

# THIS WEEK IN "LITTERLAND"

[litterpreventionprogram.com](http://litterpreventionprogram.com)

March 17, 2019

## Trending: #Trashtag

Instagram, Twitter and Reddit began lighting up this week with people using the hashtag #trashtag and posting details about their litter collection outings. The Trashtag Challenge spurs them to clean up an area and post before and after shots on social media. An offshoot of a corporate social marketing nudge in 2015 by [UCO](#) to get 10,000 pieces of trash picked up by October 2016, #trashtag has recently regained traction as a hashtag of encouragement, a rally cry for picking up litter when one sees it, bragging about it online and feeling good. Will this latest viral challenge have staying power?



Civic leaders in Pinellas County [pledge](#) to speak up, pick up litter when they see it and stand up for a litter-free Florida in advance of the Mar. 20 launch of the 2019 [Great American Cleanup](#).



The Oxford Police Department (OPD) in Missouri is behind the above kindly approach to asking people to respect the tidiness of the city. OPD launched a [campaign](#) Wednesday to highlight the 12,000 pounds of litter collected in six months, most of it blown off the back of trucks carrying unsecured loads. While fines of up to \$500 exist, the OPD's goal is not to ticket, but to gain cooperation from the motoring public.

## DID YOU KNOW?

Kilkenny, Ireland, the ninth-ranked least littered town in Ireland, purchased new trail cameras and drones to "increase detection rates". Footage from existing CCTV cameras [was credited](#) with helping to prosecute 65 offenders who were fined in the first month of 2019.

## HEADLINE LITTER GRABBERS (MARCH 10 - 17)

Some of what made our News Reel this week

- Five E-words for ridding waters of plastic (3/11)** European Parliamentarian Maria Spyraiki posted her five E-words for reducing marine plastics on [Open Access Government](#). They are: Engagement, Education, Empowerment, Engineering and Enforcement
- Rude, sarcastic signs appear anonymously (3/13)** Closed-hand-shaped road signs with a middle finger pointing straight up bearing the slogan "We love litter" have popped up mysteriously in Decatur Township, IN.
- Broadcaster's rant shows lack of tolerance (3/15)** After completing 30 minutes of picking plastic out of the ocean while on holiday, prominent UK media persona Jeremy Clarkson railed against littering by tourists, particularly the Chinese. "Look at it. And I'm sorry, but... people of China, pick your f\*\*\*ing litter up," he tweeted.
- Japan wades into UN Environment Program (3/13)** Japan will partner in a UNEP venture to stem the flood of plastic litter in the Ganges and Mekong rivers, to devise countermeasures for Southeast Asia and India.
- Street people to be offered cash for cleaning (3/14)** Some panhandlers in Indianapolis will be hired to pick up litter when the city launches its new \$300,000 program in May, with half the funds going to wages.
- Idea from New Mexico inspires copycats (3/12)** Little Rock, AK proposes \$80,000 for jobs to homeless people of cleaning up litter three days a week in a six-month trial. It's based on an Albuquerque, NM success story, in operation for the past four years.