

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com



@LitterNoMore

October 11, 2020

Drug chain hammered for "flushables"

Canada's largest drugstore chain is under fire for labeling its Life Brand wipe products as "flushable", deliberately ignoring experts' warnings that wipes are plastic and should never be flushed down a toilet. *Litterland* spearheaded a fight with Shoppers Drug Mart to have all references to flushing removed from wipes packaging and to pressure manufacturers to do the same. Five years ago Shoppers responded to an initial complaint from publisher Sheila White and claimed to be discontinuing its production of wipes. But today there are more varieties of wipes than ever, White said and, due to COVID-19, usage is through the roof. "I find it disingenuous of Shoppers to claim in 2015 to be discontinuing Life Brand wipes only to accelerate production while ignoring the scientific cautions about the crucial importance of proper labeling," White said in an email to Shoppers last Monday. A group out to protect water treatment systems from costly damage from clogs, snarls and breakdowns caused by flushed wipes is advocating a global standard and certification.



HYDROFINE® - the only true flushable wipe
Albaad is proud to announce that it is the first company worldwide that has successfully passed the International Water Services Flushability Group (IWSFG) Flushability Standard test. [Click here to view](#) the certificate and the test results. *Litterland* recommended. Look for above symbols.

Six plastics banned in Canada by 2022

Plastic grocery bags, stirrers, cutlery, straws, hard plastic takeaway containers and six-pack rings are the first plastics to be banned in Canada as of the end of 2021. In the announcement this week the environment minister said the government used science to determine which items should be on the list and selected only those for which alternatives exist. He said more items could be added.

PPE123

A soiled mask is prominent in an awareness campaign in Houston, TX responding to increased PPE littering. 'Do the PPE123' is the rallying cry for the "Litter Is Trashy" theme.

1. Wear PPE and social distance.
2. Dispose of your PPE appropriately.
3. STOP THE SPREAD.



HEADLINE LITTER GRABBERS (OCT 4 - 11)

Some of what made our News Reel this week

Nuisance behaviours by the thousands (10/4)

Peterborough, UK uses Public Spaces Protection Orders liberally to place penalties on people who litter, spit and otherwise create community nuisances. The Council issued 3,772 of them in 2019, a freedom of information record revealed to an anti-PSPO group.

Gender reveal parties blasted for road mess (10/5)

A trail of blue confetti along a rural dirt road in Jefferson County from a gender reveal party prompted this tweet: "Littering is littering regardless of your baby's gender."

How Scotland helps the litter-picking person (10/6)

To encourage litter picking and safe distancing Scotland has created 20 new litter picking hubs across the country and provides Helping Hands litter kits - grabber, gloves, bags, hoops and a hi-vis vest - to solo pickers and household groups courtesy of Zero Waste Scotland funding and the efforts of Keep Scotland Beautiful.

Study chronicles gross microplastic pollution (10/7)

C.S.I.R.O., Australia's science agency, estimates 14 million metric tons of microplastics (.001 mm to 5 mm) rest on the ocean's floor: 18 to 24 shopping bagsful of minute plastic particles for every one-foot of coast line on every continent except Antarctica and 35 times more than floats on the surface, its published [study](#) says.

DID YOU KNOW?

Ontario's environment ministry (MECP) is piggybacking on Waste Reduction Week, October 19 -25, by publishing a Public Litter Clean-up Guide to encourage individuals and members of households to pick up litter during the week to make up for the COVID-cancelled first annual Day of Action on Litter last May.