's First Lady Amai Auxilia Mhangagwa told people attending to adopt a zero tolerance stance to littering. [She stressed](#) a clean environment is a collective responsibility and promoted litter picking as a fitness workout.

[Aucklanders are honest about littering](#)

A three-year study that probed the habit of littering at 80 locations in Auckland, NZ reports that 29% of residents litter. The good news is that they readily admit to it, meaning they can change their behaviour, the report concludes. Their level of honesty surprised researchers, who took it as a hopeful sign. Cigarette butts and gum, paper, foil and plastic film wrappers were the most commonly littered items. Single use plastics, including cigarette butts, comprised 39% of the total. Plastics made up 41% of overall litter. "Be A Tidy Kiwi" is well publicized mantra in New Zealand.

[Is a New Jersey bag fee in the wind?](#)

A 5¢ fee on single use paper and plastic shopping bags at large stores across New Jersey is under consideration. In an unusual move, the state's Clean Communities Committee (NJCCC) stepped away from its normal non-partisanship to throw its support behind the idea. Its recent litter study found that one-tenth of visual roadside litter came in the form of bags. Under the proposal four cents of every five-cent fee would be used for environmental programs.

HEADLINE LITTER GRABBERS (JUL 1 - 8)

Some of what made our News Reel this week

Fisherman concerned about litter [\(7/6\)](#)

Anglers in Brandon, Mississippi are fishing for litter in an effort to stop it from killing fish at a popular haunt at Ross Barnett Reservoir. Small bits of disintegrating plastic and foam suffocate fish after lodging in their gills.

Grocer debuts a first for UK in Scotland [\(7/7\)](#)

UK's first reverse vending machine for plastic bottles opened for business on June 6 at Iceland Foods supermarket in Musselburgh, Scotland and has won a 100% approval rating from customers and staff.

Memphis acted on a bright idea [\(7/7\)](#)

Ten years ago Clean Memphis was born. Today it provides litter prevention education in 58 schools to 12,000 students in classrooms and on field trips.

Volunteers keep a watchful eye over holiday [\(7/4\)](#)

A residents group of 100 volunteers polices the 4th of July holiday celebrations at Indian Rocks Beach, Florida to ensure a pristine scene at the end of the partying.

The pickup posse came into being following massive, gross littering at festivities there two years ago.

Halifax, NS between rock and hard place [\(7/5\)](#)

Halifax's quit littering program is at odds with its quit smoking program. The city has 100 ash receptacles but can't legally install them where smokers tend to huddle.