

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com  @LitterNoMore September 20, 2020

World Cleanup Day

Quiz your friends: did they know that Saturday, September 19th, was World Cleanup Day? If not, they should have, in *Litterland's* view. The diligent organizing body deserves nothing but homage for the effort injected into making this venerable, global day an opportunity for all to contribute to getting rid of litter blight. Wouldn't it be wonderful if annual events such as this became much anticipated calendar markers just like Halloween or the New Year?



Wanting a poster that makes you want to take your litter home, the Welsh county of Monmouthshire pushes the idea of having fun without creating a mess for everyone.

Painted rock craze worrisome

Parks brass in Ontario, Canada want to nip a troubling new trend in the bud. People are painting stones and leaving them behind in natural areas such as forests and beaches as decorations in conservation areas, thinking it's a cute and kind thing to do when it's actually hurting the ecosystem. An expert explains that "rocks contain several mineral components that are crucial to the health of many species both plant and animal. When these rocks are being taken out of their environment and covered in paint, they are then no longer able to do their job for their ecosystems." Read the Ontario Parks' [blog](#) on the subject and pass it on.

Group's slogan speaks volumes

"Dress It." The Nigerian group, Stop Littering Our Streets, sums up its message in those seven letters and operates under the motto "We Do The Little That Counts. What does 'dress it' stand for? D – Do the little that counts; R – Respect for lives; E – Empathy; S – Simplicity and Humility; S – Sacrificial Service to Humanity; I – Integrity and Accountability; T – Tenacity to selflessly stand-up to take action as is. Hear, hear!

DID YOU KNOW?

It's always good when radio airtime can be devoted to talking about litter with a view of quashing the habit. In Ireland Kerry Radio gave voice to the issue of mask littering last Monday. [Have a listen](#).

HEADLINE LITTER GRABBERS (SEP 13 - 20)

Some of what made our News Reel this week

Find the oldest litter relic, win money [\(9/16\)](#)

Litter picking meets archaeology with this contest. Colchester, UK is looking for the oldest piece of litter and the finder will win £100 and bragging rights to the title "Colchester's Litter Hero". It's part of Great British September Clean running through to the 27th.

Litter to be sent back to litterers [\(9/16\)](#)

Call it a special delivery litter. The environment minister of Thailand ordered litter to be returned to the people who dump it during visits to national parks. They'll be found using sign-in details from the visitors' log books.

Wildlife injuries reach heartbreak level [\(9/17\)](#)

From owls to waterfowl, a new list of animal and bird injuries as recorded by the NSPCA across England says there were 21,600 reports of creatures injured or trapped by litter in the past five years. The latest danger is the face mask, prompting the agency to issue a "cut the straps" advisory urging correct disposal of masks.

Virus messes around with Texas's message [\(9/16\)](#)

Evidence of roadside PPEs, i.e. masks, wipes and gloves, prompted the latest round of Don't Mess With Texas ads, says a transport department press release.

Mississippi expands program, moves inland [\(9/17\)](#)

A new [website](#) is the centerpiece of The Mississippi Inland Cleanup Program that will expand cleanups from the coast into the interior. An inventory of messy sites is being built using public reports sent via a QR code.