

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Tobacco company heralds "unsmoke" week

Rothmans, Benson & Hedges, an affiliate of tobacco giant Philip Morris International, is taking steps to address cigarette butt littering in Canada. In Toronto, RBH employees spent Thursday removing butts from downtown's Yonge Dundas Square to highlight "UNSMOKE Canada Week". The RBH/PMI national Unsmoke Campaign kicked off with a speech at the Empire Club in Toronto and a cross-country social media blitz.

"At RBH, we want to rid Canada of cigarette smoke to create a smoke-free future," said Peter Luongo, managing director of RBH, who picked up butts himself. "That starts by getting Canadians to butt out entirely – and to clean our streets of cigarettes."

This virgin campaign represents a major shift in focus for these Big Tobacco players as they move to wean smokers from filtered cigarettes to a new generation of smokeless nicotine products. The litter prevention argument fits neatly into that strategy.

"The message of Unsmoke is clear – if you don't smoke, don't start. If you smoke, quit. If you don't quit, change," Luongo said in a press release. In 2013, the Litter Prevention Program got PMI to fund butt litter collection drives in three Toronto business improvement areas.



Entry barred to beauty spot

Fed-up farmer Alan Titley has blocked visitors from using his property due to littering, saying his generosity was abused. He had allowed the public into his beauty spot in Meirionnydd, Wales for many years. But he blocked the entrance at Blue Lake at Golwern Quarry last week after having to remove 40 bags of trash from the site.

Even deepest ocean is tainted

Retired naval officer Victor Vescovo, a Texas investor and explorer, broke a 1960 submarine diving record on May 14, plunging 6.8 miles (35,853 feet/10,928 meters) down the Pacific Ocean's Mariana Trench to the deepest place on Earth known as Challenger Deep. While there, he was unsettled to see angular metal or plastic objects, one with writing on it. The United Nations estimates 100 million tonnes of dumped plastic clog the world's oceans today.

Lorry drivers rewarded for good behaviour

Selby District Council in the UK has a Clean Driver Scheme geared to lorry (truck) drivers. It steers them to dispose of their waste correctly and rewards them with an in-cab tidy package of litter bags for their rubbish, reusable coffee cups, and pocket ashtrays. Perennial Keep Britain Tidy backer Cromwell Polythene is a partner. The company reported a 68 percent reduction in litter compared to last year's tally of waste collected in its area during Great British Spring Clean 2019.

DID YOU KNOW?

This week Tanzania became one of only a few African nations to ban single-use plastic bags. Anyone caught using them can be fined. Manufacturing them could lead to jail time. Tourists will be asked to relinquish them before entering the country.

HEADLINE LITTER GRABBERS (MAY 26 - JUN 2)

Some of what made our News Reel this week

This boy's a neighbourhood hero at eight (5/26)

Marc O'Neill, 8, has been nominated for an award due to his passion for cleaning up. His father, a bin collector, gave his son a litter 'picker-upper' a few years ago. Since then, the boy has been enthusiastic and dogged in his use of it in his neighbourhood of Glasgow Milton. He's one of four contenders for a monthly Clean Up Scotland Hero award. He was mentioned in Parliament.

Social media account is for adventurers (5/28)

An Instagram account called [Adventure Bag Program](#) that encourages people to pick up a bag of trash on every outing has 90,000 followers and lots of pictures!

Name and shame live streamed in Shimla (5/28)

Shimla, India has taken to live streaming video footage of people who litter at ten garbage dumping hot spots. They will be in full public view in real time on a huge LED screen on The Ridge road.

Chef shocked to find plastics in fish (5/29)

A chef in Mexico was horrified to find abundant plastic items in the gut of a fish he was preparing to serve for a meal. Ricardo Muñoz Zurita posted a one-minute video on his Facebook page. "Please be aware of not using plastic and not littering in the sea, we are killing planet Earth, our home," translates his caption.