

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

July 4, 2021



'CAN' DO: Last week *Litterland* featured Brantford, Ontario's forward-thinking campaign combining new solar, compacting bins, social media, twelve highlighted student art designs and a positive, can-do slogan: "Love where you live". Above, one of the selected artworks, this one by Yashveer, age 6.

Toronto 'push'? What push?

A fractured communications system at the City of Toronto has meant residents are not getting the city's anti-littering messages despite the city's promise of a social media litter campaign. The Live Green Toronto newsletter produced by the Environment and Energy Division didn't include a litter push because communicators in the Solid Waste Division didn't provide one, *Litterland* was told after questioning the omission. "Most of the City's communications staff are focussed on COVID-19 and vaccination efforts, and so there is limited capacity for creating new campaigns these days," a city coordinator said. Two weeks ago Toronto said a 30-day public education campaign was coming mid-June after *Litterland* revealed that due to a delay at the printer contracted to produce tax, utility bills and leaflets, 60,000 utility bills had been mailed absent the usual spring/summer reminder not to litter. Between June 15 and June 30 Toronto's Twitter account posted four tweets about littering and 27 about vaccines.

DID YOU KNOW?

Effective, July 1 in Gary, WV homeowners can receive a citation or even face jail time if they do not take care of their property under a new law.

Give Plastic Free July A Try

Happy Plastic Free July! Tips retweeted by [Zero Waste Hub Toronto](#): Say 'no' to single-use takeout cups and containers, avoid pre-packed fruit & veggies, use reusable grocery bags, reduce what you buy, reuse plastic items as much as possible, and recycle correctly.



#GLADforChange freebies snatched up

GLAD Canada gave away 25,000 plastic bag 'clean kits' in June to encourage family litter picking this summer and promote its partner litter-tracking app, [One Piece A Day](#). The kits went fast. An online market research company, [Sampler](#), that proffers free samples to its followers handled distribution. Youth "influencers" for Zero Waste Collective talked up the program, on until Aug. 31. "This is a simple, easy way individuals can make an impact in just a few minutes while still adhering to COVID restrictions and guidelines," a GLAD spokesperson told *Litterland* in a tweet.

HEADLINE LITTER GRABBERS (JUN 30 - JUL 4)

Some of what made our News Reel this week

Donation to litter-picking mom has wheels [\(6/29\)](#)

Wishes do come true. The Litter Lady of Anderson County, Tennessee has her truck. An anonymous good Samaritan and the community donated a 2017 Nissan truck to help Brandy Brogdon, a prolific volunteer picker lauded by local media for the difference she's making.

Cigarettes cause fires in sweltering heat [\(6/30\)](#)

Littered cigarettes in a searing weather 'heat dome' caused several fires in Langley, BC. Smokers fail to consider the implications of littering a cigarette in the high heat and dry weather, a township firefighter said.

Denver opts for plastic shopping bag fee [\(6/30\)](#)

Litter fatigue is behind Denver's adoption of a ten-cent fee on plastic shopping bags. It should cut use by 70%.

Nanorobots envisioned as problem solvers [\(6/29\)](#)

The [Proceedings of the National Academy of Sciences](#) this week carries findings about self-propelling particles called "nanoswimmers" that someday could be used to filter water and remediate soil. Colorado University researchers report their discovery of 'Janus particles'.

Conservation officers hold litter workshop [\(7/2\)](#)

On Independence Day conservation officers in Missouri take special aim at littering, their most common ticket-writing offence. The team has a zero tolerance mindset because they see the damage litter causes firsthand. One officer said was taught young that it's rude to litter.