

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

January 23, 2022

New Brunswick doesn't mess around



No-flush logo a partial victory

Taken to task for advertising plastic wipes as "flushable", Canada's drug chain, Shoppers Drug Mart, blamed its parent company - grocery giant, Loblaws. Over a year after *Litterland* complained, Loblaws added a 'do not flush' icon to its PC wipes packaging.

Toronto's 3Rs are RRS now



Toronto's new Waste Management Guide calls on us to reject single-use plastics, switch to reusable items, and sort waste properly and well to cut load contamination.

Litter-picking is really, really good for you

An Ipsos Public Affairs survey for Nature Conservancy of Canada shows people are spending more time outdoors for a mental health boost. By extension litter picking should be encouraged for its same benefits of fresh air, exercise, mood boosting and emotional fulfilment from being with nature.

Regina goes bag-less soon

February 1 will usher in a ban on plastic carrier bags in the western Canadian city of Regina, SK, pop. 260,000. An individual or business that provides a plastic checkout bag can be fined: \$100 for an individual's first offence, \$500 if a business's. Graduating fines top out at \$500 and \$10,000 respectively for third offences. In a survey of 10,000 city residents, 77 percent wanted action on single-use plastics. The city says a ban will save landfill space, reduce litter and protect the environment. An average Canadian uses 200-300 plastic bags per year.

Halifax's campaign underway

Halifax, Nova Scotia is advertising its desire to have residents handle waste responsibly. A regional push began in November to teach free and easy options to dumping and littering. Ramped-up enforcement led to two dozen investigations and three charges to date. Fines go as high as \$10,000 and offenders can also be forced to clean up the mess, an official said.

DID YOU KNOW?

Earth Poetica, Israeli artist Beverly Barkat's giant art installation made of littered plastic, starts its world tour at Gottesman Family Israel Aquarium in Jerusalem on Feb. 6. [Video](#).

HEADLINE LITTER GRABBERS (JAN 16- 23)

Some of what made our News Reel this week

Raising a glass and a toast to litter pickers (1/17)

Nothing like a thirst quencher after completing an invigorating litter pick. In Knoxville, TN they'll give you a free pint of beer for the help in the new Pick Up for a Pint program. Tennessee Craft Brewers Guild partnered with Keep Tennessee Beautiful to make it happen.

Guyana turning to cameras, policing (1/17)

President Dr. Irfaan Ali said CCTV and police targeting hot spots will be deployed to curb littering in Guyana's capital of Georgetown. "It's time we start calling people out," he told St. Lucia Times during a massive two-day cleanup to create clean, family-friendly spaces.

Grant expands volunteer involvement (1/19)

A \$59,200 grant from Ontario Trillium Foundation's Resilient Communities Fund allowed litter-focused non-profit A Greener Future to boost its volunteer base dramatically. Using newly acquired software and online organizing tools, participation rose to 5,250 hours in 2021 compared to 303 hours in 2020, enabling the group's operations to continue through the pandemic.

On this day in litter history six years ago ...

On January 23, 2016 the Japanese Government and Tokyo University of Marine Science and Technology hosted an international symposium on marine litter.