

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Globally mask litter is the common foe
 Litterland readers are well aware that COVID-19 has sparked a PPE littering epidemic in addition to harm to human health. In Qatar the mask is highlighted in a recent tweet warning of fines.

[Picker Pals program kicks off in Cork](#)

The Mayor of Cork welcomed the advent of a new litter picking program for primary schools called Picker Pals. A partnership between NGO Voice of Irish Concern for the Environment and council's waste division, there's total package for students created entirely of upcycled and recycled materials. It includes an activity book, story and songs in Irish and English, a [website](#), all aiming to shape behavioural change. Learn more about Picker Pals by email at pickerpals@voiceireland.org. It started as a pilot in 2019 and now is planning to reach 1,200 classrooms nationwide this year. For *Litterland* founder Sheila White this program further validates the pioneering she has done to prove that non-littering behaviours can be shaped and coaxed through the use of her themed, original songs.

[Jamaica plays the race card](#)

The National Solid Waste Management Authority of Jamaica says members of a certain unnamed ethnic group are responsible for the amassing of mishandled waste. A missive from NSWMA executive director Audley Gordon reminded foreign investors in Jamaica that littering and dumping laws apply to them too. "We gonna do it in a way that don't dutty up Jamaica," he told the press, citing "a need for better containerisation; there is also need for less wanton littering."

[Green politics pushed onto ballot](#)

Ahead of the 2022 national elections the extremely proactive EcoWaste Coalition in the Philippines has begun pushing for Green Electoral Reforms for litter-free elections. The manifesto backed by prestigious zero waste and green groups calls for a package of pledges from candidates to green up their campaigning techniques and adhere to the [ten tips for a waste-free election](#), including litter control.

DID YOU KNOW?

A plastic [bag ban took effect](#) in Washington State on October 1. Shoppers can bring their own bag or pay an 8¢ fee at the cash for a recycled one. Smaller plastic bags for meat, produce, pharmacy and deli are exempt.

HEADLINE LITTER GRABBERS (SEP 25 - OCT 3)

Some of what made our News Reel this week

Isle of Wight's campaign officially underway [\(9/27\)](#)

The "What's your excuse?" campaign debuted on the Isle of Wight, a partnership between council and Keep Britain Tidy. A bold pink sign takes a sarcastic stab at littering people, listing multiple answers to the question "Why are you littering?" - "I am lazy", for example.

Keep Metro Clean and Safe hits high gear [\(9/27\)](#)

A shared responsibility and mutual respect message from Los Angeles County transit authority [is running](#) to remind that all transit property is a no-smoking, no-littering zone and that mask wearing is mandatory.

Council tries high-tech eyes for two weeks [\(9/27\)](#)

In Essex, UK the Littercam AI technology to detect and identify vehicles from which litter is thrown will be tested by Brentwood Council during a 14-day period where one camera will be installed at a cost of £5,300.

Free excess trash days save on litter [\(9/29\)](#)

In 2013 Gastonia, NC discovered a way to cut down on litter volumes. The city stages two 'excess free trash days' per year when residents can have unlimited trash collected at the curb without paying the usual fee.

New Bournemouth bins sited by drones [\(9/30\)](#)

A drone survey identifying Bournemouth beach litter hot spots pinpointed the best locations for glow-in-the-dark bins that are credited for reducing littering by 75%.