

# THIS WEEK IN "LITTERLAND"

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

 @LitterNoMore

October 18, 2020



This is Bill.  
 Bill likes to walk his dog in the park.  
 Bill uses a dog poop bag.  
 Bill makes sure to put the bag in the garbage.  
 Be like Bill - scoop the poop.

Visit [brampton.ca/cleanup](http://brampton.ca/cleanup) 

**Bramptonian Bill, keen founder of P.A.L. (People Against Littering), made the above poster for the City of Brampton.**

## Litterland creator named Urban Hero

Sheila White has garnered a 2020 Urban Hero Award in Greater Toronto media chain, [toronto.com](http://toronto.com)'s, contest. Her long-time attention to litter won her the People's Choice (Environment) honours, bragging rights and a [profile about her work](#) on Metroland news platforms.

## [Masks surge onto litter's Top Ten List](#)

For the first time in 31 years, PPE appears on the list of top ten most littered items recorded during the California Coastal Cleanup. Masks and gloves join stray cigarette butts, food-to-go containers and other remnant plastics as the most frequent spoilers of beach scenes, but actually people are the spoilers. A UK paper's littering [poll](#) found 83 per cent say littering has grown worse, 90 per cent said they have seen facemasks dropped in street.

## [Ireland notes a record drop in tidy towns](#)

Waterford rings in as Ireland's tidiest city, Kilkenny as its cleanest town. The annual competition reveals the highlights and [lowlights](#) of public efforts to keep civic landscapes clean. A survey backed by IBAL - Irish Business Against Litter - and the government's environmental arm found the number of cleanest cities was at its lowest level since 2007. Organizers [blame COVID-19](#).

## DID YOU KNOW?

Reporting a motorist who litters in Canada has never been easier. Once you have a licence plate number and a location where the incident occurred, you can file that information with Report Litter Canada Inc. at [reportlitter.ca](http://reportlitter.ca), a national service created by [Liriana Ostrovica](#), to expose and help identify littering drivers.

## Ontario: Act on litter this week

October 19-25 is Waste Reduction Week. Calling all Ontario households: the environment ministry wants you out to gather some litter and be part of #ActONLitter, the social media photo blitz to inspire others to pitch in and remove litter too. There's a bland, new Ministry [guide](#) book offering tips as well as a [reporting form](#) created for the occasion. All one really needs are gloves, a grabber, a bag and hand sanitizer for when the work is done.



## Flushability symbol

No return word yet from Canada's Shoppers Drug Mart chain on why it still labels its Life Brand wipe products as "flushable", when they're not. *Litterland* is currently working on getting mainstream media coverage to force change. Above is the global no-flush icon.

## HEADLINE LITTER GRABBERS (OCT 11 - 18)

Some of what made our News Reel this week

### Tough Turkey putting new law in place [\(10/12\)](#)

Turkey is making moves to go tougher on dumpers by introducing a fine of \$124 for littering in public places and 20-times that amount for businesses found without zero waste policies and practices in place.

### Zimbabwe race in the name of litter Nov. 28 [\(10/13\)](#)

The fifth Beitbridge Mayor's Half Marathon, a 25k race, has a new route and a new theme: "Beitbridge My Home, My Smart City, Running towards zero tolerance to litter'."

### Space mission rules: no littering, no fights [\(10/13\)](#)

NASA released its guidelines for the Artemis moon-landing mission, among them: come in peace and clean up space junk. Eight nations have signed on so far.

### Glitter litter prompts scientific warning [\(10/14\)](#)

The Journal of Hazardous Materials published an Anglia Ruskin University study proving glitter - a microplastic/aluminium product - harms lakes and rivers when used in large quantities such as at parades and protests.

### Art installation is a plastic-peddling pop-up [\(10/17\)](#)

Times Square is currently housing The Plastic Bag Store, a pop-up art installation that's a replica grocery store displaying goods like 'plastic bagacado roll,' 'Yucky Shards,' and 'Caps N' Such' to highlight the New York statewide ban on plastic bags starting Monday.