

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com

May 19, 2019



Senior students heard from Sheila White at a youth-led event sponsored by the Council of Agencies Serving South Asians in Toronto on April 27. CASSA obtained funding to help the young people develop a plan to reduce cigarette butt litter, particularly at their university campuses. Photo: Rahullah Naderi

Delaware launches campaign

Governor John Carney unveiled a new, statewide effort to curtail littering, flanked by Republicans, Democrats and environmental groups. “Keep DE Litter Free” strives to impress on people that Delaware is not a garbage can and it needs them to help clean up. A 2018 survey tabulated 6,000 pieces of litter per mile of highway in Delaware. State crews gathered up 35,000 bags of wayward trash, 6,000 tires and hundreds of appliances. Carney said he has noticed an increase in “trash and litter everywhere” in the past few years. “That should just be unacceptable,” he said. A [website](#) invites citizens to pledge allegiance to the goal of reducing litter over time by doing their part today.

Brantford, Ontario to pony up?

A committee in Brantford is recommending extra financial muscle for keeping downtown streets clean. Council is being asked to approve \$47,800 on May 28, mainly to hire summer students with \$5,000 set aside for an education program and possibly signs. The *Keep Downtown Brantford Clean Education and Enforcement* strategy calls for well-maintained bins emptied frequently.

Coke, Pepsi, top litter generators

Surfers Against Sewage has handed Coca-Cola a statistic the company may find hard to swallow. The group’s study ranks the beverage maker as tops for most-littered packaging on UK beaches at 12 percent. Results came from analyzing 229 April beach clean collections. Coke frowns on littering and is part of a global WorldWithoutWaste initiative, a company spokesperson said. Walkers, Cadbury, McDonalds, Nestlé, Lucozade, Mars, Haribo, Tesco and Pepsico also made the list.

Victoria, AU has sustainability awards

The Premier’s Sustainability Awards opened for nominations in Victoria, AU. In their 17th year, the awards celebrate and encourage people’s best and most inspired actions of care for the planet in 11 [categories](#) from Community to Large Business.

DID YOU KNOW?

About 85 percent of littering is the result of individual attitudes. Most roadway litter — 76 percent — appears to originate from motorists and pedestrians.

Source: Keep America Beautiful

HEADLINE LITTER GRABBERS (APR 28 - MAY 19)

Some of what made our News Reel this week

Smile and say, “Hanoi”, cameras work [\(5/18\)](#)

The trial use of cameras and the public posting of partially obscured photos of people littering resulted in much cleaner streets in the Hoan Kiem District of Hanoi.

Single-use foam on the way out in Maine [\(5/1\)](#)

Maine is the first state to have voted to ban single use polystyrene packaging in restaurants and grocery stores by 2021. Hospitals, seafood shippers and state-funded meals-on-wheels programs will be exempt.

Balloons a growing no-no in American skies [\(4/29\)](#)

Also being floated in Maine is a bill to ban the release of balloons at weddings, birthdays and memorials.

Enforcement with eyes on wheels [\(4/29\)](#)

A new *Clean India* approach involving two mobile vans, each with video cameras, two inspectors and a videographer onboard, is on the road to control littering in Muzaffarnagar, one of the country’s dirtiest cities.

Use hotline to send your litterer a letter [\(5/1\)](#)

In Arizona now you can hold litterbugs to account anonymously using a new phone app to tell authorities the licence number of a vehicle from which litter was seen to be thrown. The registered owner of that vehicle will then receive a letter from the highways department noting the damage littering inflicts on the environment and the economy.

A fine mess revealed in Ireland [\(5/17\)](#)

In Ireland, only 43 per cent of people (21,310) from 2012 to 2017 fined for littering actually paid, new figures show.