

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

October 31, 2021

Talkin' Trash Tuesdays

WIS-TV News10 in Columbia, SC runs a weekly segment called Talkin' Trash Tuesdays where a waste management issue is highlighted. Communicating about litter problems is so much easier when media outlets make an effort to show regular, concerted coverage of the issue. On Tuesday the show looked at Palmetto Pride's outreach manoeuvres to get smokers to put their spent cigarette butts into bins.

Halifax's awesome media blitz

Hats off to Halifax, Nova Scotia for the coming rollout on social media, television, billboards and in major newspapers of "Be responsible with your waste", a media offensive against illegal dumping and littering in the region. Starting November 3 three phases will be introduced. Raising awareness about the harm and cost of carelessly handled waste and teaching disposal options come first. Then the concept of consequences will be stressed and public reporting will be encouraged.

He's an inspiration on wheels

Martin Burrows has just won a 'Points of Light' award from the government as a nod to his work mobilising lorry drivers to clean up lay-bys, truck stops and motorways along their routes.



MARTIN BURROWS

Burrows founded the Facebook group, Truckers Cleaning Up Britain, after he really noticed the litter accumulation and started cleaning it up himself. His Twitter handle is @TruckersUp. His idea has "snowballed", he says, with 600 drivers now part of his group.

DID YOU KNOW?

The name Kirste Allsopp again draws a positive mention in *Litterland* for her outspoken condemnation of littering. "Rein it in," the British television host of the show "Location, Location, Location" [tweeted to her followers](#). "I will never stop worrying about the masks, the gloves, the sprays, the wipes and the myriad single use items/plastic whose use has ballooned in COVID times."



Source: Keep Scotland Beautiful

Traps being tested along St. Lawrence

The village of Clayton, NY is piloting a perforated, metal drain cover that traps litter and blocks it from infiltrating the mighty St. Lawrence River. The group Save The River, which championed testing the LittaTrap™, hopes to prove the efficacy of the device and have one installed on every storm drain.

HEADLINE LITTER GRABBERS (OCT 24 - 31)

Some of what made our News Reel this week

Limerick, IE begins cheeky, six-week drive [\(10/26\)](#) LoveLimerick.com is placing six, comedic slots weekly on YouTube, Facebook and Instagram. They star the fictional Shannon Banks, a middle-aged Tidy Towns volunteer with a sharp, Irish wit, portrayed by actor Richard Lynch. The [first one](#) debuted on Oct. 25.

Lottery funds support anti-litter group [\(10/27\)](#) Lichfield runs a community-based lottery (£25,000 jackpot!) where 60p of every £1 spent goes to a community cause. Recent proceeds went to support the town's litter cleanup group, Lichfield Litter Legends.

No more torture ads, even in jest [\(10/28\)](#) Washington State has ditched a long-running ad that portrays the punishment for littering as a tortuous police takedown. Police complained it reinforced a negative stereotype. The new ad will be more gentle.

Litter busters at work on ground level crime [\(10/25\)](#) Grand Avenue in Fair Haven, CT is the site of City Hall's Livable City Initiative that gives a pamphlet to business owners acquainting them with litter rules. Enforcement will follow, meaning ten days to clean up or expect to be handed a \$100 fine.

Tampa contemplates its litter problem [\(10/28\)](#) Tampa, FL is wrestling with its garbage-y appearance. City Council held a workshop on the topic on Thursday.